



BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION





SUMMARY

Course Cluster	No. of Units
General Education	45
Physical Education	12
National Service Training Program	6
Business and Management Education (Core Courses)	6
Business Administration (Core Courses)	69
Business Administration (Professional Courses)	33
Internship	6
Elective	12
Total Units	189

FIRST YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0101	College Academic Skills in English	3		
GED0106	Art Appreciation	3		
GED0110	Understanding the Self	3		
GED0116	Retorika	3		
MGT1101	Leadership and Decision Making	3		
MGT1102	Fundamentals of Business Analytics with Spreadsheet	2	1	
MGT1105	Microeconomics	3		
NST0101	National Service Training Program 1	3		
WRP0201	Wellness and Recreation Program 1	1.5		
	Total Units	24.5	1	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0102	The Life and Works of Rizal	3		
GED0103	Mathematics in the Modern World	3		
GED0109	Speech Communication	3		
ACT1101	Financial Accounting and Reporting	2	1	
MGT1103	Business Statistical Analysis with Software Application	2	1	
MGT1104	Organizational Behavior	3		
MGT1108	Macroeconomics	3		
NST0102	National Service Training Program 2	3		
WRP0202	Wellness and Recreation Program 2	1.5		
	Total Units	23.5	2	

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1111	International Business and Trade	3		
MGT1112	Good Governance and Social Responsibility	3		
	Free Elective 1	3		
	Total Units	9		

SECOND YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0113	The Filipino in the Contemporary World	3		
GED0119	Purposive Communication	3		GED0101
MKT1101	Market Research & Consumer Behavior	3		
MKT1109	Marketing Channels	3		
LAW1101	Law on Obligations and Contracts	3		
MGT1107	Management Science	3		
MGT1109	Corporate Finance	3		
WRP0203	Wellness and Recreation Program 3	1.5		
Total Units		22.5		

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0107	Readings in Philippine History	3		
GED0114	Applied Ethics in Contemporary Times	3		
GED0120	Scholarly Inquiry	3		GED0119
ACT1105	Cost Accounting and Control with SAP	2	1	ACT1101
MKT1110	Professional Selling and Sales Management	3		MKT1109
MGT1106	Human Resource Management	3		
MGT1110	Marketing Management	3		
WRP0204	Wellness and Recreation Program 4	1.5		
Total Units		21.5	1	

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
GED0104	Science, Technology, and Society	3		
GED0117	Culture, Society, Ideas, and Innovations	3		
GED0118	Talakayan sa Makabuluhang Araling Pangkultura, Panlipunan at Reyalistikong Usapin sa Wika	3		
Total Units		9		

THIRD YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
ACT1123	Strategic Cost Management	2	1	ACT1105
MGT1113	Business Plan 1 (Feasibility Study)	3		MGT1110
MKT1104	Retail Marketing	3		MGT1110
MKT1105	Pricing Models and Strategy	3		MGT1110
MKT1201	Clients Relationship Management	3		
MKT1211	Services Marketing	3		MGT1110
TAX1101	Income Taxation	3		
WRP0205	Wellness and Recreation Program 5	1.5		
	Total Units	21.5	1	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BME1102	Strategic Management	3		
ENM1205	Project Management	3		
LAW1102	Business Laws and Regulations 1	3		LAW1101
MGT1114	Business Plan 2 (Business Research)	3		MGT1113
MKT1103	Product & Brand Management	3		MGT1110
MKT1107	Advertising and Integrated Marketing Communications	3		MGT1110
WRP0206	Wellness and Recreation Program 6	1.5		
	Total Units	19.5		

SUMMER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BME1101	Production and Operations Management	3		
	Free Elective 2	3		
	Free Elective 3	3		
	Total Units	9		

FOURTH YEAR

FIRST SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1119	Industry Capstone Program	6		BME1102
MKT1208	Multimedia Content Writing in Marketing	3		
MKT1202	Digital Marketing with Photoshop	2	1	MGT1110
	Elective 4	3		
WRP0207	Wellness and Recreation Program 7	1.5		
	Total Units	15.5	1	

SECOND SEMESTER

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
MGT1202	Business Management Internship	6		MGT1119
WRP0208	Wellness and Recreation Program 8	1.5		
	Total Units	7.5		

ELECTIVES

Course Code	Course Title	Lec.	Lab.	Pre-Requisites
BAN1202	Big Data Techniques and Technologies	3		
BAN1106	Data Mining and Warehousing	3		
BAN1207	Mining Web Data for Business Insights	3		
BAN1213	Advanced Business Analytics	2	1	MGT1102; MGT1103
ENM1209	Introduction to Sustainable Development in Business	3		
ENM1210	Entrepreneurial Operations on Launching a Start-Up	3		
TRM1108	Foreign Language 1	3		
ECL1201	Retail Trade Laws and Consumer Act (with eCommerce Law)	3		
ECL1202	Business Protection Laws	3		
ECL1203	Law on Business and Transfer Taxation	3		
ECL1204	Cybercrime Law	3		
ECL1205	Labor Economics	3		MGT1108
FIN1202	Financial Derivatives	3		
FIN1203	Financial Programming and Database Management	2	1	
FIN1206	Risk and Insurance	3		
FIN1210	Valuation and Mergers & Acquisitions	3		MGT1109
LHC1201	Career Planning and Management	3		
LHC1202	Conflict Management and Resolution	3		
LHC1204	Leadership and Management Development	3		
LHC1206	Leading in the 21st Century	3		
MKT1203	Electronic Commerce	2	1	MGT1110
MKT1206	Global Marketing	3		MGT1110
MKT1207	Introduction to Graphic Design and Multimedia Marketing	2	1	
MKT1209	New Product Development	3		MGT1110



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