

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN MARKETING MANAGEMENT (MKM)

SUBJECTCODE	DESCRIPTION	UNITS
FIRST YEAR / FIRST SEMESTER		
BAC 111	Fundamentals of Accounting Part 1 (Sole Proprietorship)*	6
BCB 111	Introduction to Information Technology	3
BEC 111	Introduction to Economics with Land Reform and Taxation*	3
BMG 111	Fundamentals of Management	3
BMK 111	Principles of Marketing	3
PPE 111	Physical Education 1*	2
ZEN 111	Communication and Study Skills in English Across Disciplines	3
ZMA 111	College Algebra	3
Total Units		26
FIRST YEAR / SECOND SEMESTER		
BAC 112	Fundamentals of Accounting-Part 2 (Partnership & Corporation)	6
BBM 111	Business Mathematics	3
BCB 112	Computer Application	3
BEC 122	Basic Microeconomics (with Price Theory)*	3
BHR 111	Human Resources Management *	3
MLC 111	Literacy/Civic Welfare/Military Science 1	3
PPE 112	Physical Education 2	2
ZEN 112	College Reading and Writing*	3
ZFI 114	Komunikasyon sa Akademikong Filipino*	3
Total Units		29
SECOND YEAR / FIRST SEMESTER		
BBM 112	Mathematics of Investment *	3
BBM 113	Mathematical Analysis in Business	3
BFM 111	Basic Finance*	3
BHB 111	Human Behavior in Organization* (BA)	3
MLC 112	Literacy/Civic Welfare/Military Science 2	3
PPE 113	Physical Education 3	2
ZEN 113	Technical and Research Report Writing	3
ZFI 112	Pagbasa at Pagsulat sa Iba` t-ibang Disiplina	3
ZNS 111	The Physical Sciences	3
ZPS 111	Politics and Governance (with Philippine Constitution)*	3
Total Units		29
SECOND YEAR / SECOND SEMESTER		
BBL 111	Law on Obligations and Contracts*	3
BCM 112	Business Communication (with Technical Writing)	3
BMK PE1	Prescribed Elective 1*	3
BST 111	Business Statistics with Computer	3
PPE 114	Physical Education 4	2

SUBJECTCODE	DESCRIPTION	UNITS
ZHI 112	Life and Works of Rizal	3
ZNS 112	The Biological Sciences*	3
ZPL 111	Fundamentals of Logic and Ethics (with Values Education)	3
ZPY 111	General Psychology	3
Total Units		26
THIRD YEAR / FIRST SEMESTER		
BBL 113	Law on Negotiable Instruments*	3
BBM 114	Quantitative Techniques in Business	3
BGS 111	Good Governance and Social Responsibility	3
BMK 121	Consumer Behavior	3
BMK PE2	Prescribed Elective 2*	3
BMR 111	Methods of Research 1	3
BTL 111	Introduction to Taxation and Income Tax Laws*	3
ZSC 111	Society and Culture	3
Total Units		24
THIRD YEAR / SECOND SEMESTER		
BEV 111	Business Planning	3
BMK 211	Advertising Management	3
BMK 311	Marketing Research	3
BMK 312	Professional Salesmanship	3
BMK PE3	Prescribed Elective 3*	3
BTQ 111	Total Quality Management	3
ZHI 111	Philippine History and Public Service*	3
ZLI 111	Literatures of the Philippines/Panitikan ng Pilipinas*	3
Total Units		24
FOURTH YEAR / FIRST SEMESTER		
BEV 112	Entrepreneurial Venture	3
BMK 321	Product Management	3
BMK 322	Distribution Management	3
BMK 323	Retail Management	3
BMK PE4	Prescribed Elective 4*	3
ZEN 114	Speech Communication	3
ZHU 111	Art Appreciation	3
ZPD 111	Personality Development	1
Total Units		22
FOURTH YEAR / SECOND SEMESTER		
BMK 421	Marketing Management	3
BMK 422	Strategic Marketing Management	3
BMK 497	Practicum (On-The-Job Training for MK)	3
BMK FE1	Free Elective*	3
Total Units		12

SUBJECTCODE	DESCRIPTION	UNITS
Legend: ()=units enclosed with parenthesis are considered as Non Academic Subject		

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN FINANCIAL MANAGEMENT (FM)

SUBJECTCODE	DESCRIPTION	UNITS
FIRST YEAR / FIRST SEMESTER		
BAC 111	Fundamentals of Accounting Part 1 (Sole Proprietorship)*	6
BCB 111	Introduction to Information Technology	3
BEC 111	Introduction to Economics with Land Reform and Taxation*	3
BFM 112	Principles of Money, Credit and Banking	3
BMK 111	Principles of Marketing	3
PPE 111	Physical Education 1*	2
ZEN 111	Communication and Study Skills in English Across Disciplines	3
ZMA 111	College Algebra	3
Total Units		26
FIRST YEAR / SECOND SEMESTER		
BAC 112	Fundamentals of Accounting-Part 2 (Partnership & Corporation)	6
BBM 111	Business Mathematics	3
BCB 112	Computer Application	3
BEC 122	Basic Microeconomics (with Price Theory)*	3
BMG 111	Fundamentals of Management	3
MLC 111	Literacy/Civic Welfare/Military Science 1	3
PPE 112	Physical Education 2	2
ZEN 112	College Reading and Writing*	3
ZFI 114	Komunikasyon sa Akademikong Filipino*	3
Total Units		29
SECOND YEAR / FIRST SEMESTER		
BBM 112	Mathematics of Investment *	3
BHR 111	Human Resources Management *	3
MLC 112	Literacy/Civic Welfare/Military Science 2	3
PPE 113	Physical Education 3	2
ZEN 113	Technical and Research Report Writing	3
ZFI 112	Pagbasa at Pagsulat sa Iba't-ibang Disiplina	3
ZHI 112	Life and Works of Rizal	3
ZNS 111	The Physical Sciences	3
ZPS 111	Politics and Governance (with Philippine Constitution)*	3
ZPY 111	General Psychology	3
Total Units		29
SECOND YEAR / SECOND SEMESTER		
BBL 111	Law on Obligations and Contracts*	3

SUBJECTCODE	DESCRIPTION	UNITS
BBM 113	Mathematical Analysis in Business	3
BCM 112	Business Communication (with Technical Writing)	3
BFM PE1	Prescribed Elective 1*	3
BHB 111	Human Behavior in Organization* (BA)	3
BST 111	Business Statistics with Computer	3
PPE 114	Physical Education 4	2
ZNS 112	The Biological Sciences*	3
ZPL 111	Fundamentals of Logic and Ethics (with Values Education)	3
Total Units		26
THIRD YEAR / FIRST SEMESTER		
BBL 113	Law on Negotiable Instruments*	3
BBM 114	Quantitative Techniques in Business	3
BFM 211	Banking and Financial Institutions	3
BFM PE2	Prescribed Elective 2*	3
BGS 111	Good Governance and Social Responsibility	3
BMR 111	Methods of Research 1	3
BTL 111	Introduction to Taxation and Income Tax Laws*	3
ZSC 111	Society and Culture	3
Total Units		24
THIRD YEAR / SECOND SEMESTER		
BEV 111	Business Planning	3
BFM 221	Monetary Policy and Central Banking	3
BFM 222	Credit and Collection Management	3
BFM PE3	Prescribed Elective 3	3
BMR 112	Methods of Research 2	3
BTQ 111	Total Quality Management	3
ZHI 111	Philippine History and Public Service*	3
ZLI 111	Literatures of the Philippines/Panitikan ng Pilipinas*	3
Total Units		24
FOURTH YEAR / FIRST SEMESTER		
BEV 112	Entrepreneurial Venture	3
BFM 312	Investment Principles and Portfolio Management	3
BFM 321	Financial Management	3
BFM 322	Financial Analysis and Reporting	3
BFM PE4	Prescribed Elective 4*	3
ZEN 114	Speech Communication	3
ZHU 111	Art Appreciation	3
ZPD 111	Personality Development	1
Total Units		22
FOURTH YEAR / SECOND SEMESTER		
BFM 421	Capital Markets Management	3

SUBJECTCODE	DESCRIPTION	UNITS
BFM 422	Strategic Financial Management	3
BFM 497	Practicum (On-The- Job Training for FM)	3
BFM FE1	Free Elective (from other colleges or within the college/department)	3
Total Units		12
Legend: ()=units enclosed with parenthesis are considered as Non Academic Subject		