

**HOLY ANGEL UNIVERSITY
REGISTRAR'S OFFICE
COLLEGE OF BUSINESS AND ACCOUNTANCY
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
MAJOR IN MARKETING MANAGEMENT
EFFECTIVE S.Y. 2007-2008**

FIRST YEAR FIRST SEMESTER

COURSE NO.	DESCRIPTION	LEC	LAB	CREDIT	PREREQUISITE
		HRS	HRS	UNITS	
XFUNAC1	FUNDAMENTALS OF ACCOUNTING	6		6	NONE
6COMBASIC	COMPUTER BASIC CONCEPTS & APPLICATIONS		3	3	NONE
1ENGLISH	READING AND WRITING	3		3	NONE
2COLALG	COLLEGE ALGEBRA	3		3	NONE
3FILKOM	KOMUNIKASYON SA AKADEMYANG FILIPINO	3		3	NONE
9EARTSN	EARTH SCIENCE	3		3	NONE
5THEO1	DOING CATHOLIC THEOLOGY FOR TODAY'S FILIPINO	3		3	NONE
7SELACT	SELF-TESTING ACTIVITIES	2		2	NONE
NSTP1	NATIONAL SERVICE TRAINING PROGRAM I		(3.0)	(3.0)	NONE
		23	3	26	

FIRST YEAR SECOND SEMESTER

COURSE NO.	DESCRIPTION	LEC	LAB	CREDIT	PREREQUISITE
		HRS	HRS	UNITS	
XPACOAC	PARTNERSHIP AND CORPORATION ACCOUNTING	3		3	XFUNAC1
6PROGFUN	PROGRAMMING FUNDAMENTALS & DATABASE MANAGEMENT		3	3	6COMBASIC
1CORRES	BUSINESS CORRESPONDENCE & REPORT WRITING	3		3	1ENGLISH
2MINVES	MATHEMATICS OF INVESTMENT	3		3	2COLALG
3FILBAS	PAGBASA AT PAGSULAT TUNGO SA PANANALIKSIK	3		3	3FILKOM
5LOGIC	LOGIC	3		3	NONE
9BIOSCN	BIOLOGICAL SCIENCE	3		3	9EARTSN
5THEO2	CHRISTIAN MORAL LIVING OF TODAY'S FILIPINO	3		3	5THEO1
7RHYACT	FUNDAMENTALS OF RHYTHMIC ACTIVITIES	2		2	7SELACT
NSTP2	NATIONAL SERVICE TRAINING PROGRAM II		(3.0)	(3.0)	NSTP1
		23	3	26	

SECOND YEAR, FIRST SEMESTER

COURSE NO.	DESCRIPTION	LEC	LAB	CREDIT	PREREQUISITE
		HRS	HRS	UNITS	
YBORGMA	BUSINESS ORGANIZATION & MANAGEMENT	3		3	2ND YR. STANDING
YBUSFIN	BASIC BUSINESS FINANCE	3		3	2MINVES
4GENPSY	GENERAL PSYCHOLOGY	3		3	NONE
4RIZAL	LIFE AND WORKS OF RIZAL	3		3	NONE
1SPEECH	SPEECH & ORAL COMMUNICATION	3		3	1CORRES
2BUSCAL	BUSINESS CALCULUS	3		3	2MINVES
5THEO3	A CATHOLIC VIEW OF SEXUALITY, MARRIAGE AND FAMILY LIFE	3		3	5THEO2
YMICRO	MICROECONOMICS THEORY & PRACTICE	3		3	2ND YR. STANDING
7FUNGAM	FUNDAMENTAL OF GAMES AND SPORTS	2		2	7RHYACT
		26		26	

SECOND YEAR SECOND SEMESTER

COURSE NO.	DESCRIPTION	LEC	LAB	CREDIT	PREREQUISITE
		HRS	HRS	UNITS	
YBUSSTAT	BUSINESS STATISTICS (w/ Laboratory)	3		3	2BUSCAL & 6COMBASIC
YMACRO	MACROECONOMICS THEORY & PRACTICE	3		3	YMICRO
YORGBEV	ORGANIZATIONAL BEHAVIOR	3		3	YBORGMA
YGOODGOV	GOOD GOVERNANCE AND RESPONSIBLE CITIZENSHIP	3		3	YBORGMA
YPRIMAR	PRINCIPLES OF MARKETING	3		3	YBORGMA
4GENSOC	GENERAL SOCIOLOGY	3		3	NONE
1LIT1	LITERATURE OF THE PHILIPPINES	3		3	1 SPEECH
YKAMP	KAPAMPANGAN CULTURE	3		3	NONE
7REACT	RECREATIONAL ACTIVITIES	2		2	7FUNGAM
		26		26	

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THIRD YEAR FIRST SEMESTER

COURSE NO.		LEC	LAB	CREDIT	PREREQUISITE
		HRS	HRS	UNITS	
YQUANTIB	QUANTITATIVE TECHNIQUES IN BUSINESS (w/ Laboratory)	3		3	YBUSSTAT
XOBLICO	LAW ON OBLIGATIONS AND CONTRACTS	3		3	3RD YR STANDING
YFINMA	FINANCIAL MANAGEMENT	3		3	YBUSFIN
4HISGOV	PHILIPPINE HISTORY & GOVERNMENT	3		3	NONE
YHUMRES	HUMAN RESOURCES MANAGEMENT	3		3	YORGBEV
YPROMARKMA	MARKETING MANAGEMENT	3		3	YPRIMAR
YPROSALES	PROFESSIONAL SALESMANSHIP	3		3	YPRIMAR
YTQM	TOTAL QUALITY MANAGEMENT	3		3	3RD YR STANDING
		24		24	

THIRD YEAR SECOND SEMESTER

COURSE NO.		LEC	LAB	CREDIT	PREREQUISITE
		HRS	HRS	UNITS	
XPACOLO	PARTNERSHIP AND CORPORATION LAW	3		3	XOBLICO
YPRODMAN	PRODUCTION & OPERATIONS MANAGEMENT (w/ Laboratory)	3		3	YQUANTIB
YMETHRES	METHODS OF RESEARCH	3		3	YBUSSTAT
SPDPR	PERSONALITY DEVELOPMENT & PUBLIC RELATIONS	3		3	3RD YR STANDING
YPROADS	ADVERTISING	3		3	YPRIMAR
YPROMARDEV	NEW MARKET DEVELOPMENT	3		3	YPRIMAR
YFREENTREP	ENTREPRENEURIAL MANAGEMENT	3		3	3RD YR STANDING
1LIT2	LITERATURE OF THE WORLD	3		3	1LIT1
		24		24	

****PREREQUISITE:** (Marketing Management – YPRIMAR), (Human Resource Management – YBORGMA),
(Production Management – YQUANTI), (Financial Management – YFINMA1)

FOURTH YEAR FIRST SEMESTER

COURSE NO.		LEC	LAB	CREDIT	PREREQUISITE
		HRS	HRS	UNITS	
XINTAX	INCOME TAXATION	3		3	XPACOLO
YMACTU	MANAGEMENT ACCOUNTING	3		3	YFINMA
YPROMARES	MARKETING RESEARCH	3		3	YMETHRES/GRAD
YPRODISMAN	DISTRIBUTION MANAGEMENT	3		3	YPRIMAR
YPRORETMAN	RETAIL MANAGEMENT	3		3	YPRIMAR
YFRESMAR	SERVICES MARKETING	3		3	YPRIMAR
YFRECONS	CONSUMER BEHAVIOR	3		3	YPRIMAR
YFREINTERMAR	INTERNATIONAL MARKETING	3		3	GRADUATING
		24		24	

FOURTH YEAR SECOND SEMESTER

COURSE NO.		LEC	LAB	CREDIT	PREREQUISITE
		HRS	HRS	UNITS	
YPRACT	PRACTICUM	6		6	GRADUATING
XBUSTAX	BUSINESS TAXATION	3		3	XINTAX
YFREFRANCHISE	FRANCHISING	3		3	GRADUATING
YPROSTRAT	STRATEGIC MARKETING MANAGEMENT	3		3	GRADUATING
		15		15	

NOTE: YPRATICUM/INTEGRATED LEARNING IS MANDATORY FOR A TOTAL OF 250 HRS.

	PROFESSIONA ELECTIVES(24 units)
YPROSALES	Professional Salesmanship
YPROMARES	Marketing Research
YPRODISMAN	Distribution Management
YPROADS	Advertising
YPROMARDEV	New Market Development
YPRORETMAN	Retail Management
YPROSTRAT	Strategic Marketing Management
YPROMARKMA	Marketing Management

	FREE ELECTIVES (15 units)
YFRECONS	Consumer Behavior
YFREENTREP	Entrepreneurial Management
YFRESMAR	Services Marketing
YFREPRODMAN	Product Management
YFREFRANCHISE	Franchising
YFREINTERMAR	International Marketing
YFRESALES	Sales Management

Amended as of First Semester SY 2009-2010

Name: _____

Student No: _____