

HOLY ANGEL UNIVERSITY  
SCHOOL OF BUSINESS AND ACCOUNTANCY  
**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**  
Major in Marketing Management  
Program Code: BSBA-MktgMgmt  
SCHOOL YEAR 2011-2012

COURSE NO.	DESCRIPTION	LEC HRS	LAB HRS	CREDIT UNITS	PREREQUISITE(S)
FIRST YEAR, FIRST SEMESTER					
XFUNAC1	Fundamentals of Accounting - Part 1	6	0	6	None
6COMBASIC	Computer Basic Concepts and Applications	0	3	3	None
1ENGLISH	Reading and Writing	3	0	3	None
2COLALG	College Algebra	3	0	3	None
3FILKOM	Komunikasyon sa Akademikong Filipino	3	0	3	None
9NATSCN	Natural Science	3	0	3	None
CLE1	Sowing Seeds of Faith	3	0	3	None
7SELECT	Self-Testing Activities	2	0	2	None
LTS1	Literacy Training Services 1	0	3	3	None
TOTAL		23	6	29	

FIRST YEAR, SECOND SEMESTER

XPACOAC	Partnership and Corporation Accounting	3	0	3	XFUNAC1
6PROGFUN	Programming Fundamentals and Database Management	0	3	3	6COMBASIC
YBUSMATH	Business Mathematics	3	0	3	2COLALG
3FILBAS	Pagbasa at Pagsulat Tungo sa Pananaliksik	3	0	3	3FILKOM
YBORGMA	Business Organization and Management	3	0	3	None
1SPEECH	Speech and Oral Communication	3	0	3	1ENGLISH
9ENVSCIENCE	Environmental Science	3	0	3	9NATSCN
CLE2	Step to Conversion	3	0	3	CLE1
7RHYACT	Fundamentals of Rhythmic Activities	2	0	2	7SELECT
LTS2	Literacy Training Services 2	0	3	3	LTS1
TOTAL		23	6	29	

SECOND YEAR, FIRST SEMESTER

4SOCWORK	Sociology of Work	3	0	3	None
4LOGIC	Logic	3	0	3	None
YORGBEV	Organizational Behavior	3	0	3	YBORGMA
YBUSCOM	Business Communication Enhancement	3	0	3	1ENGLISH
YBUSSTAT	Business Statistics (with Laboratory)	3	0	3	YBUSMATH
1LIT1	Literature of the Philippines	3	0	3	None
YMICRO	Microeconomics Theory and Practice	3	0	3	None
CLE3	Set to Uphold the Church's Conviction	3	0	3	CLE2
7FUNGAML	Fundamentals of Games and Sports (Swimming)	2	0	2	7RHYACT
TOTAL		26	0	26	

SECOND YEAR, SECOND SEMESTER

YQUANTIB	Quantitative Methods in Business (with Laboratory)	3	0	3	YBUSSTAT
YMACRO	Macroeconomics Theory and Practice	3	0	3	YMICRO
YHUMRES	Human Resources Management	3	0	3	YORGBEV
YPRIMAR	Principles of Marketing	3	0	3	YBORGMA
4HISGOV	Philippine History and Government	3	0	3	None
4GENPSY	General Psychology	3	0	3	None
YBUSFIN	Basic Business Finance	3	0	3	YBUSMATH
CLE4	Send to be Evangelizers	3	0	3	CLE3
7REACTIV	Recreational Activities	2	0	2	7FUNGAML
TOTAL		26	0	26	

THIRD YEAR, FIRST SEMESTER

YOPMAN	Production and Operations Management (with Laboratory)	3	0	3	YQUANTIB
XOBLICO	Law on Obligations and Contracts	3	0	3	3rd Year Standing
YFINMA1	Financial Management 1	3	0	3	YBUSFIN
4RIZAL	Life and Works of Rizal	3	0	3	None
YGOODGOV	Good Governance and Responsible Citizenship	3	0	3	YORGBEV
YMARKMA	Marketing Management	3	0	3	YPRIMAR
YPROLOG	Logistics Management	3	0	3	YPRIMAR, YQUANTIB
YFRELECTIVE1	Elective 1	3	0	3	
TOTAL		24	0	24	

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THIRD YEAR, SECOND SEMESTER

XPACOLO	Partnership and Corporation Law	3	0	3	XOBLICO
YPROETMAN	Retail Management	3	0	3	YMARKMA
YTQM	Total Quality Management	3	0	3	YOPMAN
YMETHRES	Methods of Research	3	0	3	YOPMAN
YPROADS	Advertising and Promotion Management	3	0	3	YMARKMA
YFRELECTIVE2	Elective 2	3	0	3	
YKAMP	Kapampangan Culture	3	0	3	None
SPDPR	Personality Development and Public Relations (with Laboratory)	3	0	3	3rd Year Standing
	<b>TOTAL</b>	<b>24</b>	<b>0</b>	<b>24</b>	

FOURTH YEAR, FIRST SEMESTER

XINBUTAX	Income and Business Taxation	3	0	3	XPACOLO
YMACTU	Management Accounting	3	0	3	YFINMA1
YPROCOB	Consumer Behavior	3	0	3	YMARKMA
YMARES	Marketing Research	3	0	3	YMETHRES
YPROSALES	Professional Salesmanship	3	0	3	YMARKMA
YPROMARDEV	New Market Development	3	0	3	YMARKMA
YPROINTERMAR	International Marketing	3	0	3	YMARKMA
YFRELECTIVE3	Elective 3	3	0	3	
	<b>TOTAL</b>	<b>24</b>	<b>0</b>	<b>24</b>	

FOURTH YEAR, SECOND SEMESTER

YPROSMARK	Strategic Marketing Management	3	0	3	Graduating
YPRACTICUM	Practicum	3	0	3	Graduating
YFRELECTIVE4	Elective 4	3	0	3	
YFRELECTIVE5	Elective 5	3	0	3	
YBUSLANG	Foreign Business Language	3	0	3	3rd Year Standing
	<b>TOTAL</b>	<b>15</b>	<b>0</b>	<b>15</b>	

COURSE TOTAL

197

FREE ELECTIVES (TOTAL OF 15 UNITS)

YFREWEB	Web Page Design	0	3	3	6PROGFUN
YFOSBAPP	Free and Open Source Business Applications (with Laboratory)	3	0	3	6PROGFUN
YENTREPMAN	Entrepreneurial Management	3	0	3	3rd Year Standing
YFREENVIMAN	Environmental Management	3	0	3	4th Year Standing
YFREPROJMAN	Project Management	3	0	3	4th Year Standing
YERPS	Enterprise Resource Planning System	2	1	3	YOPMAN

IMPORTANT:

Registration in any subject is allowed only upon passing the prerequisite(s) of the said subject, if any.  
A subject enrolled in violation of this rule will not be given any credit regardless of the grade obtained.