

HOLY ANGEL UNIVERSITY  
SCHOOL OF BUSINESS AND ACCOUNTANCY  
**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**  
**Major in Marketing Management**  
Program Code: BSBA-MktgMgmt  
SCHOOL YEAR 2014-2015

COURSE NO.	DESCRIPTION	LEC HRS	LAB HRS	CREDIT UNITS	PREREQUISITE(S)
FIRST YEAR, FIRST SEMESTER					
1ENGLISH	Reading and Writing	3	0	3	None
XFUNAC1	Fundamentals of Accounting - Part 1	6	0	6	None
2COLALG	College Algebra	3	0	3	None
3FILKOM	Komunikasyon sa Akademikong Filipino	3	0	3	None
6COMBASIC	Computer Basic Concepts and Applications	0	3	3	None
9NATSCN	Natural Science	3	0	3	None
CLE1	Sowing Seeds of Faith	3	0	3	None
7SELFTEST	PE 1: 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
3FILBAS	Pagbasa at Pagsulat Tungo sa Pananaliksik	3	0	3	3FILKOM
YBUSMATH	Business Mathematics	3	0	3	2COLALG
6PROGFUN	Programming Fundamentals and Database Management	0	3	3	6COMBASIC
9ENVSCIENCE	Environmental Science	3	0	3	9NATSCN
1SPEECH	Speech and Oral Communication	3	0	3	1ENGLISH
CLE2	Step to Conversion	3	0	3	CLE1
7RHYTHMIC	PE 2: Fundamentals of Rhythmic Activities	2	0	2	7SELFTEST
LTS2	Literacy Training Services 2	0	3	3	LTS1
TOTAL		20	6	26	

SECOND YEAR, FIRST SEMESTER

4SOCWORK	Sociology of Work	3	0	3	None
4LOGIC	Logic	3	0	3	None
YBORGMA	Business Organization and Management	3	0	3	None
YBUSCOM	Business Communication Enhancement	3	0	3	1ENGLISH
YBSTATS	Business Statistics	2	1	3	YBUSMATH
1LIT1	Literature of the Philippines	3	0	3	None
YMICROECON	Microeconomics Theory and Practice	3	0	3	YBUSMATH
CLE3	Set to Uphold the Church's Conviction	3	0	3	CLE2
7GAMES	PE 3: Fundamentals of Games and Sports	2	0	2	7RHYTHMIC
TOTAL		25	1	26	

SECOND YEAR, SECOND SEMESTER

YKAMP	Kapampangan Culture	3	0	3	None
YMACROECON	Macroeconomics Theory and Practice	3	0	3	YMICROECON
YORGBEV	Organizational Behavior	3	0	3	YBORGMA
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
7TEAM	PE 4: Team Sports	2	0	2	7GAMES
TOTAL		26	0	26	

THIRD YEAR, FIRST SEMESTER

YQUANTIBUS	Quantitative Methods in Business	2	1	3	YBSTATS
XOBLICON	Law on Obligations and Contracts	3	0	3	XPACOAC
YFINMA1	Financial Management 1	3	0	3	YBUSFIN
YHUMRES	Human Resources Management	3	0	3	YORGBEV
YGOODGOV	Good Governance and Responsible Citizenship	3	0	3	YORGBEV
YDISTMGMT	Distribution Management	3	0	3	YPRIMAR
YMARKMA	Marketing Management	3	0	3	YPRIMAR
4ARTMANSOC	Art, Man and Society	3	0	3	None
TOTAL		23	1	24	

HOLY ANGEL UNIVERSITY  
SCHOOL OF BUSINESS AND ACCOUNTANCY  
**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**  
**Major in Marketing Management**  
Program Code: BSBA-MktgMgmt  
SCHOOL YEAR 2014-2015

COURSE NO.	DESCRIPTION	LEC HRS	LAB HRS	CREDIT UNITS	PREREQUISITE(S)
THIRD YEAR, SECOND SEMESTER					
XPACOLAW	Partnership and Corporation Law	3	0	3	XOBLICON
YRETAILMGMT	Retail Management	3	0	3	YFINMA1, YMARKMA
YMRESEARCH	Methods of Research	3	0	3	YBSTATS
YPRODMGMT	Product Management	3	0	3	YDISTMGMT, YMARKMA
YPROSALES	Professional Salesmanship	3	0	3	YMARKMA
YMEADSPRO	Advertising and Promotions	3	0	3	YMARKMA
YOPSMGMT	Production and Operations Management	2	1	3	YQUANTIBUS
SPDPR	Personality Development and Public Relations (with Laboratory)	3	0	3	3rd Year Standing
TOTAL		23	1	24	

FOURTH YEAR, FIRST SEMESTER

XINCBUSTAX	Income and Business Taxation	3	0	3	XPACOLAW
YMACTU	Management Accounting	3	0	3	YFINMA1
YTQUALITY	Total Quality Management	3	0	3	YQUANTIBUS
YMARKRES	Marketing Research	3	0	3	YMRESEARCH
YFREERP	Enterprise Resource Planning System	2	1	3	YOPSMGMT
YMECOB	Consumer Behavior	3	0	3	YMARKMA
YBPROJMAN	Project Management	3	0	3	YOPSMGMT
YFRENVIMAN	Environmental Management	3	0	3	YMARKMA
TOTAL		23	1	24	

FOURTH YEAR, SECOND SEMESTER

YPROSMARK	Strategic Marketing Management	3	0	3	Graduating
4RIZAL	Life and Works of Rizal	3	0	3	None
YPRACT	Practicum	6	0	6	Graduating
YPROSERVMAR	Services Marketing	3	0	3	YMARKMA
YWEBPAGE	Web Page Design	0	3	3	6PROGFUN, YMEADSPRO
YFRENTREP	Entrepreneurial Management	3	0	3	YPRIMAR, YORGBEV
YBUSLANG	Foreign Business Language	3	0	3	3rd Year Standing
TOTAL		21	3	24	

COURSE TOTAL

203

**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.