

**HOLY ANGEL UNIVERSITY**  
**SCHOOL OF BUSINESS AND ACCOUNTANCY**  
**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)**  
**Major in Marketing Management**  
Program Code: BSBA-MktgMgmt  
EFFECTIVE SCHOOL YEAR 2020-2021

COURSE CODE	COURSE TITLE	LEC HRS	LAB HRS	CREDIT UNITS	PREREQUISITE(S)
<b>FIRST YEAR, FIRST SEMESTER</b>					
4UNDERSELF	Understanding the Self	3	0	3	None
MATHBUSFIN	Mathematics of Business and Finance	3	0	3	None
MANORGBEV	Management and Human Behavior in Organizations	3	0	3	None
XFUNAC	Fundamentals of Accounting	6	0	6	None
4FYE1	Big History 1: Big Bang to the Future	3	0	3	None
THEOLOGY101	Theological Foundations: Judeo-Christian Tradition and Sacred Scriptures	3	0	3	None
7PE1	PE 1 - Movement Enhancement	2	0	2	None
LTS1	Literacy Training Services 1	0	3	3	None
<b>TOTAL</b>		<b>23</b>	<b>3</b>	<b>26</b>	

**FIRST YEAR, SECOND SEMESTER**

1PURCOMM	Purposive Communication	3	0	3	None
2MATHMWORLD	Mathematics in the Modern World	3	0	3	None
4READPHILHIS	Readings in Philippine History	3	0	3	None
HUMRES	Human Resource Management	3	0	3	MANORGBEV
XPARCOAC	Partnership and Corporation Accounting	3	0	3	XFUNAC
4FYE2	Big History 2: Looking through the Lens of Big History	3	0	3	4FYE1
THEOLOGY102	Special Issues in Catholic Theology	3	0	3	THEOLOGY101
7PE2	PE 2 - Fitness Exercises	2	0	2	7PE1
LTS2	Literacy Training Services 2	0	3	3	LTS1
<b>TOTAL</b>		<b>23</b>	<b>3</b>	<b>26</b>	

**SECOND YEAR, FIRST SEMESTER**

4CONWORLD	The Contemporary World	3	0	3	None
BUSCOM	Business Communication	3	0	3	1PURCOMM
BMICROECON	Basic Microeconomics	3	0	3	None
PRIMAR	Principles of Marketing	3	0	3	MANORGBEV
COMAPBUS	Computer Application in Business	0	3	3	None
BUSSTATS	Business Statistics	2	1	3	2MATHMWORLD
OBLICONLAW	Law on Obligations and Contracts	3	0	3	None
THEOLOGY103	Christian Spirituality in the Contemporary World	3	0	3	THEOLOGY102
7PE3	PE 3 - Physical Activities towards Health and Fitness 1	2	0	2	7PE2
<b>TOTAL</b>		<b>22</b>	<b>4</b>	<b>26</b>	

**SECOND YEAR, SECOND SEMESTER**

9STS	Science, Technology and Society	3	0	3	None
INTERTRADEAG	International Trade and Agreements	3	0	3	OBLICONLAW, PRIMAR
BMACROECON	Basic Macroeconomics	3	0	3	BMICROECON
MARKMA	Marketing Management	3	0	3	PRIMAR
FINMA	Financial Management	3	0	3	MATHBUSFIN
QMETHODS	Quantitative Methods in Business	2	1	3	BUSSTATS
PERSONDEV	Personality Development and Public Relations	2	1	3	None
FREAOM	Administrative and Office Management	3	0	3	2nd Year Standing
7PE4	PE 4 - Physical Activities towards Health and Fitness 2	2	0	2	7PE3
<b>TOTAL</b>		<b>24</b>	<b>2</b>	<b>26</b>	

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**THIRD YEAR, FIRST SEMESTER**

4ARTAPP	Art Appreciation	3	0	3	None
OPMANTQM	Operations Management and Total Quality Management with exposure trip	2	1	3	QMETHODS
MRESEARCH	Methods of Research	2	1	3	BUSSTATS
DSUPPLYCHAIN	Distribution and Supply Chain Management	3	0	3	MARKMA
PRODUCT	Product Management	3	0	3	MARKMA
ADPRODIM	Advertising, Promotions and Digital Marketing	2	1	3	MARKMA
PROFSALESMAN	Professional Salesmanship	3	0	3	MARKMA
FRENTREPMAN	Entrepreneurial Management	2	1	3	MARKMA, HUMRES, FINMA
FREERP	Enterprise Resource Planning	2	1	3	QMETHODS
<b>TOTAL</b>		<b>22</b>	<b>5</b>	<b>27</b>	

**THIRD YEAR, SECOND SEMESTER**

4ETHICS	Ethics	3	0	3	None
BUSLANG	Foreign Language in Business	3	0	3	None
FRENVMANSYS	Environmental Management System	3	0	3	None
BUSANALYTICS	Business Analytics	0	3	3	FREERP
INCBUTAX	Income and Business Taxation	3	0	3	FINMA
MANAC	Managerial Accounting	3	0	3	FINMA
THESIS	Thesis	1	2	3	MRESEARCH
RETMAN	Retail Management	3	0	3	MARKMA
PRICINGSTRAT	Pricing Strategies	3	0	3	PRODUCT
<b>TOTAL</b>		<b>22</b>	<b>5</b>	<b>27</b>	

**THIRD YEAR, SUMMER**

PRACTWORK1	Practicum/ Work Integrated Learning (300 hours)			3	3rd Year Standing
<b>TOTAL</b>				<b>3</b>	

**FOURTH YEAR, FIRST SEMESTER**

PRACTWORK2	Practicum/ Work Integrated Learning (300 hours)			3	PRACTWORK1
4RIZAL	Life and Works of Rizal	3	0	3	None
STRATMGMT	Strategic Management	3	0	3	4th Year Standing
GOODGOVSR	Good Governance and Social Responsibility	3	0	3	4ETHICS
<b>TOTAL</b>		<b>9</b>	<b>0</b>	<b>12</b>	

**PROGRAM TOTAL**

**173**

**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.

**NOTE:** This curriculum is based on requirements specified by Commission on Higher Education (CHED) Memorandum Order No. 17, series of 2017: Revised Policies, Standards and Guidelines for the Bachelor of Science in Business Administration (BSBA) Programs. In compliance to the requirements of the International Accreditation Council for Business Education, to be awarded the BSBA degree, the students should successfully pass the comprehensive exam for graduating students.