

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 2018-2019 (with Amendments)

COURSE CODE	COURSE TITLE	LEC HRS	LAB HRS	CREDIT UNITS	PREREQUISITE(S)
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FIRST YEAR, FIRST SEMESTER

4CONWORLD	The Contemporary World	3	0	3	None
4READPHILHIS	Readings in Philippine History	3	0	3	None
4UNDERSELF	Understanding the Self	3	0	3	None
BMICROECON	Basic Microeconomics	3	0	3	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
TOTAL		20	3	23	

FIRST YEAR, SECOND SEMESTER

1PURCOMM	Purposive Communication	3	0	3	None
2MATHMWORLD	Mathematics in the Modern World	3	0	3	None
9STS	Science, Technology and Society	3	0	3	None
BMACROECON	Basic Macroeconomics	3	0	3	BMICROECON
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
TOTAL		20	3	23	

SECOND YEAR, FIRST SEMESTER

4ARTAPP	Art Appreciation	3	0	3	None
INBUTAX	Income and Business Taxation	3	0	3	2nd Year Standing
BUSSTATS	Business Statistics	2	1	3	2MATHMWORLD
OBLICONLAW	Law on Obligations and Contracts	3	0	3	None
BORGMGMT	Business Organization and Management	3	0	3	None
HUMRESMGMT	Human Resource Management	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
TOTAL		22	1	23	

SECOND YEAR, SECOND SEMESTER

1LIT12	Great Books	3	0	3	None
INTERTRADE	International Trade and Agreements	3	0	3	OBLICONLAW
PERSONDEV	Personality Development and Public Relations	2	1	3	None
FINMGMTBUS	Financial Management for Business	3	0	3	2nd Year Standing
QMETHODS	Quantitative Methods in Business	2	1	3	BUSSTATS
MKTGMGMT	Marketing Management	3	0	3	None
RECSELECT	Recruitment and Selection	3	0	3	HUMRESMGMT
7PE4	PE 4 - Physical Activities towards Health and Fitness 2	2	0	2	7PE3
TOTAL		21	2	23	

THIRD YEAR, FIRST SEMESTER

ENVMANSYS	Environmental Management System	3	0	3	None
OPMANTQM	Operations Management and Total Quality Management with exposure trip	2	1	3	QMETHODS
BRESEARCH	Methods of Business Research	3	0	3	BUSSTATS
ADVERTPROMS	Advertising, Promotions and Digital Marketing	3	0	3	MKTGMGMT
PROSALESMAN	Professional Salesmanship	3	0	3	MKTGMGMT
PRODUCTMGMT	Product Management	3	0	3	MKTGMGMT
ADMOFFMGMT	Administrative and Office Management	3	0	3	3rd Year Standing
ENTRESPLAN	Enterprise Resource Planning	2	1	3	3rd Year Standing
TOTAL		22	2	24	

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THIRD YEAR, SECOND SEMESTER

MARKRES	Marketing Research	3	0	3	BUSSTATS, MKTGMGMT
4ETHICS	Ethics	3	0	3	None
SUPPLYCHAIN	Distribution and Supply Chain Management	3	0	3	3rd Year Standing
MANACCTG	Managerial Accounting	3	0	3	FINMGMTBUS
THESIS	Thesis	3	0	3	BRESEARCH
RETAILMGMT	Retail Management	3	0	3	MKTGMGMT
PRICING	Pricing Strategy	3	0	3	PRODUCTMGMT
ENTREPMGMT	Entrepreneurial Management	3	0	3	3rd Year Standing
TOTAL		24	0	24	

THIRD YEAR, SUMMER

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

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
TOTAL		9	0	12	

PROGRAM TOTAL

155

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.

PROFESSIONAL ELECTIVES

ENTREPMGMT	Entrepreneurial Management	3	0	3	3rd Year Standing
RECSELECT	Recruitment and Selection	3	0	3	HUMRESMGMT
ECOMMERCE	E-Commerce and Internet Marketing	3	0	3	3rd Year Standing
ENTRESPLAN	Enterprise Resource Planning	2	1	3	3rd Year Standing
PROJECTMGMT	Project Management	3	0	3	3rd Year Standing
PERSONALFIN	Personal Finance	3	0	3	3rd Year Standing
SALESMGMT	Sales Management	3	0	3	3rd Year Standing
FRANCHISE	Franchising	3	0	3	FINMGMTBUS
SERVCSMKTG	Services Marketing	3	0	3	MKTGMGMT