



Manila Adventist College
Bachelor of Science in Business Administration
Major in Marketing Management
Proposed Curriculum AY 2018-2019

| FIRST YEAR | | | | | |
|--------------------|-------------------------------------|-----------|-----------------|---|------------|
| FIRST SEMESTER | | | SECOND SEMESTER | | |
| Course No. | Course Title | Units | Course No. | Course Title | Units |
| ___ COM 100 | Purposive Communication | 3 | ___ ART 100 | Art Appreciation | 3 |
| ___ HIS 100 | Readings in Philippine History | 3 | ___ ETH 100 | Ethics | 3 |
| ___ HUM 100 | Panitikan ng Pilipinas | 3 | ___ MAT 100 | Mathematics in the Modern World | 3 |
| ___ NST 101 | National Service Training Program I | 3 | ___ NST 102 | National Service Training Program II | 3 |
| ___ PED 101 | Physical Education I | 2 | ___ PED 102 | Physical Education II | 2 |
| ___ REL 101 | Personal Spirituality & Faith | 3 | ___ REL 102 | Personal Witnessing | 3 |
| ___ UND 100 | Understanding the Self | 3 | ___ TCW 100 | The Contemporary World | 3 |
| | | 20 | | | 20 |
| SECOND YEAR | | | | | |
| FIRST SEMESTER | | | SECOND SEMESTER | | |
| ___ BAC 101 | Basic Microeconomics | 3 | ___ BAC 102 | Obligations & Contracts | 3 |
| ___ ENV 100 | Environmental Science | 3 | ___ BAC 103 | Good Governance & Social Responsibility | 3 |
| ___ MMP 111 | Marketing Management | 3 | ___ LOG 101 | Business Logic | 3 |
| ___ PED 103 | Physical Education III | 2 | ___ MMP 112 | Product Management | 3 |
| ___ REL 103 | God & Human Life | 3 | ___ MMP 113 | Marketing Research | 3 |
| ___ RIZ 100 | Rizal | 3 | ___ PED 104 | Physical Education IV | 2 |
| ___ STS 100 | Science, Technology & Society | 3 | ___ REL 104 | Religion & Ethics in Modern Society | 3 |
| | | 20 | | | 20 |
| THIRD YEAR | | | | | |
| FIRST SEMESTER | | | SECOND SEMESTER | | |
| ___ BAC 104 | Income Taxation | 3 | ___ BAC 107 | Business Research | 3 |
| ___ BAC 105 | Human Resource Management | 3 | ___ CBM 132 | Strategic Management | 3 |
| ___ BAC 106 | International Business & Trade | 3 | ___ MEL 121 | E-Commerce & Internet Marketing | 3 |
| ___ CBM 131 | Operations Management & TQM | 3 | ___ MEL 122 | Direct Marketing | 3 |
| ___ MMP 114 | Advertising | 3 | ___ MMP 116 | Professional Salesmanship | 3 |
| ___ MMP 115 | Pricing Strategy | 3 | ___ MMP 117 | Distribution Management | 3 |
| | | 18 | | | 18 |
| FOURTH YEAR | | | | | |
| FIRST SEMESTER | | | SECOND SEMESTER | | |
| ___ BAC 108 | Thesis or Feasibility Study | 3 | ___ BAC 109 | Internship (600 hrs.) | 6 |
| ___ MEL 123 | Services Marketing | 3 | | | |
| ___ MEL 124 | Strategic Marketing Management | 3 | | | |
| ___ MMP 118 | Retail Management | 3 | | | |
| | | 12 | | | 6 |
| Total Units | | | | | 134 |