

JOSE MARIA COLLEGE

Philippine-Japan Friendship Highway
Catitipan, Davao City

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Major: Marketing Management

Effective SY 2020-2021

CHED Memo No. 17 Series 2017

FIRST YEAR

1st Semester		Description	Units		
Code	Pre-req		Lec	Lab	Total
___ GE 1		Understanding the Self	3	0	3
___ GE 2		Mathematics in the Modern World	3	0	3
___ CMBE 1		Operations Management/TQM	3	0	3
___ CMBE 2		Introductory Accounting for Non-Accountancy Students	2	1	3
___ PE 1		Physical Education 1	2	0	2
___ NSTP 1		Civic Welfare Training Services 1	3	0	3
___ SF 1		Student Formation 1	0	1	1
Total					18

2nd Semester		Description	Units		
Code	Pre-req		Lec	Lab	Total
___ GE 4		Readings in Philippine History	3	0	3
___ GE 10		Environmental Science	3	0	3
___ IGE 9		Life & Works of Rizal	3	0	3
___ CMBE 3		Accounting for Sole Proprietorship	2	1	3
___ PE 2		Physical Education 2	2	0	2
___ NSTP 2	NSTP 1	Civic Welfare Training Services 2	3	0	3
___ SF 2	SF 1	Personality Development	0	1	1
Total					18

SUMMER 1st Year

Summer		Description	Units		
Code	Pre-req		Lec	Lab	Total
___ GE 11		The Entrepreneurial Mind	3	0	3
___ GE 3		Purposive Communication	3	0	3
Total					6

SECOND YEAR

1st Semester		Description	Units		
Code	Pre-req		Lec	Lab	Total
___ GE 5		The Contemporary World	3	0	3
___ GE 7		Science, Technology and Society	3	0	3
___ BAC 1		Basic Microeconomics	3	0	3
___ CMBE 4	CMBE 3	Basic Corporation Accounting	0	3	3
___ IGE 1	GE 3	Technical Report Writing and Business Correspondence	3	0	3
___ PE 3		Physical Education 3	2	0	2
___ SF 3	SF 2	Essential Study Skills	0	1	1
Total					18

2nd Semester		Description	Units		
Code	Pre-req		Lec	Lab	Total
___ CMBE 5	CMBE 4	Preparation of Basic Financial Statements	3	0	3
___ GE 12		Great Books	3	0	3
___ BAC 3		Obligations and Contracts	3	0	3
___ BAC 4	GE 8	Good Governance and Social Responsibility	3	0	3
___ BAC 2	BAC 1	Income Tax	3	0	3
___ PE 4		Physical Education 4	2	0	2
___ SF 4	SF 3	Stress Management	0	1	1
Total					18

SUMMER 2nd Year

Summer			Units	
Code	Pre-req	Description	Lec	Lab
GE 6		Art Appreciation	3	0
GE 8		Ethics	3	0
			0	0
		Total	6	0

THIRD YEAR


1st Semester			Units		
Code	Pre-req	Description	Lec	Lab	Total
PMM 1	CMBE 5	Marketing Management	3	0	3
PMM 2	CMBE 5	Marketing Research	3	0	3
PMM 3	CMBE 5	Professional Salesmanship	3	0	3
PMM 4	CMBE 5	Advertising	3	0	3
BAC 5	GE 8	Human Resource Management	3	0	3
BAC 6	IGE 1	Methods of Business Research	3	0	3
SF 5	SF 4	Elements of Self Management	0	1	1
		Total	19	1	20


2nd Semester			Units		
Code	Pre-req	Description	Lec	Lab	Total
BAC 7	BAC 4	International Business and Trade	3	0	3
PMM 5	PMM 3	Distribution Management	3	0	3
PMM 6	PMM 4	Product Management	3	0	3
CMBE 7	CMBE 6	Strategic Management	3	0	3
PMM 7	PMM 1	Pricing Strategy	3	0	3
EBM 1	CMBE 6	Personal Finance	3	0	3
SF 6	SF 5	Career Planning and Selection	0	1	1
		Total	19	1	20


FOURTH YEAR

1st Semester			Units		
Code	Pre-req	Description	Lec	Lab	Total
BAC 8	BAC 7	Feasibility Study	3	0	3
EBM 3	PMM 7	E-Commerce and Internet Marketing	3	0	3
EBM 2	EBM 1	Entrepreneurial Management	3	0	3
PMM 8	BAC 3	Retail Management	3	0	3
		Special Topics in Marketing (Business)			
EBM 4	EBM 1	Management	3	0	3
		Total	15	0	15

2nd Semester			Units		
Code	Pre-req	Description	Lec	Lab	Total
		Completi on of all PFM and EBM Courses			
BMI		Internship	0	6	6
		Total	0	6	6


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