



**St. Peter's College**  
ILIGAN CITY  
**COLLEGE OF BUSINESS ADMINISTRATION**



**CURRICULUM FOR FOUR-YEAR COURSE IN**  
**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**  
**MAJOR IN MARKETING MANAGEMENT**

STARTING SCHOOL YEAR 2020-2021

ID NO. \_\_\_\_\_

NAME: \_\_\_\_\_

**FIRST YEAR**

FIRST SEMESTER						
Course No.	Descriptive Title	Lec	Lab	Units	PreReq	FG
GEC 1	Understanding the Self	3	0	3		
GEC 2	Readings in Philippine History	3	0	3		
GEC 3	The Contemporary World	3	0	3		
BACC 3	Good Governance and Social Responsibility	3	0	3		
PE 1	PATH-FIT 1 - Movement Competency Training	2	0	2		
NSTP 1	National Service Training Program 1	3	0	3		
				<b>17</b>		

SECOND SEMESTER						
Course No.	Descriptive Title	Lec	Lab	Units	PreReq	FG
BACC 1	Basic Microeconomics	3	0	3		
BACC 2	Human Resource Management	3	0	3		
CBMC 1	Operation Management (TQM)	3	0	3		
GEC 4	Mathematics in the Modern World	3	0	3		
GEC 5	Purposive Communication	3	0	3		
PE 2	PATH-FIT 2 - Fitness Training	2	0	2	PE 1	
NSTP 2	National Service Training Program 2	3	0	3	NSTP 1	
				<b>20</b>		

**SECOND YEAR**

FIRST SEMESTER						
Course No.	Descriptive Title	Lec	Lab	Units	PreReq	FG
CBMC 2	Strategic Management	3	0	3	CBMC 1	
GEC 6	Art Appreciation	3	0	3		
GEC 7	Science, Technology and Society	3	0	3		
MM 05	Marketing Management	3	0	3	2nd yr	
MM 10	Product Management	3	0	3	2nd yr	
MM Elec 1	Entrepreneurial Management	3	0	3	2nd yr	
PE 3	PATH-FIT 3 - Sports	2	0	2	PE 2	
				<b>20</b>		

SECOND SEMESTER						
Course No.	Descriptive Title	Lec	Lab	Units	PreReq	FG
GEC 8	Ethics	3	0	3		
GEC 9	Rizal's Life and Works	3	0	3		
MM 15	Distribution Management	3	0	3	2nd yr	
MM 20	Retail Management	3	0	3	2nd yr	
BACC 4	Business Law (Obligation & Contract)	3	0	3	2nd yr	
MM Elec 2	Consumer Behavior	3	0	3	2nd yr	
PE 4	PATH-FIT 4 - Outdoor & Adventure Activities	2	0	2	PE 3	
				<b>20</b>		

**THIRD YEAR**

FIRST SEMESTER						
Course No.	Descriptive Title	Lec	Lab	Units	PreReq	FG
GEC 11	Language, Gender & Society	3	0	3		
GEC 10	History of Muslim Filipinos and of the Indigenous People of Mindanao	3	0	3		
BACC 5	International Business and Trade	3	0	3	3rd yr	
BACC 6	Taxation (Income Taxation)	3	0	3	3rd yr	
MM 25	Professional Salesmanship	3	0	3	3rd yr	
MM 30	Marketing Research	3	0	3	3rd yr	
IT 01	IT Application Tools in Business	3	0	3		
				<b>21</b>		

SECOND SEMESTER						
Course No.	Descriptive Title	Lec	Lab	Units	PreReq	FG
GEC 12	Ecocriticism and the Conservation of Nature	3	0	3		
BACC 7	Thesis 1	3	0	3	3rd yr	
MM 35	Pricing Strategy	3	0	3	3rd yr	
MM 40	Advertising	3	0	3	3rd yr	
MM Elec 3	Cooperative Marketing	3	0	3	3rd yr	
MM Elec 4	Industrial/Agricultural Marketing	3	0	3	3rd yr	
				<b>18</b>		

**FOURTH YEAR**

FIRST SEMESTER						
Course No.	Descriptive Title	Lec	Lab	Units	PreReq	FG
BACC 8	Business Research	3	0	3	BACC 7	
MM Elec 5	Strategic Marketing Management	3	0	3	4th yr	
MM Elec 6	Franchising	3	0	3	4th yr	
MM Elec 7	E-Commerce and Internet Marketing	3	0	3	4th yr	
				<b>12</b>		

SECOND SEMESTER						
Course No.	Descriptive Title	Lec	Lab	Units	PreReq	FG
Prac 90	Practicum/Integrated Learning (600 hrs)	6	0	6	Major 05, 10, 15, 20, 25, 30, 35, 40	
				<b>6</b>		

**Foundation Courses for NON-ABM TRACK**

Course No.	Descriptive Title	Lec	FG
Econ 01	Principles of Economics	3	
Mgt 01	Principles of Management	3	
Mktg 01	Principles of Marketing	3	
Acctg 01	Fundamental of Accounting	6	
Bus Math	Math of Investment	3	
Fin 101	Business Finance	3	