



SILLIMAN UNIVERSITY

DUMAGUETE CITY

School/College:

Program Name:

Curriculum Year:

COLLEGE OF BUSINESS ADMINISTRATION, SILLIMAN UNIVERSITY

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION major in MARKETING MANAGEMENT
REVISED EFFECTIVE SY 2020-2021

FOR ABM TRACK

FIRST YEAR

First Semester

Subject Code	Course Title	Units	PG	FG	Prerequisite
GE 1	Understanding the Self	3	1.0		
GE 2	Readings in Philippine History	3	1.0		
GE 3	The Contemporary World	3	1.0		
GE 4	Mathematics in the Modern World	3	1.0		
CHS 1	Reading and Interpreting the Hebrew Scriptures	3	1.0		
PE 1	Physical Fitness & Swimming	2	1.0		
NSTP 1	National Service Training Program	3	1.0		
PEP 1	Personality Enhancement Program		S		
	TOTAL	20			

Second Semester

Subject Code	Course Title	Units	PG	FG	Prerequisite
GE 5	Purposive Communication	3	1.0		
GE 6	Art Appreciation	3	1.0		
GE 7	Science, Technology & Society	3	1.0		
GE 8	Ethics	3	1.0		
CHS 2	Reading and Interpreting for Christian Scriptures	3	1.0		CHS 1
Bus Sec 11	Fundamentals of College Typewriting	3	1.0		
PE 2	Physical Education	2	1.0		PE 1
NSTP 2	National Service Training Program	3	1.0		NSTP 1
PEP 2	Personality Enhancement Program		S		PEP 1
	TOTAL:	23			

SECOND YEAR

First Semester

Subject Code	Course Title	Units	PG	FG	Prerequisite
GE 9	The Life & Works of Jose Rizal	3	1.0		
GE 10A	Whole Person Education	3	1.0		
GE 12/CHS 3	Ethics in Christian Faith	3	1.0		CHS 2
BA 21C	Basic Microeconomics	3	2.0		
BA-MM 21P	Professional Salesmanship	3	2.0		
BA 1	Managerial Accounting	3	2.0		
CFMP	Certified Financial Markets Professional	3	2.0		
PE 3	Physical Education	2	1.0		PE 2
	TOTAL:	23			

Second Semester

Subject Code	Course Title	Units	PG	FG	Prerequisite
GE 11A	Free Elective (SINESOS/IT, Environmental Science, etc.)	3	1.0		GE 10
BLT 1	Obligations and Contracts	3	2.0		
BLT 2	Income & Business Taxation	3	2.0		
BA-MM 22P	Marketing Research	3	2.0		BA-MM 21P
BA-MM 24P	Marketing Management	3	2.0		BA-MM 21P
ISB 11C	IT Application Tools for Business	3	2.0		
CAEA	Certified Advance Equity Analysis	3	2.0		CFMP
PE 4	Physical Education	2	1.0		PE 3
	TOTAL:	23			

The passing grade is "1.0". However, in order to progress to the next level, a cut-off grade of "2.0" is required for BA 21C, BA-MM 21P, BA 1 and CFMP (First Semester); BLT 1, BLT 2, BA-MM 22P, BA-MM 24P, ISB 11C and CAEA (Second Semester).

THIRD YEAR

First Semester

Subject Code	Course Title	Units	PG	FG	Prerequisite
BA 2	Operations Management (TQM)	3	2.0		*Junior Standing
BA 3	Human Behavior in Organization	3	2.0		*Junior Standing
BA 31C	Good Governance and Social Responsibility	3	2.0		*Junior Standing
BA 33C	Human Resource Management	3	2.0		*Junior Standing
BA 35C	International Business Agreements	3	2.0		*Junior Standing
BA-MM 31P	Distribution Management	3	2.0		*Junior Standing
BA-MM 33P	Advertising	3	2.0		*Junior Standing
	TOTAL:	21			

Second Semester

Subject Code	Course Title	Units	PG	FG	Prerequisite
BA 4	Strategic Management	3	2.0		*Junior Standing
BA 32C	Business Research	3	2.0		*Junior Standing
BA-MM 32P	Product Management	3	2.0		BA-MM 31P, BA-MM 33P
BA-MM 34P	Retail Management	3	2.0		BA-MM 31P, BA-MM 33P
BA-MM 36P	Pricing Strategy	3	2.0		*Junior Standing
MM-EL 1		3	2.0		*Junior Standing
CATA	Certified Advance Technical Analysis	3	2.0		CAEA
	TOTAL:	21			

The passing grade is "1.0". However, in order to progress to the next level, a cut-off grade of "2.0" is required for BA 2, BA 3, BA 31C, BA 33C, BA 35C, BA-MM 31P and BA-MM 33P (First Semester); BA 4, BA 32C, BA-MM 32P, BA-MM 34P, BA-MM 36P, MM-EL 1 and CATA (Second Semester).

*Junior Standing = PASSED in all BA, Core and Professional subjects in the sophomore year.

FOURTH YEAR

First Semester

Subject Code	Course Title	Units	PG	FG	Prerequisite
BA 41	Feasibility Study	3	2.0		*Senior Standing
MM-EL 2	Entrepreneurial Management	3	2.0		*Senior Standing
MM-EL 3	New Market Development	3	2.0		*Senior Standing
MM-EL 4	Consumer Behavior	3	2.0		*Senior Standing
RMA	Risk Management Analysis	3	2.0		CATA
	TOTAL:	15			

Second Semester

Subject Code	Course Title	Units	PG	FG	Prerequisite
PRACT	Internship, 600 Hours	6	2.0		Completed and passed all subjects
	Singapore Training (OJT) Program (optional)				
	TOTAL:	6			

The passing grade is "1.0". However, in order to progress to the next level, a cut-off grade of "2.0" is required for BA 41, MM-EL 2, MM-EL 3, MM-EL 4 and RMA (First Semester).

*Senior Standing = PASSED in all BA, Core, Professional and Elective subjects in the junior year.

TOTAL CREDITS: 152 Units

Note: Admission Requirements. All strands will be accepted/admitted

Business Elective to Choose From:

Course Title	Units
Consumer Behavior	3
Sales Management	3
International Marketing	3
Franchising	3
E-Commerce and Internet Marketing	3
Entrepreneurial Management	3
Direct Marketing	3
Industrial/Agricultural Marketing	3
Cooperative Marketing	3
New Market Development	3
Strategic Marketing Management	3
Environmental Marketing	3
Special Topic in Marketing Management	3
Personal Finance	3

Summary of Curriculum Components

Summary of Curriculum Components	Units
General Education Subjects	36
Core Courses	21
Professional Major Electives	24
Common Core Business Courses	21
Practicum/Internship	6
NSTP	6
PE	8
Institutional Required Subjects	6
Elective Subjects	12
Professional Business Subjects (Bloomberg)	12
Total Credit Units	152

CHS 3/GE 12-as GE

Subjects with Related Learning Experience (RLE):

BA-MM 21P	1 unit (3 units)
BA-MM 22P	1 unit (3 units)
BA-MM 32P	1 unit (3 units)
BA-MM 33P	1 unit (3 units)
BA-MM 34P	1 unit (3 units)
BA 32C	1 unit (3 units)
BA 41	1 unit (3 units)
PRACT	2 units (6 units)

REVISED: 10.01.18

- * Grade of "1.0" for all GE subjects to progress to the next level.
- * Change in descriptive title of CHS 3/GE 12.
- * Change in units of Bus Sec 11.
- * Additional Certificate Program: CAEA, CATA and RMA
- * Singapore Training (OJT) is optional
- * Total number of units was corrected from 144 to 152.
- * Correction in descriptive title of GE 9, GE 10 and PE 1.

REVISED (Effective I 2019-2020): 04.24.19

- * Additional RLE subject: BA-MM 21P, 1 unit.
- * Changes in RLE units: BA-MM, 1 unit; BA 32C, 1 unit; BA 41, 1 unit; and Pract, 2 units.
- * ISB 1C changed to ISB 11C (same description).

REVISED (Effective I 2020-2021): 05.14.20

- * Removed all ABM subjects as prerequisites.
- * Change the subject description/title of GE 10A from Retorika to WPE.
- * Change the subject description/title of GE 11A from Panitikan to Free Elective.
- * Change the subject description/title of GE 12/CHS 3 from Christianity and Peace-Building to Ethics of Christian Faith.
- * Change of passing grade in BLT 1 and BLT 2 from "1.0" to "2.0".
- * Changes of prerequisites (3rd year) to Junior Standing.
- * Identification of subjects in MM-EL2, MM-EL3, and MM-EL4.
- * Additional subjects with RLE: BA-MM 32P, BA-MM 33P & BA-MM 34P.
- * CAEA - prerequisite for CATA.