



**FIRST YEAR**

First Semester						Second Semester					
Subject Code	Course Title	Units	PG	FG	Prerequisite	Subject Code	Course Title	Units	PG	FG	Prerequisite
GE 1	Understanding the Self	3	1.0			GE 5	Purposive Communication	3	2.0		
GE 2	Readings in Philippine History	3	1.0			GE 6	Art Appreciation	3	1.0		
GE 3	The Contemporary World	3	1.0			GE 7	Science, Technology and Society	3	1.0		
GE 4	Mathematics in the Modern World	3	2.0			GE 8	Ethics	3	2.0		
CHS 1	Reading and Interpreting the Hebrew Scriptures	3	1.0			CHS 2	Reading and Interpreting for Christian Scriptures	3	1.0		CHS 1
PE 1	Physical Education 1	2	1.0			Bus Sec 11	Fundamentals of College Typewriting	4	1.0		
NSTP 1	NSTP 1	3	1.0			PE 2	Physical Education 2	2	1.0		PE 1
PEP 1		0				NSTP 2	NSTP 2	3	1.0		NSTP 1
						PEP 2		0			PEP 1
	<b>TOTAL</b>	<b>20</b>					<b>TOTAL:</b>	<b>24</b>			

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 GE 4 (First Semester); GE 5 and GE 8 (Second Semester).

**SECOND YEAR**

First Semester						Second Semester					
Subject Code	Course Title	Units	PG	FG	Prerequisite	Subject Code	Course Title	Units	PG	FG	Prerequisite
GE 9	Rizal, Life and Works	3	1.0			GE 11	Panitikan	3	1.0		GE 10
GE 10	Retorika	3	1.0			BLT 1	Obligations and Contracts	3	1.0		ABM1,2,3,4,5,6
CHS 3/GE 12	Ethics of the Christian Faith	3	1.0		CHS 2	BLT 2	Income & Business Taxation	3	1.0		ABM1,2,3,4,5,6
BA 21C	Basic Microeconomics	3	2.0		ABM 1	BA-MM 22P	Marketing Research	3	2.0		BA-MM 21P
BA-MM 21P	Professional Salesmanship	3	2.0		ABM1, ABM2	BA-MM 24P	Marketing Management	3	2.0		BA-MM 21P
BA 1	Managerial Accounting	3	2.0		ABM 4	ISB 1C	IT Application Tools for Business	3	2.0		ABM 1
PE 3	Physical Education 3	2	1.0		PE 2	PE 4	Physical Education 4	2	1.0		PE 3
	<b>TOTAL:</b>	<b>20</b>					<b>TOTAL:</b>	<b>20</b>			

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 and BA 1(First Semester); BA-MM 22P, BA-MM 24P and ISB 1C (Second Semester).

**THIRD YEAR**

First Semester						Second Semester					
Subject Code	Course Title	Units	PG	FG	Prerequisite	Subject Code	Course Title	Units	PG	FG	Prerequisite
BA 2	Operations Management (TQM)	3	2.0		*Junior Standing	BA 4	Strategic Management	3	2.0		BA 2, BA 3, *A grade of 2.0 in all core and professional subjects.
BA 3	Human Behavior in Organization	3	2.0		*Junior Standing	BA 32C	Business Research	3	2.0		GE 5, *A grade of 2.0 in all core and professional subjects .
BA 31C	Good Governance and Social Responsibility	3	2.0		ABM 7, CHS 3/GE 12, *Junior Standing	BA-MM 32P	Product Management	3	2.0		BA-MM 31P, BA-MM 33P
BA 33C	Human Resource Management	3	2.0		ABM 2, *Junior Standing	BA-MM 34P	Retail Management	3	2.0		BA-MM 31P, BA-MM 33P
BA 35C	International Business Agreements	3	2.0		BLT 1, BLT 2, *Junior Standing	BA-MM 36P	Pricing Strategy	3	2.0		*PASSED all 1st sem., 3rd year subjects.
BA-MM 31P	Distribution Management	3	2.0		*Junior Standing	MM-EL 1		3	2.0		*PASSED all 1st sem., 3rd year subjects.
BA-MM 33P	Advertising	3	2.0		*Junior Standing	CFMP	Certified Financial Markets Professional	3			
	<b>TOTAL:</b>	<b>21</b>					<b>TOTAL:</b>	<b>21</b>			

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 and MM-EL 1 (Second Semester).

\*Junior Standing = PASSED all 2nd year core and professional major subjects.

\*\*Passed all 1st sem and 3rd year core and professional subjects.

**FOURTH YEAR**

First Semester						Second Semester					
Subject Code	Course Title	Units	PG	FG	Prerequisite	Subject Code	Course Title	Units	PG	FG	Prerequisite
BA 41	Feasibility Study	3	2.0		*Senior Standing	PRACT	Internship, 600 Hours	6	2.0		*Completed and passed all subjects
MM-EL 2		3	2.0		*Senior Standing						
MM-EL 3		3	2.0		*Senior Standing						
MM-EL 4		3	2.0		*Senior Standing						
	<b>TOTAL:</b>	<b>12</b>					<b>TOTAL:</b>	<b>6</b>			

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 and MM-EL 4 (First Semester); Pract (Second Semester).

\*Senior Standing = PASSED all 3rd year core, professional and elective subjects.

**Total Credits: 144**

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

**Augmentation Learning Activities (for non-ABM strand)**

Subjects	Schedule Offering	
ABM 1 – Business Math	1st Sem., 1st Year	3 units
ABM 2 – Organization and Management	1st Sem., 1st Year	3 units
ABM 3 – Marketing	2nd Sem., 1st Year	3 units
ABM 4 – Accounting 1	2nd Sem., 1st Year	3 units
ABM 5 – Finance	1st Sem., 2nd Year	3 units
ABM 6 – Accounting 2	1st Sem., 2nd Year	3 units
ABM 7 – Business Ethics	2nd Sem., 2nd Year	3 units
<b>Total</b>		<b>21 units</b>

**Subjects with Related Learning Experience (RLE):**

Subjects	RLE Units
BA-MM 22P	2 units
BA 32C	2 units
BA 41	2 units
PRACT	6 units

**Business Elective to Choose From:**

Course Title	Units
Cosumer 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