



**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 2022-2023

**FOR NON-ABM TRACK**

**FIRST YEAR**

**First Semester**

Subject Code	Course Title	Units	PG	FG	Prerequisite
ABM 1	Business Mathematics	3	2.0		
ABM 2	Organization & Management	3	2.0		
ABM 4	FABM (Acctg 1)	3	1.0		
ABM 5	Finance	3	2.0		
GE 1	Understanding the Self	3	1.0		
GE 2	Readings in Philippine History	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	0	S		
<b>TOTAL</b>		<b>23</b>			

**Second Semester**

Subject Code	Course Title	Units	PG	FG	Prerequisite
ABM 3	Marketing	3	2.0		ABM 2
ABM 6	FABM (Acctg 2)	3	1.0		ABM 4
ABM 7	Business Ethics	3	2.0		ABM 2
Bus Sec 11	Fundamentals of College Typewriting	3	1.0		
GE 3	The Contemporary World	3	1.0		
GE 4	Mathematics in the Modern World	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	0	S		
<b>TOTAL:</b>		<b>23</b>			

**MIDYEAR TERM**

Subject Code	Course Title	Units	PG	FG	Prerequisite
CHS 1	Reading and Interpreting the Hebrew Scriptures	3	1.0		
GE 5	Purposive Communication	3	1.0		
GE 6	Art Appreciation	3	1.0		
<b>TOTAL</b>		<b>9</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 ABM 1, 2 and 5 (First Semester) and ABM 3 and 7 (Second Semester). Note: ABM 1-7 are augmentation/bridging courses.*

*Students need to take the Midyear Term subjects in order to proceed to the next level.*

**SECOND YEAR**

**First Semester**

Subject Code	Course Title	Units	PG	FG	Prerequisite
BA 1	Managerial Accounting	3	1.0		ABM 1-7
BA 21C	Basic Microeconomics	3	2.0		ABM 1-7
BA-MM 21P	Professional Salesmanship	3	2.0		ABM 1-7
ISB 11C	IT Application Tools for Business	3	2.0		ABM 1-7
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
PE 3	Physical Education	2	1.0		PE 2
<b>TOTAL</b>		<b>23</b>			

**Second Semester**

Subject Code	Course Title	Units	PG	FG	Prerequisite
BA-MM 22P	Marketing Research	3	2.0		BA-MM 21P
BA-MM 24P	Marketing Management	3	2.0		BA-MM 21P
BLT 1	Obligations and Contracts	3	2.0		ABM 1-7
BLT 2	Income & Business Taxation	3	2.0		ABM 1-7
CFMA	Course on Financial Markets Analysis	3	2.0		ABM 1-7
ISB 12C	Intro to Business Analytics	3	2.0		ISB 11C
GE 11A	Free Elective (SINESOS /IT /Environmental Science, etc.)	3	1.0		
PE 4	Physical Education	2	1.0		PE 3
<b>TOTAL</b>		<b>23</b>			

**MIDYEAR TERM**

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		
CHS 3/GE 12	Ethics of the Christian Faith	3	1.0		CHS 2
<b>TOTAL</b>		<b>9</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 ISB 11C (First Semester); BA-MM 22P, BA-MM 24P, BLT 1, BLT 2, ISB 12C and CFMA (Second Semester).*

*Students need to take the Midyear Term subjects in order to proceed to the next level.*

**THIRD YEAR**

**First Semester**

Subject Code	Course Title	Units	PG	FG	Prerequisite
BA 2	Operations Management (TQM)	3	2.0		
BA 3	Human Behavior in Organization	3	2.0		
BA 31C	Good Governance and Social Responsibility	3	2.0		
BA 33C	Human Resource Management	3	2.0		
BA 35C	International Business Agreements	3	2.0		BLT 1, BLT 2

**Second Semester**

Subject Code	Course Title	Units	PG	FG	Prerequisite
BA 32C	Business Research	3	2.0		BA-MM 22P
BA 4	Strategic Management	3	2.0		
BA-MM 32P	Distribution 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	Advertising	3	2.0		BA-MM 31P, BA-MM 33P

BA-MM 31P	Product Management	3	2.0		*Junior Standing
BA-MM 33P	Pricing Strategy	3	2.0		*Junior Standing
<b>TOTAL</b>		<b>21</b>			

BA-MM 38P	Business Communication	3	2.0		
MM-EL 1	Professional Elective 1 (E-Commerce & Internet Marketing)	3	2.0		
<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, BA-MM 38P and MM-EL 1 (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	Professional Elective 2 (Entrepreneurial Management)	3	2.0		
MM-EL 3	Professional Elective 3 (New Market Development)	3	2.0		
MM-EL 4	Professional Elective 4 (Consumer Behavior)	3	2.0		
RMA	Risk Management Analysis	3	2.0		*Senior Standing
<b>TOTAL:</b>		<b>15</b>			

### Second Semester

Subject Code	Course Title	Units	PG	FG	Prerequisite
PRACT	Internship, 600 Hours	6	2.0		COMPLETED and PASSED All Prior Subjects
<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, MM-EL 4 and RMA (First Semester); Pract (Second Semester).

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

<b>TOTAL NUMBER OF UNITS</b>	<b>173</b>
<b>Regular Credit Units</b>	<b>152</b>
<b>Augmentation Credit Units</b>	<b>21</b>

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

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

Subjects	Schedule Offering	Units
ABM 1 – Business Mathematics	1st Sem., First Year	3 units
ABM 2 – Organization and Management	1st Sem., First Year	3 units
ABM 3 – Marketing	2nd Sem., First Year	3 units
ABM 4 – FABM (Acctg 1)	1st Sem., First Year	3 units
ABM 5 – Finance	2nd Sem., First Year	3 units
ABM 6 – FABM (Acctg. 2)	2nd Sem., First Year	3 units
ABM 7 – Business Ethics	1st Sem., First Year	3 units
<b>Total</b>		<b>21 units</b>

### Remarks:

Passing grade is "2.0"

Non-ABM graduate is required to take all the identified augmentation courses in the ABM track during the course of the BSBA-Marketing Management program as prerequisites to major subjects.

Summary of Curriculum Components	Units
General Education Subjects	36
Core Courses	21
Professional Major Electives	27
Common Core Business Courses	24
Practicum/Internship	6
NSTP	6
PE	8
Institutional Required Subjects	6
Elective Subjects	12
Professional Business Subjects	6
<b>Total Credit Units</b>	<b>152</b>

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

BA 32C	1 unit (3 units)
BA 4	1 unit (3 units)
BA 41	1 unit (3 units)

### REVISED (Effective 1 2020-2021): 05.14.20

- \* 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.

### REVISED (Effective 1 2022-2023)

- \* Remove PEP 2 prerequisite.
- \* Change of passing grade in ABM 4, ABM 6 and BA 1 from "2.0" to "1.0".
- \* Summer - change to Mid-Year Term
- \* CFMP change to CFMA (Course on Financial Markets Analysis)
- \* ISB 11C - move to 2nd year 1st sem from 2nd year 2nd sem
- \* Remove CAEA and replace with ISB 12C (Intro to Business Analytics)
- \* Remove prerequisite in BA 2, BA 3, BA 31C, BA 33C, BA 4, and MM-EL 1, 2, 3, 4
- \* BA 35C prerequisite - change to BLT 1
- \* BA 32C prerequisite - change to BA-MM 22P
- \* BA-MM 31P - change in course title to Product Management
- \* BA-MM 33P - change in course title to Pricing Strategy
- \* BA-MM 32P - change in course title to Distribution Management
- \* BA-MM 36P - change in course title to Advertising
- \* Remove CATA and replace with BA-MM 38P
- \* MM-EL 1 - added Professional Elective 1 (E-Commerce and Internet Marketing)
- \* MM-EL 2, 3 and 4 - added Professional Elective 2, 3, and 4 to the course title
- \* RMA prerequisite - change to CFMP
- \* Remove - Singapore Training (OJT) Program (optional)
- \* Pract prerequisite - change to Complete and Passed all prior subjects

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)
PRACT	2 units (6 units)

*Final Revision for SY 2022-23*

02.18.2022

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