

UNIVERSITY OF LUZON  
Perez Blvd. Dagupan City

COLLEGE OF BUSINESS ADMINISTRATION  
**Bachelor of Science in Business Administration**  
Major in **Marketing Management**  
Curriculum Year **2015 - 2016**

**First Year**

**First Semester**

SUBJECT CODE	SUBJECT NAME/DESCRIPTION	HOURS		UNITS		Pre- Requisite
		LEC.	LAB.	LEC.	LAB.	
ACC 12	FUNDAMENTALS OF ACCOUNTING P-1	6.0	0.0	6.0	0.0	
BPS 01	PRINCIPLES OF MANAGEMENT	3.0	0.0	3.0	0.0	
ENG 11	COMMUNICATION ARTS 1	3.0	0.0	3.0	0.0	
FIL 11	KOMUNIKASYON SA AKADEMIKONG FILIPINO	3.0	0.0	3.0	0.0	
NSTP 11	NATIONAL SERVICE TRAINING PROGRAM 1	3.0	0.0	3.0	0.0	
PE 11	PHYSICAL FITNESS AND GYMNASTICS	2.0	0.0	2.0	0.0	
		<b>TOTAL</b>	<b>20</b>	<b>0</b>	<b>20.0</b>	<b>0.0</b>
<b>TOTAL ACADEMIC UNIT(S): 20.0</b>						

**Second Semester**

ACC 13	FUNDAMENTALS OF ACCOUNTING P-2	3.0	0.0	3.0	0.0	ACC 12
BPS 02	PRINCIPLES OF MARKETING	3.0	0.0	3.0	0.0	
BPS 03	BASIC FINANCE	3.0	0.0	3.0	0.0	
ENG 12	COMMUNICATION ARTS 2	3.0	0.0	3.0	0.0	ENG 11
FIL 12	PAGBASA AT PAGSULAT TUNGO SA PANANALIKSIK	3.0	0.0	3.0	0.0	FIL 11
MTH 12	COLLEGE ALGEBRA	3.0	0.0	3.0	0.0	
NSTP 12	NATIONAL SERVICE TRAINING PROGRAM 2	3.0	0.0	3.0	0.0	NSTP 11
PE 12	RHYTHMIC ACTIVITIES	2.0	0.0	2.0	0.0	PE 11
		<b>TOTAL</b>	<b>23</b>	<b>0</b>	<b>23.0</b>	<b>0.0</b>
<b>TOTAL ACADEMIC UNIT(S): 23.0</b>						

**SUMMER**

BPS 04	BASIC ENTREPRENEURSHIP	3.0	0.0	3.0	0.0	
ECO 11	PRINCIPLES OF ECONOMICS	3.0	0.0	3.0	0.0	
PHI 13	LOGIC	3.0	0.0	3.0	0.0	
		<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>9.0</b>	<b>0.0</b>
<b>TOTAL ACADEMIC UNIT(S): 9.0</b>						

**Second Year**

**First Semester**

BMS 101	PROFESSIONAL SALESMANSHIP	3.0	0.0	3.0	0.0	
BMS 104	MARKETING MANAGEMENT	3.0	0.0	3.0	0.0	
BPS 05	TOTAL QUALITY MANAGEMENT	3.0	0.0	3.0	0.0	
BPS 06	HUMAN BEHAVIOR IN ORGANIZATION	3.0	0.0	3.0	0.0	
BPS 07	PROJECT FEASIBILITY AND BUSINESS RESEARCH	3.0	0.0	3.0	0.0	
CSC 11	FUNDAMENTALS OF COMPUTER	3.0	0.0	3.0	0.0	
LAW 21	INTRODUCTION TO LAW OBLIGATION AND CONTRACTS	3.0	0.0	3.0	0.0	
MTH 26	MATHEMATICS OF INVESTMENT	3.0	0.0	3.0	0.0	

NSC 29	INTRODUCTION TO PHYSICAL SCIENCE	3.0	0.0	3.0	0.0	
PE 13	INDIVIDUAL AND DUAL SPORTS/GAMES	2.0	0.0	2.0	0.0	PE 12
<b>TOTAL</b>		<b>29</b>	<b>0</b>	<b>29.0</b>	<b>0.0</b>	
<b>TOTAL ACADEMIC UNIT(S): 29.0</b>						

**Second Semester**

ACC 23	COST ACCOUNTING	6.0	0.0	6.0	0.0	
BMS 102	CONSUMER BEHAVIOR	3.0	0.0	3.0	0.0	
BMS 103	MARKETING RESEARCH	3.0	0.0	3.0	0.0	
BPS 08	HUMAN RESOURCE MANAGEMENT	3.0	0.0	3.0	0.0	
ELC 101	FREE ELECTIVE 1 (SAP)	2.0	1.0	2.0	1.0	
ENG 15	PHILIPPINE LITERATURE	3.0	0.0	3.0	0.0	
HUM 11	ART APPRECIATION	3.0	0.0	3.0	0.0	
NSC 12	INTRODUCTION TO BIOLOGICAL SCIENCE (HIV/AIDS EDUCATION)	3.0	0.0	3.0	0.0	
PE 14	TEAM SPORTS	2.0	0.0	2.0	0.0	PE 13
<b>TOTAL</b>		<b>28</b>	<b>1</b>	<b>28.0</b>	<b>1.0</b>	
<b>TOTAL ACADEMIC UNIT(S): 29.0</b>						

**SUMMER**

BMS 105	SALES MANAGEMENT	3.0	0.0	3.0	0.0	
BPS 09	SOCIAL RESPONSIBILITY AND GOVERNANCE	3.0	0.0	3.0	0.0	
TAX11	INCOME TAXATION	3.0	0.0	3.0	0.0	
<b>TOTAL</b>		<b>9</b>	<b>0</b>	<b>9.0</b>	<b>0.0</b>	
<b>TOTAL ACADEMIC UNIT(S): 9.0</b>						

**Third Year**

**First Semester**

BCS 115	ELECTRONIC PAYMENT SYSTEM	3.0	0.0	3.0	0.0	
BCS-106	E-MARKETING	3.0	0.0	3.0	0.0	
BMS 106	DISTRIBUTION MANAGEMENT	3.0	0.0	3.0	0.0	
BMS 107	ADVERTISING	3.0	0.0	3.0	0.0	
COO 11	COOPERATIVE DEVELOPMENT	3.0	0.0	3.0	0.0	
ENG 31	WORLD LITERATURE	3.0	0.0	3.0	0.0	
SOC 13	CONTEMPORARY SOCIAL PROBLEMS AND CURRENT ISSUES	3.0	0.0	3.0	0.0	
SOC 14	LIFE AND WORKS OF RIZAL	3.0	0.0	3.0	0.0	
<b>TOTAL</b>		<b>24</b>	<b>0</b>	<b>24.0</b>	<b>0.0</b>	
<b>TOTAL ACADEMIC UNIT(S): 24.0</b>						

**Second Semester**

BMS 108	PRODUCT MANAGEMENT	3.0	0.0	3.0	0.0	
BMS 109	RETAIL MANAGEMENT	3.0	0.0	3.0	0.0	
BMS 115	SERVICES MARKETING	3.0	0.0	3.0	0.0	
ENG 21	BUSINESS CORRESPONDENCE	3.0	0.0	3.0	0.0	
ENG 22	SPEECH AND ORAL COMMUNICATION	3.0	0.0	3.0	0.0	
LAW22	LAW ON BUSINESS ORGANIZATION	3.0	0.0	3.0	0.0	LAW 21
MTH 27	FUNDAMENTALS OF STATISTICS	3.0	0.0	3.0	0.0	MTH 26
PSY 11	GENERAL PSYCHOLOGY WITH DRUG EDUCATION	3.0	0.0	3.0	0.0	
<b>TOTAL</b>		<b>24</b>	<b>0</b>	<b>24.0</b>	<b>0.0</b>	
<b>TOTAL ACADEMIC UNIT(S): 24.0</b>						

**SUMMER**

BMS 111	INDUSTRIAL/AGRICULTURAL MARKETING	3.0	0.0	3.0	0.0
BMS 112	NEW MARKET DEVELOPMENT	3.0	0.0	3.0	0.0
TAX 12	TRANSFER AND BUSINESS TAXES	3.0	0.0	3.0	0.0
		<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>9.0</b>

**TOTAL ACADEMIC UNIT(S): 9.0**

**Fourth Year**

**First Semester**

ACC 32	MANAGEMENT ACCOUNTING AND CONTROL	3.0	0.0	3.0	0.0
ACC 46	MICROFINANCE AND COOPERATIVE ACCOUNTING	3.0	0.0	3.0	0.0
BFM 111	FRANCHISING	3.0	0.0	3.0	0.0
BFM109	CREDIT AND COLLECTION	3.0	0.0	3.0	0.0
BMS 110	INTERNATIONAL MARKETING	3.0	0.0	3.0	0.0
BMS 113	STRATEGIC MARKETING MANAGEMENT	3.0	0.0	3.0	0.0
BMS 114	ENVIRONMENTAL MARKETING	3.0	0.0	3.0	0.0
BPS 11	BUSINESS AND PRODUCT INNOVATION	3.0	0.0	3.0	0.0
		<b>TOTAL</b>	<b>24</b>	<b>0</b>	<b>24.0</b>

**TOTAL ACADEMIC UNIT(S): 24.0**

**Second Semester**

BPS 12	ON-THE-JOB TRAINING	6.0	0.0	6.0	0.0
BPS 13	FIELD TRIPS AND SEMINARS	3.0	0.0	3.0	0.0
ELC 102	FREE ELECTIVE 2 (PEARSON CERTIFICATION)	3.0	0.0	3.0	0.0
		<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>12.0</b>

**TOTAL ACADEMIC UNIT(S): 12.0**

**Total academic units for course Bachelor of Science in Business Administration: 212.0 ,Lecture Unit = 211.0, Lab Unit=1.0**