

**Bachelor of Science in Business Administration
major in Marketing**

First Year

First Semester

Math 11 - College Algebra
GE-AH 1
GE-SSP 1
GE-SSP 2
GE-MST 1
GE-MST 2
PE 1 -
NSTP 1

Second Semester

Econ 11 - Introductory Economics
Math 14 - Plane Trigonometry
GE-AH 2
GE-SSP 3
GE-SSP 4
GE-MST 3
PE
NSTP 2

Second Year

First Semester

BA 99.1 - Fund. Acctng. 1
BA 101 - Intro to Business Management
BA 170 - Marketing Management I
English 11 - Technical Business Writing
Math 100 - Introduction to Calculus
Econ 101 - Macroecon Theory & Policy
PE

Second Semester

BA 99.2 - Fund. Acctng. 2
BA 171 - Marketing Management II
BA 183.1 - Intro. to Information Technology
Math 101 - Elementary Statistics
Econ 102 - Microecon Theory & Policy
GE-AH 3
PE

Third Year

First Semester

BA 104 - Organizational Behavior
BA 115 - Management Accounting
BA 172 - Integrated Marketing Comm
BA 181 - Management Science
BA 183.2 - Programming & Database Mgt.
GE-AH 4

Second Semester

BA 125 - Management Info. Systems*
BA 174 - Marketing Research
BA 187 - Operations Management
GE-AH 4
GE-AH 5
GE-SSP 5

Summer BA 196 - Practicum

Fourth Year

First Semester

BA 141 - Business Finance 1
BA 173 - Logistics & Supply Chain Mgt. System*
BA 175 - Export and International Marketing
BA 179 - Law and Marketing
PI 100 - Life and Works of Rizal
GE MST 4

Second Semester

BA 142 - Business Finance 2
BA 176 - Customer Relationship Management*
BA 178 - Seminar in Marketing Mgt.
BA 190 - Strategic Management
Elective