

# Surigao Del Sur State University

Tandag City, Surigao del Sur

## COLLEGE OF COLLEGE OF BUSINESS AND MANAGEMENT

### BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN MARKETING MANAGEMENT

2013-2014

#### 1ST YEAR - FIRST SEMESTER

Subject Name	Subject Description	Credit Units	Lec. Units	Lab. Units	Pre- Requisites	Grade
CS 1	Introduction to Information Technology	3.0	2.0	1.0		
Eng 101	Study and Thinking Skills / Communication Arts 1	3.0	3.0			
Fil 101	Komunikasyon sa Akademikong Filipino	3.0	3.0			
Human 101	Introduction to Humanities	3.0	3.0			
Math 101A	Fundamentals of Mathematics	3.0	3.0			
Mgt 1	Principles of Management	3.0	3.0			
NatSci 100	Biological Science	3.0	3.0			
NSTP 1	ROTC / CWTS 1	3.0	3.0			
PE 101	Self-Testing Activities	2.0	2.0			
Psycho 101	General Psychology	3.0	3.0			
<b>29.00 Units</b>						

#### 1ST YEAR - SECOND SEMESTER

Subject Name	Subject Description	Credit Units	Lec. Units	Lab. Units	Pre- Requisites	Grade
Acctg 1	Fundamentals of Accounting	6.0	6.0			
Eng 102	Study and Thinking Skills / Communication Arts 2	3.0	3.0		Eng 101	
Fil 102	Pagbasa at Pagsulat Tungo sa Pananaliksik	3.0	3.0		Fil 101	
Math 101	College Algebra	3.0	3.0		Math 101A	
NatSci 101	Environmental Science	3.0	3.0		NatSci 100	
NSTP 2	CWTS / ROTC 2	3.0	3.0		NSTP 1	
NSTP 2	CWTS / ROTC 2	3.0	3.0		NSTP 1	
PE 102	Rythmic Activities	2.0	2.0		PE 101	
Rizal 102	Life and Works of Rizal	3.0	3.0			
SocSci 102	General Sociology with Population Education	3.0	3.0			
<b>32.00 Units</b>						

#### 2ND YEAR - FIRST SEMESTER

Subject Name	Subject Description	Credit Units	Lec. Units	Lab. Units	Pre- Requisites	Grade
Acctg 2	Partnership and Corporation Accounting	6.0	6.0		Acctg 1	
Econ 101	Introduction to Economics with Taxation and Agrarian Reform	3.0	3.0			
Eng 201	Speech and Oral Communication	3.0	2.0	1.0	Eng 102	
Hist 101	Philippine History	3.0	3.0			
Lit 101	Philippine Literature	3.0	3.0			
Mgt 2	Human Behavior in Organization	3.0	3.0		Mgt 1	
PE 201	Games and Sports	2.0	2.0		PE 102	
Philo 101	Logic and Ethics	3.0	3.0			
Stat 1	Business Statistics	3.0	3.0		Math 101	
<b>29.00 Units</b>						

#### 2ND YEAR - SECOND SEMESTER

Subject Name	Subject Description	Credit Units	Lec. Units	Lab. Units	Pre- Requisites	Grade
CS 2	File Processing and Database Management System	3.0	2.0	1.0	CS 1	
Econ 102	Basic Micro Economics	3.0	3.0		Econ 101	
Eng 202	Business Correspondence	3.0	3.0		Eng 201	
Fin 1	Basic Finance	3.0	3.0			
Lit 102	World Literature	3.0	3.0		Lit 101	
Math 4	Mathematics of Investment	3.0	3.0		Math 101	
Mrktg 1	Principles of Marketing	3.0	3.0			
PE 202	Recreational Activities	2.0	2.0		PE 201	
PolSci 101	Politics and Governance with Philippines Constitution	3.0	3.0			
<b>26.00 Units</b>						

#### 3RD YEAR - FIRST SEMESTER

Subject Name	Subject Description	Credit Units	Lec. Units	Lab. Units	Pre- Requisites	Grade
BA 1	Total Quality Management	3.0	3.0		Mgt 1	
BA 2	Human Resource Management	3.0	3.0		Mgt 1	
eMM 1	Consumer Behaviour	3.0	3.0			
eMM 2	Sales Management	3.0	3.0			
Law 1	Obligation and Contract	3.0	3.0			
MM 1	Professional Salesmanship	3.0	3.0			
MM 2	Marketing Research	3.0	3.0			
Tax 1	Income Taxation	3.0	3.0			
<b>24.00 Units</b>						

#### 3RD YEAR - SECOND SEMESTER

Subject Name	Subject Description	Credit Units	Lec. Units	Lab. Units	Pre- Requisites	Grade
BA 3	Social Responsibility and Good Governance	3.0	3.0			
Law 2	Partnership and Corporation Law	3.0	3.0		Law 1	
MM 3	Distribution Management	3.0	3.0			
MM 4	Advertising	3.0	3.0			
MM 5	Product Management	3.0	3.0			
MM 6	Retail Management	3.0	3.0			
MM 7	Strategic Marketing Management	3.0	3.0			
<b>21.00 Units</b>						

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**4TH YEAR - FIRST SEMESTER**

<b>Subject Name</b>	<b>Subject Description</b>	<b>Credit Units</b>	<b>Lec. Units</b>	<b>Lab. Units</b>	<b>Pre- Requisites</b>	<b>Grade</b>
eMM 3	Entrepreneurial Management	3.0	3.0			
eMM 4	Franchising	3.0	3.0		Fin 1	
MM 8	Marketing Management	3.0	3.0		Stat 1	
PDPR 1	Personality Development and Public Relations	3.0	3.0			
		<b>12.00 Units</b>				

**4TH YEAR - SECOND SEMESTER**

<b>Subject Name</b>	<b>Subject Description</b>	<b>Credit Units</b>	<b>Lec. Units</b>	<b>Lab. Units</b>	<b>Pre- Requisites</b>	<b>Grade</b>
MM 9	Practicum / Work Integrated Learning (400 hrs)	6.0				
		<b>6.00 Units</b>				