



PHILIPPINE SCHOOL OF BUSINESS ADMINISTRATION – QUEZON CITY  
Revised Curriculum for the Degree of  
**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**  
**MARKETING MANAGEMENT PROGRAM**  
EFFECTIVE ACADEMIC YEAR 2019 - 2020

### FIRST YEAR

FIRST SEMESTER				SECOND SEMESTER			
CODE	COURSE TITLE	UNITS	PRE. REQ	CODE	COURSE TITLE	UNITS	PRE. REQ
GED101	Understanding the Self	3	NONE	GED 106	Purposive Communication	3	NONE
GED102	Readings in Philippine History	3	NONE	GED107	Art Appreciation	3	NONE
GED104	Mathematics in Modern World	3	NONE	GED108	Science Technology & Society	3	NONE
BAC 101	Basic Microeconomics	3	NONE	ACC 101	Fundamentals of Accounting	6	NONE
BAC 102	Human Resource Management	3	NONE	FIL 102	Filipino sa Iba't Ibang Disiplina	3	FIL 101
FIL 101	Kontekstwalisadong Komunikasyon sa Filipino	3	NONE	NSTP102	Civic Welfare Training Service	(3)	NSTP101
NSTP101	Civic Welfare Training Service	(3)	NONE	PED 102	Rhythmic Activity	2	PED 101
PED 101	Physical Fitness	2	NONE				
	<b>TOTAL</b>	<b>20</b>			<b>TOTAL</b>	<b>20</b>	

### SECOND YEAR

FIRST SEMESTER				SECOND SEMESTER			
CODE	COURSE TITLE	UNITS	PRE. REQ	CODE	COURSE TITLE	UNITS	PRE. REQ
GED 201	Rizal Life and Works	3	NONE	GED 105	Ethics	3	NONE
GED103	The Contemporary World	3	NONE	MMP 203	Advertising	3	MMP 201
BAC 201	Good Governance & Social Responsibility	3	NONE	MMP 204	Distribution Management	3	MMP 201
ACC 201	Partnership and Corporation - NA	3	ACC 101	BMC 202	Operation Management	3	BMC 201
BMC 201	Strategic Management	3	NONE	ACC202	Managerial Accounting - NA	3	ACC 201
MMP 201	Marketing Management	3	NONE	FIL 201	Sosyedad at Literatura / Panitikang Panlipunan	3	FIL 102
MMP 202	Professional Salesmanship	3	NONE	PED 202	Team Sports	2	PED 201
PED 201	Individual / Dual / Games Sports	2	PED 102				
	<b>TOTAL</b>	<b>23</b>			<b>TOTAL</b>	<b>20</b>	

### THIRD YEAR

FIRST SEMESTER				SECOND SEMESTER			
CODE	COURSE TITLE	UNITS	PRE. REQ	CODE	COURSE TITLE	UNITS	PRE. REQ
MMP 301	Marketing Research	3	MMP 201	BAC 304	Negotiable Instruments	3	BAC 303
MMP 302	Product Management	3	MMP 201	BAC 305	Business Research (Research Proposal)	3	NONE
MME 301	Consumer Behavior	3	MMP 202	BAC 306	Business Transfer and Business Taxation	3	BAC 303
BAC 301	International Trade and Agreements	3	BMC 201	MMP 303	Retail Management	3	MMP 204
BAC 302	Income Taxation (Train Law)	3	ACC 202	MME 302	Sales Management	3	MMP 202
BAC 303	Obligation and Contract	3	NONE	MME 303	E-Commerce and Internet Marketing	3	MMP 204
	<b>TOTAL</b>	<b>18</b>			<b>TOTAL</b>	<b>18</b>	

### FOURTH YEAR

First Semester				Second Semester			
CODE	COURSE TITLE	UNITS	PRE. REQ	CODE	COURSE TITLE	UNITS	PRE. REQ
MMP 401	Pricing Strategy	3	MMP 303	Pra 101	Practicum / Integrated Learning	6	**
BAC 401	Thesis Writing / Feasibility ( Final Defense)	3	BAC 305		<b>TOTAL</b>	<b>6</b>	
MME 401	Service Marketing	3	MMP 303				
MME 402	International Marketing	3	BAC 301				
	<b>TOTAL</b>	<b>12</b>					