



University of Perpetual Help System DALTA

Alabang-Zapote Road, Las Piñas City

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Major in Marketing Management

Effective School Year 2008-09

Based on CMO No. 39, Series of 2006

FIRST YEAR				
FIRST SEMESTER				TOTAL UNITS
Subcode	SUBJECTS	LEC	LAB	
	Communication Arts, part 1	3		3
	College Algebra	3		3
	Fundamental of Computer Software and Applications	2	1	3
	Principles of Business Organization and Management	3		3
	Fundamentals of Accounting, part 1	6		6
	The Perpetualite : Identity and Dignity	2		2
	Physical Education 1	2		2
	ROTC/Literacy Training/Community Welfare Service	3		3
	TOTAL	25	0	25

SECOND SEMESTER				TOTAL UNITS
Subcode	SUBJECTS	LEC	LAB	
	Communication Arts 2	3		3
	Mathematics of Investment	3		3
	Philippine History with Politics and Governance	3		3
	Fundamentals of Programming and Database Applications	3		3
	Fundamentals of Accounting part 2	6		6
	The Perpetualite : A Man of God	2		2
	Physical Education 2	2		2
	ROTC/Literacy Training/Community Welfare Service	3		3
	TOTAL	25		25

SECOND YEAR				
FIRST SEMESTER				TOTAL UNITS
Subcode	SUBJECTS	LEC	LAB	
	Physical Science	3		3
	Sining ng Pakikipagtalastasan	3		3
	Business Statistics	3		3
	General Psychology	3		3
	Principles of Marketing	3		3
	Basic Finance	3		3
	Financial Statements and Analysis	3		3
	The Perpetualite : Called to Perfection	2		2
	Physical Education 3	2		2
	TOTAL	25		25

SECOND SEMESTER				TOTAL UNITS
Subcode	SUBJECTS	LEC	LAB	
	Philippine Literature	3		3
	Pagbasa at Pagsulat sa Iba-Ibang Disiplina	3		3
	Biological Science	3		3
	Introduction to Philosophy With Logic	3		3
	Microeconomics Theory and Practice	3		3
	Human Resource Management	3		3
	Professional Salesmanship	3		3
	The Perpetualite : Man for Others	2		2
	Physical Education 4	2		2
	TOTAL	25	0	25

THIRD YEAR				
FIRST SEMESTER				TOTAL UNITS
Subcode	SUBJECTS	LEC	LAB	
	Business Communication	3		3
	Business Law – Obligations and Contracts	3		3
	Total Quality Management	3		3
	Marketing Research	3		3
	Marketing Management	3		3
	Managerial Accounting	3		3
	Elective 1	3		3
	The Perpetualite : A Filipino Christian Leader	2		2
	TOTAL	23	0	23

SECOND SEMESTER				TOTAL UNITS
Subcode	SUBJECTS	LEC	LAB	
	Art, Man, And Society	3		3
	Human Behavior in Organization	3		3
	Introduction to Economics with Land Reform and Taxation	3		3
	Law on Business Organizations: Partnership and Corporation	3		3
	Distribution Management	3		3
	Advertising	3		3
	Product Management	3		3
	Elective 2	3		3
	The Perpetualite: A Minister of Life	2		2
	TOTAL	26		26

FOURTH YEAR				
FIRST SEMESTER				TOTAL UNITS
Subcode	SUBJECTS	LEC	LAB	
	Society and Culture with Family Planning	3		3
	Philippine Tax System and Income Tax	3		3
	Negotiable Instruments Law	3		3
	International Marketing	3		3
	Entrepreneurship	3		3
	Retail Management	3		3
	Elective 3	3		3
	Elective 4	3		3
	The Perpetualite : A Character and Nation Builder	2		2
	TOTAL	26		26

SECOND SEMESTER				TOTAL UNITS
Subcode	SUBJECTS	LEC	LAB	
	Life and Works of Rizal	3		3
	Social Responsibility and Good Governance	3		3
	Strategic Marketing Management	3		3
	Marketing Information Systems	3		3
	Business Policy	3		3
	Elective 5	3		3
	Practicum/Work Integrated Learning	6		6
	The Perpetualite : A Helper of God	2		2
	TOTAL	26		26