Ateneo de Zamboanga University

School of Management and Accountancy

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION – MARKETING MANAGEMENT**

**FIRST YEAR First Semester Second Semester**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **FG** | **Course Code** | **Course Title** | **Units** |  | **FG** | **Course Code** | **Course Title** | **Units** |
|  | **BUSMAN 201** | Human Behavior in an Organization | 3 |  |  | **BUSFIN** | Business Finance | 3 |
|  | **ABMBC 200** | Fundamentals of Accounting 1&2 | 3 |  |  | **ABMBC 201** | Business Math | 3 |
|  | **MATMOD** | Mathematics in the Modern World | 3 |  |  | **UNDSELF** | Understanding the Self | 3 |
|  | **PHIHIS** | Readings in Philippine History | 3 |  |  | **PURCOM** | Purposive Communication | 3 |
|  | **BUSMAN 202** | Business Research | 3 |  |  | **BUSMAN 203** | Environmental Management | 3 |
|  | **FFP1** | Freshman Formation Program | 3 |  |  | **FFP2** | Freshman Formation Program/ | 3 |
|  | **NSTP1** | NSTP | 3 |  |  | **NSTP2** | NSTP | 3 |
|  | **PATHFIT 1** | Movement Enhancement | 2 |  |  | **PATHFIT2** | Fitness Exercise | 2 |
|  | | **Total** | **23** |  |  | | **Total** | **23** |

**SUMMER**

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| **FG** | **Course Code** | **Course Title** | **Units** |
|  | **BUSMAN 204** | Project Management | 3 |
|  | **BUSMAN 205** | Good Governance and Social Responsibility | 3 |
|  | **ELECT 1** | Elective 1 | 3 |
|  | | **Total** | **9** |

**SECOND YEAR First Semester Second Semester**

|  |  |  |  |  |  |  |  |  |
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| **FG** | **Course Code** | **Course Title** | **Units** |  | **FG** | **Course Code** | **Course Title** | **Units** |
|  | **FINACC 0** | Financial Accounting | 3 |  |  | **BUSMAN 206** | Operations Management & TQM | 3 |
|  | **MIS 1** | Management Information System | 3 |  |  | **MRKTGM 202** | Product Management | 3 |
|  | **ECON 201** | Basic Microeconomics | 3 |  |  | **MRKTGM 203** | Pricing Strategy | 3 |
|  | **MRKTGM 200** | Marketing Research | 3 |  |  | **ARTAPP** | Art Appreciation | 3 |
|  | **MRKTGM 201** | Marketing Management | 3 |  |  | **RIZAL** | Life and Works of Rizal | 3 |
|  | **SCITECS** | Science, Technology & Society | 3 |  |  | **PHIHUM** | Philosophy of the Human Person: Social & Political Dimensions | 3 |
|  | **SPIECO** | Spirituality & Ecology in the Christian, Ignatian & and Islamic Traditions | 3 |  |  | **VOCMIS** | Vocation & Mission in the Christian, Ignatian & Islamic Traditions | 3 |
|  | **PATHFIT 3** | Dance/Sports/Rec & Games I | 2 |  |  | **PATHFIT 4** | Dance/Sports/Rec & Games | 2 |
|  | | **Total** | **23** |  |  | | **Total** | **23** |

**SUMMER**

|  |  |  |  |
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| **FG** | **Course Code** | **Course Title** | **Units** |
|  | **BUSMAN 208** | Human Resource Management | 3 |
|  | **ECON 202** | Economic Development and Sustainability | 3 |
|  | **ELECT 2** | Elective 2 | 3 |
|  | | **Total** | **9** |

**THIRD YEAR First Semester Second Semester**

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| **FG** | **Course Code** | **Course Title** | **Units** |  | **FG** | **Course Code** | **Course Title** | **Units** |
|  | **BUSMAN 209** | International Business & Trade | 3 |  |  | **BUSMAN 211** | Strategic Management | 3 |
|  | **MRKTGM 204** | Advertising and Sales Promotion | 3 |  |  | **TAX 02** | Business Taxation | 3 |
|  | **MRKTGM 205** | Distribution Management | 3 |  |  | **LAW 02** | Laws on Business Organization | 3 |
|  | **MANACC 01** | Managerial Accounting | 3 |  |  | **MRKTGM 206** | Retail Management | 3 |
|  | **TAX 01** | Income Taxation | 3 |  |  | **MRKTGM 207** | Professional Salesmanship | 3 |
|  | **LAW 01** | Obligations and Contract | 3 |  |  | **CONWOR** | Contemporary World | 3 |
|  | **GM ELECT-LM** | Literatures of Mindanao | 3 |  |  | **GE ELECT-GB** | Great Books: World Literary Classics | 3 |
|  | **ETHICS** | Ethics | 3 |  |  |  |  |  |
|  | | **Total** | **24** |  |  | | **Total** | **21** |

**SUMMER**

|  |  |  |  |
| --- | --- | --- | --- |
| **FG** | **Course Code** | **Course Title** | **Units** |
|  | **ELECT 3** | Elective 3 | 3 |
|  | **ELECT 4** | Elective 4 | 3 |
|  | | **Total** | **6** |

**FOURTH YEAR First Semester Second Semester**

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| **FG** | **Course Code** | **Course Title** | **Units** |  | **FG** | **Course Code** | **Course Title** | **Units** |
|  | **BUSMAN 213** | Management Training Program | 6 |  |  | **BUSMAN 214** | Feasibility Studies | 6 |
|  | | **Total** | **6** |  |  | | **Total** | **6** |

**BSBA – MARKETING MANAGEMENT ELECTIVES:**

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| --- | --- | --- | --- |
| **Electives** | **Subject/Code** | **Course Title** | **Units** |
| BUSMAN ELECTIVE | BUSMAN 210 | Franchising | 3 |
| BUSMAN ELECTIVE | BUSMAN 211 | Entrepreneurial Management | 3 |
| BUSMAN ELECTIVE | BUSMAN 212 | Personal Finance | 3 |
| MRKTG ELECTIVE | MRKTG 208 | Consumer Behavior | 3 |
| MRKTG ELECTIVE | MRKTG 209 | Sales Management | 3 |
| MRKTG ELECTIVE | MRKTG 210 | E-Commerce and Internet Marketing | 3 |
| MRKTG ELECTIVE | MRKTG 211 | Direct Marketing | 3 |
| MRKTG ELECTIVE | MRKTG 212 | Services Marketing | 3 |
| MRKTG ELECTIVE | MRKTG 217 | Industrial/Agricultural Marketing | 3 |
| MRKTG ELECTIVE | MRKTG 218 | Cooperative Marketing | 3 |
| MRKTG ELECTIVE | MRKTG 219 | New Market Development | 3 |
| MRKTG ELECTIVE | MRKTG 220 | Strategic Marketing Management | 3 |
| MRKTG ELECTIVE | MRKTG 221 | Environmental Marketing | 3 |
| MRKTG ELECTIVE | MRKTG 222 | Special Topics in Marketing Management | 3 |