

Lyceum of the Philippines University

Intramuros, Manila

College of Business Administration

Bachelor of Science in Business Administration major in Marketing Management

Effective, AY 2020-2021

First Year

First Semester

Course Code	Descriptive Title	Lec	Lab	Units	Pre-requisites
BUSN01B	Business Essentials	3	0	3	
HBON01B	Human Behavior in Organization	3	0	3	
JPLN01A	The Life of Dr. Jose P. Laurel: Nationalist and Nation-BUILDER	3	0	3	
MMWN01A	Mathematics in the Modern World	3	0	3	
NSTP01N	National Service Training Program 1	3	0	3	
PHFN01A	Physical Activities Towards Health and Fitness 1	2	0	2	
RPHN01A	Readings in Philippine History	3	0	3	
UTSN01A	Understanding the Self	3	0	3	
Total Units		23	0	23	

Second Semester

Course Code	Descriptive Title	Lec	Lab	Units	Pre-requisites
BACN01B	Operations Management	3	0	3	BUSN01B
BACN02B	Marketing Management	3	0	3	BUSN01B
BAEN08B	Financial Management	3	0	3	BUSN01B
ETHN01A	Ethics	3	0	3	
NSTP02N	National Service Training Program 2	3	0	3	
PCCN01A	Purposive Communication	3	0	3	
PHFN02A	Physical Activities Towards Health and Fitness 2	2	0	2	
ARTN01A	Art Appreciation	3	0	3	
Total Units		23	0	23	

Second Year

First Semester

Course Code	Descriptive Title	Lec	Lab	Units	Pre-requisites
BACN03B	Basic Macroeconomics	3	0	3	BACN01B BACN02B
BACN05B	Business Law 1 (Obligations and Contracts)	3	0	3	BACN01B BACN02B
BACN07B	Income Taxation	3	0	3	BACN01B BACN02B
BAEN02B	Business Statistics	3	0	3	BACN01B BACN02B
BAEN03B	Consumer Behavior	3	0	3	BACN01B BACN02B
BACN13B	Business Correspondence and Communication	3	0	3	BACN01B, BACN02B
LITC01C	Living in the IT Era	3	0	3	
PHFN03A	Physical Activities Towards Health and Fitness 3	2	0	2	
Total Units		23	0	23	

Second Semester

Course Code	Descriptive Title	Lec	Lab	Units	Pre-requisites
BACN04B	Basic Microeconomics	3	0	3	BACN03B
BAEN09B	Meetings, Incentives, Conventions, and Events/Exhibitions (MICE)	3	0	3	BACN01B BACN02B
BACN14B	Business Law 2 (Laws and Regulations)	3	0	3	BACN05B
BACN15B	Business Taxation	3	0	3	Income Taxation
BAEN07B	Fundamentals in Business Data Analytics	3	0	3	BACN01B, BACN02B
BMMN02B	Product Management	3	0	3	BACN01B BACN02B
FMAN01B	Investment & Portfolio Management	3	0	3	BAEN08N
PHFN04A	Physical Activities Towards Health and Fitness 4	2	0	2	
Total Units		23	0	23	

Third Year						
First Semester						
Course Code		Descriptive Title	Lec	Lab	Units	Pre-requisites
BACN06B		Good Governance and Social Responsibility	3	0	3	BACN01B, BACN02B
BMMN06B		Pricing Strategy	3	0	3	BACN01B, BACN02B
BAEN05B		International Marketing	3	0	3	BACN01B, BACN02B
BAEN04B		E-commerce and Internet Marketing (Digital Marketing)	3	0	3	BACN01B, BACN02B
BMMN03B		Professional Salesmanship	3	0	3	BACN02B
BMMN04B		Advertising and Sales Promotion (IMC)	3	0	3	BACN01B, BACN02B
BMMN05B		Retail Management	3	0	3	BACN01B, BACN02B
BMMN07B		Distribution Management	3	0	3	BACN01B, BACN02B
Total Units			24	0	24	

Second Semester						
Course Code		Descriptive Title	Lec	Lab	Units	Pre-requisites
BACN08B		Human Resource Management (with Labor Laws)	3	0	3	BACN01B, BACN02B
BACN10B		Feasibility Study	3	0	3	BACN13B, BMMN02B
BACN09B		Business Research Methods and Techniques (chapters 1-3)	3	0	3	BACN13B, BAEN07B, BAEN02B
BAEN06B		Enterprise Resource Planning with SAP	2	1	3	BACN01B, BACN02B
TCWN01A		The Contemporary World	3	0	3	
STSN01A		Science, Technology & Society	3	0	3	
Total Units			17	1	18	

Fourth Year						
First Semester						
Course Code		Descriptive Title	Lec	Lab	Units	Pre-requisites
BAEN01B		Entrepreneurial Management (Implementation)	3	0	3	BACN13B, BMMN02B
TNRN01A		Dr. Jose Rizal and Philippine Nationalism	3	0	3	
BACN12B		Strategic Marketing Management	3	0	3	BACN01B, BACN02B
BMMN08B		Marketing Research (chapters 4-5)	3	0	3	BACN09B, BACN13B, BAEN07B
FLGN01A		Foreign Language	3	0	3	
ICCN01A		Indigenous Creative Crafts	3	0	3	
Total Units			18	0	18	

Second Semester						
Course Code		Descriptive Title	Lec	Lab	Units	Pre-requisites
PRTN01B		Practicum (with Business Paper)	6	0	6	
Total Units			6	0	6	

Over All Units	157	1	158	
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**Mandarin is highly recommended for Foreign Language course*

Prepared by:	Noted by:	Approved by:
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Mr. Michael M. Caballero
Chairperson

Dr. Maria Victoria M. Ac-Ac
Dean

Dr. Conrado E. Iñigo, Jr.
VPAA