



Central Philippine Adventist College

Alegria, Murcia, Negros Occidental
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Bachelor of Science in Business Administration **Major in Marketing Management**

(2020-2021 Revised Curriculum Based on CMO 17, 2017 & CMO 4, 2018)

FIRST YEAR					
First Semester			Second Semester		
Course No	Subject	Unit	Course No	Subject	Unit
GEC1	Understanding the Self	3	GEC4	Purposive Communication	3
GEC2	Readings in Philippine History	3	GEC5	Art Appreciation	3
GEC3	Math in the Modern World	3	RLG2	Denominational History	3
RLG1	Life and Teachings of Jesus	3	PE2	Rhythmic Activities	2
PE1	Self-Testing Activities	2	NSTP102	NSTP 2	3
NSTP101	NSTP 1	3	WOED2	Work Education (Typing)	2
WOED1	Work Education (Philosophy)	2	SUP2	Math Tutorials	NC
SUP1	English Tutorials	NC	BA1	Human Resource Management	3
PRO1	Professional Salesmanship	3	PRE1	Consumer Behavior	3
	Total	22		Total	22

SECOND YEAR					
First Semester			Second Semester		
Course No	Subject	Unit	Course No	Subject	Unit
GEC6	Science, Technology and Society	3	GEC8	The Contemporary World	3
GEC7	Ethics	3	PE4	Team Sports	2
LTRE1	Philippine Literature	3	WOED3	Work Education (any)	2
PRO2	Marketing Management	3	PRO3	Advertising	3
BA2	Business Law (Oblig& Contracts)	3	PRE2	Sales Management	3
BA3	Basic Microeconomics	3	PRO4	Product Management	3
PE3	Individual/Dual Sports	2	ELEC2	Fundamentals of Accounting 4	3
ELEC1	Fundamentals of Accounting 3	3	LTRE2	World Literature	3
	Total	23		Total	22

THIRD YEAR					
First Semester			Second Semester		
Course No	Subject	Unit	Course No	Subject	Unit
GEC9	Life and Works of Rizal	3	ELEC3	Human Behavior in Organization	3
RLG3	Philosophy of SDA Education	3	PRO6	Pricing Strategy	3
BA4	International Trade & Agreements	3	BA6	Good Governance&Social Resp	3
PRO5	Distribution Management	3	PRO7	Marketing Research	3
CBM1	Strategic Financial Management	3	CBM2	Operations Management (TQM)	3
BA5	Business Research	3	BA7	Feasibility Study	3
BA8	Income Taxation	3	ELEC4	Business & Transfer Tax	3
	Total	21		Total	21

FOURTH YEAR					
First Semester			Second Semester		
Course No	Subject	Unit	Course No	Subject	Unit
RLG6	Adventist Home w/ Child Evangelism	3	PRACT1	Denominational Internship(300 hrs)	3
ELEC5	Environmental Science	3	PRACT2	Internship in Private/Gov't Org(300 hrs)	3
PRE3	Entrepreneurial Management	3			
ELEC6	Business Com w/ Technical Writing	3			
PRO8	Retail Management	3			
PRE4	Direct Marketing	3			
	Total	18		Total	6

Prepared by:

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