

Surigao Del Sur State University
Tandag City, Surigao del Sur
COLLEGE OF COLLEGE OF BUSINESS AND MANAGEMENT
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN MARKETING MANAGEMENT

2018-2019

1ST YEAR - FIRST SEMESTER

Subject Name	Subject Description	Credit Units	Lec. Units	Lab. Units	Pre- Requisites	Grade
Fil 1	Kontekstwalisadong Komunikasyon sa Filipino	3.0	3.0			
GE-CW	The Contemporary World	3.0	3.0			
GE-PC	Purposive Communication	3.0	3.0			
GE-US	Understanding the Self	3.0	3.0			
iEcon 1	Principles of Economics with TAR	3.0	3.0			
iPHILBUS	Philosophy of Business	3.0	3.0			
NSTP 1	CWTS / ROTC 1	3.0	3.0			
PE 1	Self-Testing Activities	2.0	2.0			
23.00 Units						

1ST YEAR - SECOND SEMESTER

Subject Name	Subject Description	Credit Units	Lec. Units	Lab. Units	Pre- Requisites	Grade
FIL 2	Filipino sa iba't ibang Disiplina	3.0	3.0		Fil 1	
GE-E	Ethics	3.0	3.0			
GE-MMW	Mathematics in the Modern World	3.0	3.0			
GE-RPH	Readings in Philippine History	3.0	3.0			
iACCTG 1	Partnership and Corporation Accounting	6.0	6.0			
iEng 1	Business Communication	3.0	3.0			
NSTP 2	CWTS / ROTC 2	3.0	3.0		NSTP 1	
PE 2	Rhythmic Activities	2.0	2.0		PE 1	
26.00 Units						

2ND YEAR - FIRST SEMESTER

Subject Name	Subject Description	Credit Units	Lec. Units	Lab. Units	Pre- Requisites	Grade
BAC 1	Basic Microeconomics	3.0	3.0		iEcon 1	
eGE1	Living in the IT Era	3.0	3.0			
GE-AA	Art Appreciation	3.0	3.0			
GE-STG	Science Technology and Society	3.0	3.0			
iSTAT 1	Research Statistics	3.0	2.0	1.0		
MM 1	Professional Salesmanship	3.0	3.0			
MM 2	Distribution Management	3.0	3.0			
PE 3	Games and Sports	2.0	2.0		PE 2	
Rizal	Rizal's Life and Works	3.0	3.0			
26.00 Units						

2ND YEAR - SECOND SEMESTER

Subject Name	Subject Description	Credit Units	Lec. Units	Lab. Units	Pre- Requisites	Grade
BAC 2	Business Law (Obligation and Contracts)	3.0	3.0		iACCTG 1	
BAC 3	Taxation	3.0	3.0		iACCTG 1	
eGE2	Gender and Society	3.0	3.0			
iIT 1	Computer Graphics and Design	3.0	3.0		eGE1	
Lit 100	Literatures in the Contemporary World	3.0	3.0			
MM 3	Marketing Research	3.0	3.0		MM 2	
PE 4	Recreational Activities	2.0	2.0		PE 3	
20.00 Units						

3RD YEAR - FIRST SEMESTER

Subject Name	Subject Description	Credit Units	Lec. Units	Lab. Units	Pre- Requisites	Grade
BAC 4	Good Governance and Social Responsibility	3.0	3.0			
BAC 5	Human Resource Management	3.0	3.0			
BAC 6	International Business and Trade	3.0	3.0			
CBMEC 1	Strategic Management	3.0	3.0			
iACCTG 2	Cost Accounting and Cost Management	3.0	3.0		iACCTG 1	
MM 4	Advertising	3.0	3.0		MM 2	
MM 5	Product Management	3.0	3.0		MM 2	
21.00 Units						

3RD YEAR - SECOND SEMESTER

Subject Name	Subject Description	Credit Units	Lec. Units	Lab. Units	Pre- Requisites	Grade
BAC 7	Business Research	3.0	3.0			
CBMEC 2	Operations Management	3.0	3.0			
eMM 1	Consumer Behavior	3.0	3.0			
iACCTG 3	managerial Accounting	3.0	3.0		iACCTG 2	
MM 6	Retail Management	3.0	3.0		MM 4	
MM 7	Pricing Strategy	3.0	3.0		MM 4	
18.00 Units						

4TH YEAR - FIRST SEMESTER

Subject Name	Subject Description	Credit Units	Lec. Units	Lab. Units	Pre- Requisites	Grade
BAC 8	Feasibility Study	3.0	3.0		MM 2	
eMM 2	Personal Finance	3.0	3.0		eMM 1	
eMM 3	International Marketing	3.0	3.0		eMM 1	
eMM 4	Entrepreneurial Management	3.0	3.0		eMM 1	
eMM 5	Services Marketing	3.0	3.0		eMM 1	
MM 8	Marketing Management	3.0	3.0		MM 6	
18.00 Units						

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4TH YEAR - SECOND SEMESTER

Subject Name	Subject Description	Credit Units	Lec. Units	Lab. Units	Pre- Requisites	Grade
MM 9	Practicum / Work Integrated (Learning 600Hours)	6.0	6.0			
		6.00 Units				