

CENTRO ESCOLAR UNIVERSITY
Manila * Makati * Malolos
School of Accountancy and Management

THREE-YEAR PROGRAM LEADING TO THE DEGREE
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
MAJOR IN MARKETING MANAGEMENT
Effective School Year 2021-2022

FIRST YEAR

First Semester										
Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PCBA106	Organizational Culture	3	0	0	3	3	0	0	3	NONE
PCBA107	Financial Accounting and Reporting for Managers	3	0	0	3	3	0	0	3	NONE
PCBA111	Good Governance and Social Responsibility	3	0	0	3	3	0	0	3	NONE
PCBA112	International Business and Trade	3	0	0	3	3	0	0	3	NONE
COLA11	Purposive Communication	3	0	0	3	3	0	0	3	NONE
COMA11	Mathematics in the Modern World	3	0	0	3	3	0	0	3	NONE
COPY11	Understanding the Self	3	0	0	3	3	0	0	3	NONE
COPE21	PATH-FIT 1: Movement Competency Training	2	0	0	2	2	0	0	2	NONE
COSH11	Empowering the Self	2	0	0	2	2	0	0	2	NONE
COSH21	Religion: History and Texts	3	0	0	3	3	0	0	3	NONE
TOTAL		28	0	0	28	28	0	0	28	

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PCBA108	Services Marketing	3	0	0	3	3	0	0	3	NONE
PCBA109	Behavioral Finance	3	0	0	3	3	0	0	3	NONE
PCBA113	Business Law (Obligations and Contracts)	3	0	0	3	3	0	0	3	NONE
PCBA114	Taxation (Income Taxation)	3	0	0	3	3	0	0	3	NONE
PCBA115	Human Resource Management	3	0	0	3	3	0	0	3	PCBA106
PCBA118	Operations Management	3	0	0	3	3	0	0	3	PCBA106
COSH31	Art Appreciation	3	0	0	3	3	0	0	3	NONE
COSH41	Readings in Philippine History	3	0	0	3	3	0	0	3	NONE
COLA31	Foreign Language 1	3	0	0	3	3	0	0	3	NONE
COPE22	PATH-FIT 2: Swimming/ Recreation	2	0	0	2	2	0	0	2	NONE
TOTAL		29	0	0	29	29	0	0	29	

Summer										
Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PCBA110	Business Economics	3	0	0	3	3	0	0	3	NONE
PRBA131	Product Management	3	0	0	3	3	0	0	3	PCBA108
COCE51	Internet of Things	3	0	0	3	3	0	0	3	NONE
TOTAL		9	0	0	9	9	0	0	9	

SECOND YEAR

First Semester										
Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PCBA116	Statistical Analysis with Software Application	3	0	0	3	3	0	0	3	NONE
PRBA132	Pricing Strategy	3	0	0	3	3	0	0	3	PCBA107, PCBA108
PRBA133	Distribution Management	3	0	0	3	3	0	0	3	PCBA108
PRBA134	Advertising	3	0	0	3	3	0	0	3	PCBA108
PRBA161	Professional Elective 1 - Entrepreneurial Management	3	0	0	3	3	0	0	3	NONE
COLA32	Foreign Language 2	3	0	0	3	3	0	0	3	COLA31
CONS21	Science, Technology and Society	3	0	0	3	3	0	0	3	NONE
COSH43	The Life and Works of Rizal	3	0	0	3	3	0	0	3	NONE
COPE23	PATH-FIT 3: Dance/ Individual-Dual Sports	2	0	0	2	2	0	0	2	NONE
CONP11	NSTP 1	3	0	0	3	3	0	0	3	NONE
TOTAL		29	0	0	29	29	0	0	29	

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRBA135	Marketing Management	3	0	0	3	3	0	0	3	PRBA131, PRBA132, PRBA133, PRBA134
PRBA162	Professional Elective 2 - Personal Finance	3	0	0	3	3	0	0	3	NONE
PRBA164	Professional Elective 3 - Franchising	3	0	0	3	3	0	0	3	NONE
PCBA191	Undergraduate Research 1 - Business Research	3	0	0	3	3	0	0	3	PCBA106, PCBA107, PCBA108, PCBA109, PCBA110, PCBA115, PCBA116, PCBA118
COLA51	Expository Writing for Global Communication	3	0	0	3	3	0	0	3	NONE
COMA51	Understanding the Data Around Us	3	0	0	3	3	0	0	3	NONE
COSH32	Ethics	3	0	0	3	3	0	0	3	NONE
COSH42	The Contemporary World	3	0	0	3	3	0	0	3	NONE
COPE24	PATH-FIT 4: Team Sports/ Games	2	0	0	2	2	0	0	2	NONE
CONP12	NSTP 2	3	0	0	3	3	0	0	3	CONP11
TOTAL		29	0	0	29	29	0	0	29	

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Summer										
Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PCBA117	Basic Microeconomics	3	0	0	3	3	0	0	3	NONE
PRBA136	Marketing Research	3	0	0	3	3	0	0	3	PRBA135
TOTAL		6	0	0	6	6	0	0	6	

THIRD YEAR

First Semester										
Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PCBA119	Strategic Management	3	0	0	3	3	0	0	3	PCBA106, PCBA107, PCBA108, PCBA109, PCBA110, PCBA118
PRBA137	Retail Management	3	0	0	3	3	0	0	3	PRBA135
PRBA138	Professional Salesmanship	3	0	0	3	3	0	0	3	PRBA135
PRBA166	Professional Elective 4 - Cooperative Marketing	3	0	0	3	3	0	0	3	NONE
PRBA192	Undergraduate Research 2: Feasibility Study	6	0	0	6	6	0	0	6	PCBA191
COLA21	Malikhaing Komunikasyon Gamit ang Panitikang Popular	3	0	0	3	3	0	0	3	NONE
COSH12	Living and Loving Relationships	2	0	0	2	2	0	0	2	NONE
COSH22	Man, Church and Society	3	0	0	3	3	0	0	3	NONE
TOTAL		26	0	0	26	26	0	0	26	

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRBA183	Office Internship (600 hours) (total)	0	0	12	12	3	0	34	37	PCBA111, PCBA112, PCBA113, PCBA114, PCBA115, PCBA116, PCBA117, PCBA118, PCBA119, PRBA131, PRBA132, PRBA133, PRBA134, PRBA135, PRBA136, PRBA137, PRBA138, PRBA191, PRBA192
TOTAL		0	0	12	12	3	0	34	37	

*One (1) unit of Office Internship is equivalent to fifty (50) hours of on-the-job training.

Total No. of Units:

168

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