

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

FOUR-YEAR PROGRAM LEADING TO THE DEGREE
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
MAJOR IN INTERNATIONAL MANAGEMENT
Effective School Year 2022-2023

FIRST YEAR

First Semester

Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PCBA106	Management Theory and Models	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		22	0	0	22	22	0	0	22	

Second Semester

Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PCBA107	Accounting Theory and Practice	3	0	0	3	3	0	0	3	NONE
PCBA108	Business Marketing	3	0	0	3	3	0	0	3	NONE
PCBA121	Business Law 1: Obligations and Contracts	3	0	0	3	3	0	0	3	NONE
PCBA123	Business Statistics	3	0	0	3	3	0	0	3	NONE
COLA31	Foreign Language 1	3	0	0	3	3	0	0	3	NONE
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
COPE22	PATH-FIT 2: Swimming/Recreation	2	0	0	2	2	0	0	2	NONE
TOTAL		23	0	0	23	23	0	0	23	

SECOND YEAR

First Semester

Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRBA201	Business-to-Business Marketing	3	0	0	3	3	0	0	3	PCBA106, PCBA108
PCBA109	Fundamentals of Finance	3	0	0	3	3	0	0	3	NONE
PCBA124	Income and Business Taxation	3	0	0	3	3	0	0	3	NONE
COLA32	Foreign Language 2	3	0	0	3	3	0	0	3	COLA 31
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		23	0	0	23	23	0	0	23	

Second Semester

Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRBA202	Digital Marketing	3	0	0	3	3	0	0	3	PCBA106, PCBA108
PCBA110	Business Economics	3	0	0	3	3	0	0	3	NONE
PCBA126	Global Operations and Supply Chain Management	3	0	0	3	3	0	0	3	PCBA106
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		26	0	0	26	26	0	0	26	

THIRD YEAR

First Semester

Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRBA203	Managerial Accounting	3	0	0	3	3	0	0	3	PCBA107
PRBA204	International Marketing Management	3	0	0	3	3	0	0	3	PCBA106, PCBA108, PCBA112
PRBA205	Global Corporate Communication	3	0	0	3	3	0	0	3	PCBA108
PRBA191A	Undergraduate Research 1: Business Plan	3	0	0	3	3	0	0	3	PCBA106, PCBA107, PCBA108, PCBA109
PCBA115	Human Resource Management	3	0	0	3	3	0	0	3	PCBA106
PCBA117	Basic Microeconomics	3	0	0	3	3	0	0	3	NONE
COLA21	Malikhaing Komunikasyon Gamit ang Kulturang Popular	3	0	0	3	3	0	0	3	NONE
COSH13	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	
PRBA206	International Product and Service Management with TQM	3	0	0	3	3	0	0	3	PCBA106, PCBA108
PRBA207	Global Financial Management	3	0	0	3	3	0	0	3	PCBA 106, PCBA107, PCBA109
PRBA208	Environmental Resource Management	3	0	0	3	3	0	0	3	PCBA106, PCBA126
PRBA221	Professional Elective 1	3	0	0	3	3	0	0	3	NONE
PRBA222	Professional Elective 2	3	0	0	3	3	0	0	3	NONE
PCBA122	Business Law 2: Laws on Business Organizations and Sales	3	0	0	3	3	0	0	3	PCBA121
PCBA125	Comparative International Taxation	3	0	0	3	3	0	0	3	PCBA124
PCBA127	Global Business Strategy	3	0	0	3	3	0	0	3	PCBA112, PCBA115, PCBA126, PRBA203, PRBA204
COCE51	Internet of Things	3	0	0	3	3	0	0	3	NONE
TOTAL		27	0	0	27	27	0	0	27	

Rfo

FOURTH YEAR

First Semester

Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRBA192	Undergraduate Research 2: Feasibility Study	6	0	0	6	6	0	0	6	PCBA123, PCBA126, PRBA203, PRBA204, PRBA207, PRBA191A
PRBA209	International Commercial Banking	3	0	0	3	3	0	0	3	PCBA109
PRBA210	Business Intelligence and Analytics	3	0	0	3	3	0	0	3	COCE51
PRBA223	Professional Elective 3	3	0	0	3	3	0	0	3	NONE
PRBA224	Professional Elective 4	3	0	0	3	3	0	0	3	NONE
PCBA128	Good Governance and Sustainable Development	3	0	0	3	3	0	0	3	PCBA106
TOTAL		21	0	0	21	21	0	0	21	

Second Semester

Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRBA183A	Internship - 600 hours (Total)	0	0	12	12	3	0	34	37	PCBA115, PCBA126, PRBA191A, PRBA203, PRBA204, PRBA207
TOTAL		0	0	12	12	3	0	34	37	

Total No. of Units: **180**

Professional Electives: Choose 4

Class Code	Descriptive Title	Units				No. of Hours				Prerequisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRBA157	Investment and Portfolio Management	3	0	0	3	3	0	0	3	NONE
PRBA225	Special Topics in International Management	3	0	0	3	3	0	0	3	NONE
PRBA226	International Entrepreneurship	3	0	0	3	3	0	0	3	NONE
PRBA227	Systems Thinking	3	0	0	3	3	0	0	3	NONE
PRBA228	Organizational Behavior	3	0	0	3	3	0	0	3	NONE

Also type text