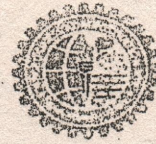




DAVAO CENTRAL COLLEGE
Juan Dela Cruz St. Toril Davao City



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BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
Major in Marketing Management

ACSCU-ACC Accredited

Level II- Re-Accredited

FIRST YEAR

First Semester					
Subject Code	Description	Lec	Lab	Units	Pre-Req
GE Eng 1	Purposive Communication	3	0	3	
GE Psy 1a	Understanding the Self	3	0	3	
BACC 1	Basic Microeconomics	3	0	3	
GE Hist 1	Readings in Philippine History	3	0	3	
Rizal	Rizal's Life and Works	3	0	3	
IR 1	Mind Education	3	0	3	
NSTP 1	National Service Training Program 1	3	0	3	
P Educ 1	Movement Enhancement	2	0	2	
Total		23	0	23	

Second Semester					
Subject Code	Description	Lec	Lab	Units	Pre-Req
GE FIL 1	Malayuning Komunikasyon	3	0	3	
GE Math 1	Mathematics in the Modern World	3	0	3	
GE Art 1	Art Appreciation	3	0	3	
GE Soc Sc 1	Science, Technology and Society	3	0	3	
GE Esc 1	The Contemporary World	3	0	3	
GE Eth	Ethics	3	0	3	
NSTP 2	National Service Training Program 2	3	0	3	NSTP 1
P Educ 2	Fitness Exercise	2	0	2	P Educ 1
Total		23	0	23	

SECOND YEAR

First Semester					
Subject Code	Description	Lec	Lab	Units	Pre-Req
BA Acctg	Partnership and Corporation	3	0	3	
GE FIL 2	Ang Panitikang Pilipino	3	0	3	
BACC 2	Human Resource Management	3	0	3	
PMM 1	Professional Salesmanship	3	0	3	
IR 2	Peace Education	3	0	3	
PMM 2	Product Management	3	0	3	
P Educ 3	Physical Activities Towards Health & Fitness 1	2	0	2	P Educ 2
Total		20	0	20	

Second Semester					
Subject Code	Description	Lec	Lab	Units	Pre-Req
MM EL 1	Consumer Behavior	3	0	3	
GE ELEC	Living in IT Era (Bus. Corres. & Software App)	3	0	3	
BACC 7	Income Taxation	3	0	3	
PMM 3	Advertising and Sales Promotion	3	0	3	
BACC 3	Good Governance & Social Responsibility	3	0	3	
BACC 4	Business Law (Obligations & Contract)	3	0	3	
P Educ 4	Physical Activities Towards Health & Fitness 2	2	0	2	P Educ 3
Total		20	0	20	

THIRD YEAR

First Semester					
Subject Code	Description	Lec	Lab	Units	Pre-Req
MM EL 2	Sales management	3	0	3	
MM EL 3	Services Marketing	3	0	3	
PMM 4	Pricing Management	3	0	3	
CBMEC 1	Strategic Management	3	0	3	
CBMEC 2	Total Quality Management	3	0	3	
PMM 5	Distribution Management	3	0	3	
Total		18	0	18	

Second Semester					
Subject Code	Description	Lec	Lab	Units	Pre-Req
BA Res 1	Methods of Research and Bus. Statistics	3	0	3	
BACC 5	Thesis Writing (Marketing Research)	3	0	3	
BACC 6	International Business & Trade	3	0	3	
PMM 6	Retail Management	3	0	3	
IR 4	Community Development	3	0	3	
LAW 2	Negotiable instruments	3	0	3	BACC 4
Total		18	0	18	

FOURTH YEAR

First Semester					
Subject Code	Description	Lec	Lab	Units	Pre-Req
BA bkp	Bookkeeping	3	0	3	BA Acctg
PMM 7	Marketing Management	3	0	3	
IR 3	Personality and Career Development	3	0	3	
BACC 8	Feasibility Study	3	0	3	BACC 5
MM EL 4	Franchising	3	0	3	
MM EL 5	Special Topics in Marketing Management	3	0	3	
Total		18	0	18	

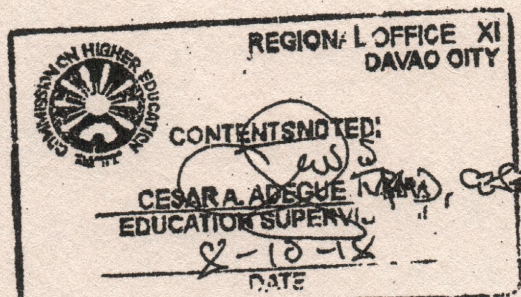
Second Semester					
Subject Code	Description	Lec	Lab	Units	Pre-Req
BA Prac	Work Integrated Learning	0	6	6	All Major Subjects
Total		0	6	6	

MARIELO C. MANGLICOT, MBA
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VP for Academic Affairs

DELIA C. DIVINCULA, Ph.D
President





Accredited by ACCU-AAI

DAVAO CENTRAL COLLEGE

Juan Dela Cruz St. Toril, Davao City (Tel. No. 291-1882)

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
major in Marketing Management
 Revised Based on CMO # 39, Series 2006
 Effective SY 2010 - 2011

FIRST YEAR

FIRST SEMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
ENG 101	Grammar	6	0	6	none
FIL 1	Komunikasyon sa Akademikong Filipino	3	0	3	none
MATH 103	Mathematical Operations	3	0	3	none
NS 1	Biological Science	3	0	3	none
ECON 1	Principles Of Economics w/LRT	3	0	3	none
FIN 1	Intro to Business, Finance, & Phil Fin Sys	3	0	3	none
NSTP 1	National Service Training Program 1	(3)	0	(3)	none
PE 1	Self-Testing Activities	(2)	0	(2)	none
		26	0	26	

SECOND SEMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
ENG 102	Expository Writing	3	0	3	ENG 101
FIL 2	Pagbasa at Pagsulat Tungo sa Pananaliksik	3	0	3	FIL 1
MATH 105	College Algebra	3	0	3	MATH 103
PSY 1	General Psychology	3	0	3	none
SOCIO 2	Society & Culture w/Family Planning	3	0	3	none
NS 2	Physical Science	3	0	3	NS 1
CAED 100	Keyboarding	3	0	3	none
NSTP 2	National Service Training Program 2	(3)	0	(3)	NSTP 1
PE 2	Fundamentals of Rhythmic Activities	(2)	0	(2)	PE 1
		26	0	26	

SECOND YEAR

FIRST SEMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
MGT 1	Principles of Management & Organization	3	0	3	none
ACCTG 1	Fundamentals of Accounting	3	0	3	none
MKTG 1	Principles of Marketing	3	0	3	none
ECON 2	Microeconomics	3	0	3	ECON 1
COMP ED1	Intro to Computer w/ Internet Application	3	0	3	none
HIST 1	Phil. History w/ Roots and Development	3	0	3	none
ENG 103	Interactive Reading	3	0	3	ENG 102
PHILO 1	Logic	3	0	3	none
PE 3	Fundamentals of Games and Sports	(2)	0	(2)	PE 2
		26	0	26	

SECOND SEMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
MM 1	Professional Salesmanship	3	0	3	MKTG 1
MM 3	Product Management	3	0	3	MKTG 1
MM E1	Consumer Behavior	3	0	3	MKTG 1
ACCTG 2	Partnership and Corporation	3	0	3	none
MGT 2	Human Behavior in an Organization	3	0	3	MGT 1
MGT 3	Good Governance & Social Responsibility	3	0	3	MGT 2
MGT 4	Human Resource Management	3	0	3	MGT 1
COMP ED2	Intro. to Info Tech. w/ Software Application	3	0	3	COMP ED1
PE 4	Recreational Activities	(2)	0	(2)	PE 3
		26	0	26	

THIRD YEAR

FIRST SEMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
MM 2	Advertising	3	0	3	MKTG 1
MM 4	Distribution Management	3	0	3	MKTG 1
MM 5	Retail Management	3	0	3	MKTG 1
BUS RES	Business Research	3	0	3	none
PS 3	Politics & Governance With Phil. Constitution	3	0	3	none
BUSMATH 1	Business Mathematics	3	0	3	MATH 105
RIZAL	Rizal's Life, works and writings	3	0	3	none
ENG 201	Communicative English	3	0	3	ENG 101
ENG 4	Business Communication	3	0	3	ENG 101
		27	0	27	

SECOND SEMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
MM E4	Industrial/Agricultural Marketing	3	0	3	MKTG 1
MM E5	Services Marketing	3	0	3	MKTG 1
MM E6	Sales Management	3	0	3	MKTG 1
BUSMATH 2	Business Statistics	3	0	3	none
TAX 1	Phil Tax System & Income Tax	3	0	3	none
TQM	Total Quality Management	3	0	3	MGT 1
LAW 1	Obligations & Contracts	3	0	3	none
PHILO 2	Ethics	3	0	3	PHILO 1
ART 1	Art Appreciation	3	0	3	none
		27	0	27	

FOURTH YEAR

FIRST SEMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
MM E8	International Marketing	3	0	3	MKTG 1
MM 8	Strategic Marketing Management	3	0	3	MKTG 1, MGT 1
MM E7	E-commerce and Internet Marketing	3	0	3	MKTG 1
BA FS7	Feasibility Study	3	0	3	BUS RES
ENTREP 1	Entrepreneurial Management	3	0	3	MGT 1
MKTG MGT	Marketing Management	3	0	3	MKTG 1, MGT 1
LAW 2	Partnership and Corporation Law	3	0	3	LAW 1
ACCTG 101	Bookkeeping	3	0	3	ACCTG 1
		27	0	27	

SECOND SEMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
PRACTICUM	Work Integrated Learning	6	0	6	GRAD
CAED 500	Career & Personality Development	3	0	3	none
		9	0	9	

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 Registrar 9/7/16

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