

PAMANTASAN NG CABUYAO
 Katapatan Mutual Homes, Banaybanay,
 City of Cabuyao, Laguna
OBE CURRICULUM
BSBA - Marketing - 2018

| Course Code | Description | Units | Pre-requisite |
|-----------------------------------|-------------------------------------------|--------------|------------------------------------------|
| 1st Year - First Semester | | | |
| BAC100 | Fundamentals of Accounting | 3.00 | NONE; |
| CBA101 | Operations Management and TQM | 3.00 | NONE; |
| COM101 | Purposive Communication | 3.00 | NONE; |
| NSTP1 | National Service Training Program 1 | 3.00 | NONE; |
| PED101 | Physical Education 1 | 2.00 | NONE; |
| PSY100 | Understanding the Self | 3.00 | NONE; |
| 1st Year - Second Semester | | | |
| BAC101 | Basic Microeconomics | 3.00 | NONE; |
| BAC102 | Business Laws | 3.00 | BAC100; |
| ENT101 | The Entrepreneurial Mind | 3.00 | NONE; |
| GAD101 | Gender and Development | 3.00 | NONE; |
| MAT101 | Mathematics in the Modern World | 3.00 | NONE; |
| NSTP2 | National Service Training Program 2 | 3.00 | NSTP1; |
| PED102 | Physical Education 2 | 2.00 | PED101; |
| 2nd Year - First Semester | | | |
| BAC103A | Taxation | 3.00 | BAC102; |
| HIS101 | Readings in Philippine History | 3.00 | NONE; |
| HMN101 | Art Appreciation | 3.00 | NONE; |
| MKE101 | Consumer Behavior | 3.00 | BAC100; BAC102; |
| MKM101 | Marketing Management | 3.00 | BAC100; BAC102; |
| PED103 | Physical Education 3 | 2.00 | PED102; |
| SOC101 | The Contemporary World | 3.00 | NONE; |
| 2nd Year - Second Semester | | | |
| ETH101 | Ethics | 3.00 | NONE; |
| MKE102 | E-Commerce and Internet Marketing | 3.00 | MKM101; MKE101; |
| MKM102 | Professional Salesmanship | 3.00 | MKM101; MKE101; |
| MKM103 | Advertising | 3.00 | MKM101; MKE101; |
| MKM104 | Marketing Research | 3.00 | MKM101; MKE101; |
| PED104 | Physical Education 4 | 2.00 | PED103; |
| STS101 | Science, Technology and Society | 3.00 | NONE; |
| 3rd Year - First Semester | | | |
| BAC104A | Human Resource Management | 3.00 | BAC102; |
| ITE101 | Living in the IT Era | 3.00 | NONE; |
| MKE103 | Cooperative Marketing | 3.00 | MKM102; MKM103; MKM104; |
| MKE104 | Franchising | 3.00 | MKM102; MKM103; MKM104; |
| MKE105 | Digital Marketing | 3.00 | MKM102; MKM103; MKM104; MKE102; |
| MKM105 | Pricing Strategy | 3.00 | MKM102; MKM103; MKM104; |
| RIZ101 | Life and Works of Rizal | 3.00 | NONE; |
| 3rd Year - Second Semester | | | |
| BAC105A | Good Governance and Social Responsibility | 3.00 | ETH101; MKM101; MKM102; |
| BAC106A | Business Research | 3.00 | MKM103; MKM104; MKM105; |
| MKE106 | Sales Management | 3.00 | MKE103; MKE104; MKE105; |
| MKM106 | Distribution Management | 3.00 | MKM104; MKM105; |
| MKM107 | Retail Management | 3.00 | MKM104; MKM105; |
| 4th Year - First Semester | | | |
| BAC107A | Feasibility Study | 3.00 | BAC106A; |
| CBA102 | International Business and Trade | 3.00 | CBA101; CBA101; MKM101; |
| CBA103 | Strategic Management | 3.00 | MKM102; MKM103; MKM104; MKM105; |
| MKE107 | Services Marketing | 3.00 | MKE103; MKE104; MKE105; |
| 4th Year - Second Semester | | | |

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| MKM108 | Product Management | 3.00 | MKM101; MKM102; MKM103; MKM104; MKM105; MKM106; MKM107; MKE101; MKE102; MKE103; MKE104; MKE105; MKE106; MKE107; |
| MKM109 | Practicum | 6.00 | 4th Year Standing; |