

CHRIST THE KING COLLEGE
 9014 Gingoog City
Bachelor of Science in Business Administration
Major: Marketing Management
 (General-CMO 39, s. 2006)
 Effective School Year 2014-2015

Batch# _____

Name: _____

Date of Admission: _____

FIRST YEAR							
<i>First Semester</i>							
FG	Course No.	Course Description	Pre-req.	Lec	Lab	Units	Lab used
	RS 1	The Basics of the Christian Faith and Life		3	0	3	
	ENGL 0	Intro to Study & Thinking Skills		3	0	3	SRA
	ENGL 1	Study and Thinking Skills		3	0	3	Speech
	MATH 1	College Algebra		3	0	3	
	PHILO 1	Intro to Philo w/Logic & Critical Thinking		3	0	3	
	FILI 1	Komunikasyon sa Akademikong Filipino		3	0	3	
	ICT 1A	Fundamentals of Computer Software and Applications		3	0	3	Computer
	PE1	Self Testing Activities		2	0	2	
	NSTP 1	CWTS 1/ROTC 1		3	0	3	
	ACCTG 1A	Fundamentals of Accounting Part 1		3	0	3	
Total Number of Units						29	
<i>Second Semester</i>							
FG	Course No.	Course Description	Pre-req.	Lec	Lab	Units	Lab used
	RS 2	Jesus Christ	RS 1	3	0	3	
	ENGL 2	Writing in the Discipline	ENGL 1	3	0	3	
	HIST 1A	Phil. History w/ Politics & Governance		3	0	3	
	FILI 2	Pagbasa at Pagsulat Tungo sa Pananaliksik	FILI 1	3	0	3	
	MATH 2B	Business Statistics	MATH 1	3	0	3	
	PE 2	Rhythmic Activities	PE 1	2	0	2	
	NSTP 2	CWTS 2/ROTC 2	NSTP 1	3	0	3	
	ACCTG 2A	Fundamentals of Accounting Part 2	ACCTG 1A	3	0	3	
	ECON 1	Intro. to Economics with Land Reform and Taxation		3	0	3	
Total Number of Units						26	
SECOND YEAR							
<i>First Semester</i>							
FG	Course No.	Course Description	Pre-req.	Lec	Lab	Units	Lab used
	RS 3	The Christian Community	RS 1	3	0	3	
	ECON 1A	Microeconomics Theory & Practice		3	0	3	
	SOCIO 1	Society & Culture w/ Family Planning		3	0	3	
	NAT SCI 1	Physical Science		3	0	3	Science
	MATH 3	Math of Investment	MATH 1	3	0	3	
	PSYCH 1	General Psychology		3	0	3	
	HUMAN 1	Art, Man and Society		3	0	3	
	ENGL 4	Speech & Stage Arts	ENGL 1	3	0	3	Speech
	ENGL 4C	Interactive Engl: Listening, Speaking & Grammar	ENGL 1	3	0	3	Speech
	PE 3	Individual Sports/Games	PE 2	2	0	2	
Total Number of Units						29	
<i>Second Semester</i>							
FG	Course No.	Course Description	Pre-req.	Lec	Lab	Units	Lab used
	RS 4	Christian Morality	RS 1	3	0	3	
	ENGL 4A	Business Correspondence	ENGL 2	3	0	3	
	PHILO 2	Professional Ethics	PHILO 1	3	0	3	
	ENGL 3	Literatures of the Philippines	ENGL 1	3	0	3	
	NAT SCI 2	Biological Science	NAT SCI 1	3	0	3	Science
	RIZAL	Life and Works of Rizal		3	0	3	
	ICT 2A	Fundamentals of Programming & Database Theory Application	ICT 1A	3	0	3	Computer
	MNGT 1	Principles of Management & Organization		3	0	3	
	FIN 1	Basic Finance		3	0	3	
	PE 4	Group Games/Sports	PE 3	2	0	2	
Total Number of Units						29	

THIRD YEAR							
<i>First Semester</i>							
FG	Course No.	Course Description	Pre-req.	Lec	Lab	Units	Lab used
	FIN 2	Financial Management 1	FIN 1	3	0	3	
	MKTG 1	Principles of Marketing		3	0	3	
	LAW 1	Law on Obligations & Contracts		3	0	3	
	ECON 2	Macroeconomic Theory & Practice	ECON 1A	3	0	3	
	MKTG 2	Professional Salesmanship		3	0	3	
	ELECTIVE 1	Feasibility Study	ACCTG. 2A	3	0	3	
	ELEC-MNGT 3	Consumer Behavior		3	0	3	
Total Number of Units						21	

<i>Second Semester</i>							
FG	Course No.	Course Description	Pre-req.	Lec	Lab	Units	Lab used
	MNGT 2	Human Behavior in Organization	MNGT 1	3	0	3	
	MNGT 3A	Good Governance, Corporate & Social Responsibility	MNGT 1	3	0	3	
	MNGT 3	Human Resource Management	MNGT 1	3	0	3	
	TQM 1	Total Quality Management	MNGT 1	3	0	3	
	TAX 1	Income Taxation		3	0	3	
	MKTG 3	Marketing Research	MKTG. 2	3	0	3	
	MKTG 4	Marketing Management	MKTG. 2	3	0	3	
	ELECTIVE 2	Entrepreneurial Management	ELECTIVE 1	3	0	3	
	ELEC-MNGT 4	Sales Management		3	0	3	
Total Number of Units						27	

FOURTH YEAR							
<i>First Semester</i>							
FG	Course No.	Course Description	Pre-req.	Lec	Lab	Units	Lab used
	MKTG 5	Distribution Management	MKTG. 1-4	3	0	3	
	MKTG 6	Advertising	MKTG. 1-4	3	0	3	
	MKTG 7	Product Management	MKTG. 1-4	3	0	3	
	MKTG 8	Retail Management	MKTG. 1-4	3	0	3	
	MKTG 9	Strategic Marketing Management	MKTG. 1-4	3	0	3	
	ELEC-MNGT 5	Service Marketing		3	0	3	
Total Number of Units						18	
<i>Second Semester</i>							
FG	Course No.	Course Description	Pre-req.	Lec	Lab	Units	Lab used
	INTRN	Internship (600 hours)	ELEC-MNGT 1-5	0	6	6	Affiliation
Total Number of Units						6	

Assessed by: _____

Date: _____

macmc06062014

Certified Correct by: _____

Duly Noted by: _____