



## OLIVAREZ COLLEGE TAGAYTAY

Emilio Aguinaldo Highway, Brgy. San Jose, Tagaytay City

### BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION Major in Marketing Management (Effective School Year 2020-2021)

FIRST YEAR, First Semester				
COURSE CODE	COURSE DESCRIPTION	PRE-REQUISITE	UNITS	REMARKS
ACCTG PLUS	Fundamentals of Accounting		6	
GEC 1	Understanding the Self		3	
GEC 2	Readings in the Philippine History		3	
GEC 5	Purposive Communication		3	
FL 1	Foreign Language 1		3	
NSTP 1	National Service Training Program 1		3	
OLIVARIAN 101	The Making of Quality Olivarian		2	
PE1	Physical Education 1 (Team Sports)		2	
		<b>TOTAL</b>	<b>25</b>	

FIRST YEAR, Second Semester				
COURSE CODE	COURSE DESCRIPTION	PRE-REQUISITE	UNITS	REMARKS
ACCTG 4A	Financial Accounting	ACCTG PLUS	3	
MGT 1	Fundamentals of Management		3	
GEC 3	Mathematics in the Modern World		3	
GEC 4	Art Appreciation		3	
GEC 8	The Contemporary World		3	
GEC 9	Life, and Works, and Writing of Rizal		3	
NSTP 2	National Service Training Program 2	NSTP 1	3	
OLIVARIAN 102	Values Orientation Including Personality Development	OLIVARIAN 101	2	
PE 2	Physical Education 2	PE 1	2	
		<b>TOTAL</b>	<b>25</b>	

SECOND YEAR, First Semester				
COURSE CODE	COURSE DESCRIPTION	PRE-REQUISITE	UNITS	REMARKS
MM 1	Marketing Management		3	
BAC 1	Human Resources Management		3	
BAC 2	Basic Microeconomics		3	
BAC 3	Income Taxation		3	
BANA 1	Fundamentals of Business Analytics		3	
MC 4	Logic and critical thinking		3	
GEC 6	Ethics		3	
OLIVARIAN 103	Community Relations and Service Orientation	OLIVARIAN 102	2	
PE 3	Physical Education 3 (Self-defense)	PE 2	2	
		<b>TOTAL</b>	<b>25</b>	

SECOND YEAR, Second Semester				
COURSE CODE	COURSE DESCRIPTION	PRE-REQUISITE	UNITS	REMARKS
MM 2	Professional Salesmanship	MM 1	3	
MM 3	Advertising	MM 1	3	
ELEC 1	Marketing Elective 1		3	
ELEC 2	Marketing Elective 2		3	
BANA 2	Descriptive Analysis	BANA 2	3	
ACCTG 2	Managerial Economics		3	
GEC 7	Science, Technology and Society		3	
OLIVARIAN 104	Career Development Orientation	OLIVARIAN 103	2	
PE 4	Physical Education 4 (Wellness and Fitness)	PE 3	2	
		<b>TOTAL</b>	<b>25</b>	

THIRD YEAR, First Semester				
COURSE CODE	COURSE DESCRIPTION	PRE-REQUISITE	UNITS	REMARKS
MM 4	Distribution Management	MM 1	3	
MM 5	Product Management	MM 1	3	
BANA 3	Predictive Analytics	BANA 2	3	
ELEC 3	Marketing Elective 3		3	
ELEC 4	Marketing Elective 4		3	
BAC 7	Feasibility Study		3	
BAC 4	Business Research Methods		3	
CBMEC 1	Production and Operations Management		3	
		<b>TOTAL</b>	<b>24</b>	

THIRD YEAR, Second Semester				
COURSE CODE	COURSE DESCRIPTION	PRE-REQUISITE	UNITS	REMARKS
MM 6	Marketing Research 1	BAC 4	3	
BANA 4	Prescriptive Analytics	BANA 3	3	
CBMEC 2	Management Accounting	CBMEC 1	3	
BLAW 1	Law on Obligation and Contract		3	
FIN MAN	Financial Management		3	
FL 2	Foreign Language 2	FL 1	3	
BAC 5	Good Governance and Social Responsibility		3	
		<b>TOTAL</b>	<b>21</b>	

FOURTH YEAR, First Semester				
COURSE CODE	COURSE DESCRIPTION	PRE-REQUISITE	UNITS	REMARKS
ELEC 5	Marketing Elective 5		3	
BANA 5	Data Warehousing	BANA 4	3	
CBMEC 3	Strategic Management	CBMEC 2	3	
BLAW 2	Regulatory Framework and Legal Issues in Business	BLAW 1	3	
MM 7	Marketing Research 2	MM 6	3	
BAC 6	International Trade and Agreements		3	
		<b>TOTAL</b>	<b>18</b>	

FOURTH YEAR, Second Semester				
COURSE CODE	COURSE DESCRIPTION	PRE-REQUISITE	UNITS	REMARKS
PRACTICUM	Internship		12	
		<b>TOTAL</b>	<b>12</b>	

**ROSA B. RAMIREZ**  
Registrar

**DR. JEAN RIZZA A. DELA CRUZ RN, MAN,**  
College Dean