

Approved per BOR Res.
No. 19 s. 2008 dated
May 19, 2008



CAVITE STATE UNIVERSITY
ROSARIO CAMPUS
Rosario, Cavite



OFFICE OF THE REGISTRAR

**CHECKLIST FOR THE
BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT
Major in MARKETING MANAGEMENT**

Name _____
Home Address _____
Date of Entrance _____
Degree _____
High School _____

Nationality _____
Date of Birth _____
Date of Graduation _____
Major _____
Address _____

Course Number	COURSE TITLE	Credit Units		PRE-REQUISITE(S)	Sem./SY Taken	Professor/Instructor	Final Rating
		Lec	Lab				
FIRST YEAR							
<i>First Semester</i>							
ENGL 1	Study and Thinking Skills	2	1				
FILI 1	Komunikasyon sa Akademikong Filipino	3					
MATH 3	College Algebra with Trigo	3					
BIOL 1a	General Biology 1	2	1				
CHEM 1a	General Chemistry 1	2	1				
SOSC 1	Society and Culture w/ Family Planning	3					
MNGT 21a	Concepts and Dynamics of Management	3					
PHED 1	Physical Fitness & Aerobics	2					
ORNT 1	Institutional Orientation	(1)					
NSTP 1		(3)					
	Total	21	3				

<i>Second Semester</i>							
FILI 2	Pagbasa at Pagsulat Tungo sa Pananaliksik	3		FILI 1			
ITEC 1	Intro. to Computer Concepts and Operations	2	1				
ENGL 2	Writing in the Discipline	2	1	ENGL 1			
BMGT 21a	Mathematics of Investment	3		MATH 3			
ECON 3	General Economics with TAR	3					
ACTG 21	Fundamentals of Accounting	3					
MNGT 22	Human Behavior in Organization	3		MNGT 21a			
PHED 2	Rhythmic Activities	2		PHED 1			
ORNT 2	Career Orientation	(1)					
NSTP 2		(3)		NSTP 1			
	Total	22	2				

SECOND YEAR

First Semester

ACTG 22	Partnership & Corporation Accounting	3		ACTG 21			
SOSC 2	General Psychology	3					
SOSC 3	Philippine History, Geography & Institution	3					
BMGT 22	Business Statistics	2	1	BMGT 21a			
ITEC 60	Multimedia Systems	2	1	ITEC 1			
ECON 24	Microeconomics	3					
MKTG 21	Principles of Marketing	3					
ECOL 1	Introduction to Ecology	2	1	BIOL 1a			
PHED 3	Individual/Dual Sports	2		PHED 1			
	Total	23	3				

Second Semester

BMGT 23	Business Communication	2	1	ENGL 2			
SOSC 6	Life and Works of Rizal	3		SOSC 3			
BMGT 24	Basic Finance	3					
MNGT 23	Intro to Quantitative Approaches to Management	3		BMGT 22			
HUMN 6	Social Philosophy	3					
BLAW 21	Obligations and Contracts	3					
BMGT 25	Income and Business Taxation	3		ECON 2			
MATH 8	Introduction to Calculus	3					
PHED 4	Team Sports	2		PHED 1			
	Total	25	1				

Course Number	COURSE TITLE	Credit Units		PRE-REQUISITE(S)	Sem./SY Taken	Professor/Instructor	Final Rating
		Lec	Lab				

THIRD YEAR
First Semester

MNGT 24	Human Resource Management	3		MNGT 21a & 22			
LITT 1	Philippine Literature	3					
HUMN 5	Art, Man and Society	3					
MNGT 25	Social Responsibility and Good Governance	3		MNGT 21a			
MKTG 50	Marketing Management	3		MKTG21 & MNGT21a			
MKTG 55	Product Management	3		MKTG 21			
MKTG 60	Product and Service Promotions	3		MKTG 21			
	Total	21					

Second Semester

BMGT 26	Total Quality Management	3		MNGT 21a			
MKTG 65	Distribution Management	3		MKTG 21			
MKTG 70	Strategic Marketing Management	3		MKTG 21			
MKTG 75	Retail Management	3		MKTG 21			
MKTG 80	Professional Salesmanship	3		MKTG 21			
BMGT 27	Methods of Research	3		BMGT 22			
ETRP 101	Entrepreneurial Management	3					
	Total	21					

SUMMER

BMGT 199	OJT / Practicum	3					
		3					

FOURTH YEAR

First Semester

MKTG 90	International Marketing	3		MKTG 21			
BMGT 198	Feasibility Study	3					
BMGT 99	Special Topics in Marketing Management	3					
FREE ELEC 1	Franchising	3					
FREE ELEC 2	E-Commerce and Internet Marketing	3					
	Total	15					

Second Semester

BMGT 200	Thesis / EDP / Case Study	6		all subjects			
	Total	6					

FREE ELECTIVES

MKTG 101	Consumer Behavior	Industrial / Agricultural Marketing
MKTG 102	Franchising	MKTG 107 Cooperative Marketing
MKTG 103	E-Commerce and Internet Marketing	MKTG 108 New Market Development
MKTG 104	Direct Marketing	MKTG 109 Environmental Marketing
MKTG 105	Service Marketing	

Total Lecture: 158
Total Laboratory: 8