

SAN PEDRO COLLEGE
12 C. Guzman Street, Davao City

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
Major in MARKETING MANAGEMENT
CURRICULUM
Effective Academic Year 2018 - 2019

Grade	Code	DESCRIPTION	UNITS	Grade	Code	DESCRIPTION	UNITS
FIRST YEAR – First Semester				THIRD YEAR – Second Semester			
_____	ABM 100	Advanced Business Management	3	_____	ABM 115	Statistics and Business Research – Intro to Research (ABM 105)	3
_____	ABM 101	Financial Accounting I	3	_____	ABM 117	Operations Management–TQM (ABM 100)	3
_____	MMW 100	Mathematics in the Modern World	3	_____	ABM 117B	Product Management (ABM 134)	3
_____	NSTP 11	National Service Training Program 1	3	_____	ABM 140	Consumer Behaviour (ABM 134)	3
_____	P E 101	Movement Enhancement	2	_____	ABM 146	Retail Management (ABM 134)	3
_____	RPH 100	Readings in Philippine History	3	_____	ABM 149	E-Commerce & Internet Marketing (ABM 134)	3
_____	TCW 100	The Contemporary World	3				18
_____	THEO 100	Salvation History	3				
_____	UTS 100	Understanding the Self	3				
			26				
FIRST YEAR – Second Semester				FOURTH YEAR – First Semester			
_____	AA 100	Art Appreciation	3	_____	ABM 116	Thesis - Full paper presentation or Feasibility Studies (ABM 115)	3
_____	NSTP 12	National Service Training Program 2	3	_____	ABM 137	Personal Finance	3
_____	P E 201	Fitness Exercises	2	_____	ABM 147	Pricing Strategy (ABM 134)	3
_____	PC 100	Purposive Communication	3	_____	ABM 148	New Market Development (ABM 134)	3
_____	PHILO 200	Ethics	3				12
_____	STS 100	Science, Technology, and Society	3				
_____	THEO 200	Christology	3				
			20				
SECOND YEAR – First Semester				FOURTH YEAR – Second Semester			
_____	Eng 500	Business English Correspondence	3	_____	ABM-Prac 3	Practicum / Work Integrated Learning (600 hours) (All major courses)	6
_____	RIZAL 100	Rizal's Life and Works	3				
_____	P D 101	Gender and Society with Personality Development	3				6
_____	ABM 103	Basic Microeconomics	3				
_____	ABM 139	Professional Salesmanship	3				
_____	P E 301	Physical Activity Towards Health and Fitness (PATH-FIT 1)	2				
_____	THEO 300	Ecclesiology and Sacramentology	3				
_____	Fili 301	Kontekstwalisadong Komunikasyon Sa Filipino	3				
			23				
SECOND YEAR – Second Semester				TOTAL: 152 units			
_____	ABM 106	Law on Obligations & Contracts, Negotiable Instruments	3				
_____	ABM 107	Income Taxation	3				
_____	ABM 110	Strategic Management (ABM 100)	3				
_____	ABM 134	Marketing Management (ABM 100)	3				
_____	ABM 141	Marketing Research (ABM 105)	3				
_____	ABM 142	Cooperative Management (ABM 100)	3				
_____	P E 401	Physical Activity Towards Health and Fitness (PATH-FIT 2)	2				
_____	THEO 400	Moral Theology	3				
_____	FILI 302	Malikhaing Pagsulat	3				
			26				
THIRD YEAR – First Semester							
_____	ABM 111	Social Responsibility & Good Governance (ABM 100)	3				
_____	ABM 112	Human Resource Management (ABM 100)	3				
_____	ABM 121	International Business Trade & Agreements (ABM 103)	3				
_____	ABM 143	Distribution Management (ABM 134)	3				
_____	ABM 144	Advertising (ABM 134)	3				
_____	Lit 101	Philippine Popular Culture	3				
_____	THEO 500	Christian Vocation and Fulfillment	3				
			21				

() = Pre-requisite

