

BROKENSHIRE COLLEGE
Madapo, Davao City

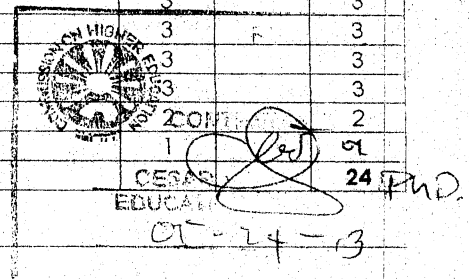
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
(Major in **MARKETING MANAGEMENT**)
Effective 2013-2014

FIRST YEAR					
First Semester					
Course No.	Pre-req.	Course Description	LEC	LAB	Units
Mktg 1	None	Principles of Marketing	3		3
Mgt 1	None	Principles of Management	3		3
Eng 11	None	Study & Thinking Skills	3		3
Math 1	None	College Algebra	3		3
CE 1	None	Basic Principles in Computer Operation	3		3
RS 1	None	Message & Teachings of Old Testament	3		3
NSTP 1	None	National Service Training Program 1	3		3
PE 1	None	Self-Testing Activities & Gymnastics	2		2
PD 1	None	Academic & Personal Adjustment	1		1
TOTAL					24

Second Semester					
Course No.	Pre-req.	Course Description	LEC	LAB	Units
Mktg 2a	Mktg 1	Professional Salesmanship	3		3
Mgt 2	Mgt 1	Human Behavior in Organization	3		3
Eng 12	Eng 11	Writing in Discipline	3		3
Math 12	Math 1	Math of Business Investment	3		3
Bus 1	CE 1	Business Applications	3		3
RS 2	RS 1	Message & Teachings of New Testament	3		3
NSTP 2	NSTP 1	National Service Training Program 2	3		3
PE 2	PE 1	Fundamentals of Rhythmic Activities	2		2
PD 2	PD 1	Self-Awareness & Self-Management	1		1
TOTAL					24

SECOND YEAR					
First Semester					
Course No.	Pre-req.	Course Description	LEC	LAB	Units
Mktg 3a	Mktg 1	Product Management	3		3
Mktg 4a	Mktg 1	Advertising	3		3
Mgt 3	Mgt 1	Human Resource Management	3		3
Acctg 1	None	Fundamentals of Accounting	3		3
Eng 3	Eng 12	Speech & Oral Communication	3		3
Fil 1	None	Sining ng Pakikipagtalastasan	3		3
Elec 1a	None	E-commerce & Internet Marketing	3		3
PE 3	PE 2	Individual & Dual Sports	2		2
PD 3	PD 2	Values Dev. & Interpersonal Relationship	1		1
TOTAL					24

Second Semester					
Course No.	Pre-req.	Course Description	LEC	LAB	Units
Mktg 5	Mktg 1	Distribution Management	3		3
Elec 2a	None	Consumer Behavior	3		3
Acctg 2	Acctg 1	Fundamentals of Acctg. (Part 2)	3		3
Fin 1	None	Basic Finance	3		3
Econ 1	None	Microeconomics	3		3
Fil 2	Fil 1	Pagbasa't Pagsulat sa IID	3		3
Psych 1	None	General Psychology	3		3
PE 4	PE 3	Team Sports	2		2
PD 4	PD 3	Career Dev. & Community Involvement	1		1
TOTAL					24



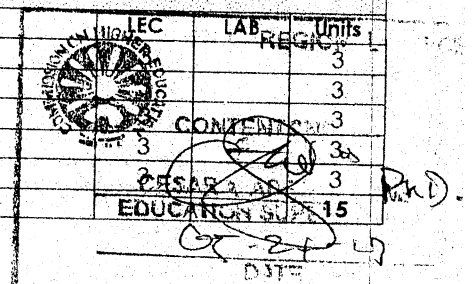
THIRD YEAR						
First Semester						
Course No.	Pre-req.	Course Description	LEC	LAB	Units	
Mktg 6a	Mktg 1	Retail Management	3		3	
Elec 3a	None	Cooperative Management	3		3	
Tax 1	Acctg 2	Fundamentals of Income Taxation	3		3	
Law 1	None	Obligation & Contract	3		3	
NS 1	None	Biological Science	3		3	
Hist 2	None	Philippine History	3		3	
Hum 1	None	Introduction to Art Appreciation	3		3	
Lit 11	None	Literatures of the Philippines	3		3	
		TOTAL			24	

Second Semester						
Course No.	Pre-req.	Course Description	LEC	LAB	Units	
Mktg 7a	Mktg 1	Marketing Research	3		3	
Mgt 4	Mgt 1-3	Total Quality Management	3		3	
Tax 2	Tax 1	Bus. & Misc. Taxation	3		3	
Law 2	Law 1	Negotiable Instruments	3		3	
Bus 3	Eng 3	Business Correspondence	3		3	
Philo 1	None	Philosophy of Man	3		3	
Lit 12	None	Literatures of the World	3		3	
Phys 21	Math 1	General Physics	3		3	
		TOTAL			24	

Summer						
Course No.	Pre-req.	Course Description	LEC	LAB	Units	
Prac	Mktg 1-7, Mgt 1-4	Practicum/Work Integrated Learning			6	
Bus 5	Math 12	Business Statistics	3		3	
		TOTAL			9	

FOURTH YEAR						
First Semester						
Course No.	Pre-req.	Course Description	LEC	LAB	Units	
Feas 1	Mktg 1-7a	Feasibility Study 1	3		3	
Soc 12	None	Society & Culture with FP	3		3	
Mktg 8a	Mktg 1-7	Marketing Management	3		3	
Hist 3	None	Life, Works & Writings of Rizal	3		3	
Philo 2	None	Logic & Critical Thinking	3		3	
PS 2	None	Politics & Governance w/ Philippine Const.	3		3	
		TOTAL			18	

Second Semester						
Course No.	Pre-req.	Course Description	LEC	LAB	Units	
Feas 2	Feas 1	Feasibility Study 2	3		3	
Mktg 9a	Mktg 1-8	Strategic Marketing Management	3		3	
Mgt 5	Mgt 1-3	Social Responsibility & Good Governance	3		3	
Elec 4a	None	Franchising	3		3	
Elec 5a	None	International Marketing	3		3	
		TOTAL			18	



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