

MICRO ASIA COLLEGE OF SCIENCE AND TECHNOLOGY, INC.
Iba, Zambales

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)
Major in MARKETING MANAGEMENT

Revised Curriculum Effective 1st Semester AY 2023-2024

COURSE CODE	COURSE DESCRIPTION	HOURS		UNITS	COURSE PREREQUISITE	COURSE COREQ
		LEC	LAB			
1st Year-1st Semester						
ACT1	Accounting 1	3	-	3		
GEC1	Mathematics for the Modern World	3	-	3		
GEC2	Science, Technology and Society	3	-	3		
GEC3	Understanding the Self	3	-	3		
SA1	Software Application 1 - Lec	2	-	2		
SA1A	Software Application 1 - Lab	-	3	1		SA1
PE1	PATHFit 1	2	-	2		
NSTP1	National Service Training Program 1	3	-	3		
		19	3	20		

1st Year - 2nd Semester

ACT2	Accounting 2	3	-	3	ACT1	
GEC4	Readings in Philippine History	3	-	3		
BAC1	Basic Microeconomics (Eco)	3	-	3		
SA2	Software Application 2 - Lec	2	-	2	SA1	
SA2A	Software Application 2 - Lab	-	3	1	SA1A	SA2
PE2	PATHFit 2	2	-	2	PE1	
NSTP2	National Service Training Program 2	3	-	3	NSTP1	
		16	3	17		

2nd Year-1st Semester

GEC5	Art Appreciation	3	-	3		
GEC6	Environmental Science	3	-	3		
FIL1	Ang Panitikan ng Pilipinas	3	-	3		
BAC2	Taxation (Income Taxation)	3	-	3		
PROF1	Professional Salesmanship	3	-	3		
PE3	PATHFit 3	2	-	2	PE2	
		17	0	17		

2nd Year-2nd Semester

GEC7	Purposive Communication	3	-	3		
GEC8	Life and Works of Rizal	3	-	3		
GEC9	The Contemporary World	3	-	3		
FIL2	Pagpapahalagang Pampanitikan	3	-	3	FIL1	
BAC3	Business Law (Obligation and Contracts)	3	-	3		
PROF2	Marketing Research	3	-	3		
PROF3	Marketing Management	3	-	3		
PE4	PATHFit 4	2	-	2	PE3	
		23	0	23		

3rd Year-1st Semester

FIL3	Retorika	3	-	3	FIL2	
BBA1	Strategic Management	3	-	3		
BAC4	Good Governance and Social Responsibility	3	-	3		

BAC5	International Business and Trade	3	-	3		
BAC6	Business Research	3	-	3		
PROF4	Distribution Management	3	-	3		
PROF5	Advertising	3	-	3		
		21	0	21		

3rd Year-2nd Semester

GEC10	Ethics	3	-	3		
BAC7	Human Resource Management	3	-	3		
BBA2	Operations Management (TQM)	3	-	3		
PROF6	Product Management	3	-	3		
ELE1	Personal Finance	3	-	3		
ELE2	Entrepreneurial Management	3	-	3		
		18	0	18		

4th Year-1st Semester

GEC11	The Entrepreneurial Mind	3	-	3		
GEC12	Reading Visual Art	3	-	3		
PROF7	Retail Management	3	-	3		
PROF8	Pricing Strategy	3	-	3		
ELE3	E-Commerce and Internet Marketing	3	-	3		
BAC8	Thesis or Feasibility Study	3	-	3		
		18	0	18		

4th Year-2nd Semester

ELE4	Strategic Marketing Management	3	-	3		
PRAC1	Practicum/Work Integrated Learning (600 hrs)	-	6	6	4th year standing	
		3	6	9		

SUMMARY OF SUBJECTS

General Education (GE) Courses

36 units

Mathematics for the Modern World
 Science, Technology and Society
 Understanding the Self
 Readings in Philippine History
 Art Appreciation
 Purposive Communication
 Life and Works of Rizal
 The Contemporary World
 Ethics
 GEC Elective 1 - Environmental Science
 GEC Elective 2 - The Entrepreneurial Mind
 GEC Elective 3 - Reading Visual Art

Physical Education (PE) Courses

8 units

PATHFit 1
 PATHFit 2
 PATHFit 3
 PATHFit 4

National Training Service Program (NSTP)

6 units

NSTP 1
 NSTP 2

Common Business and Management Courses	6 units
Strategic Management	
Operations Management (TQM)	
Business Administration Core Courses	24 units
Basic Microeconomics (Eco)	
Taxation (Income Taxation)	
Business Law (Obligation and Contracts)	
Good Governance and Social Responsibility	
International Business and Trade	
Business Research	
Human Resource Management	
Thesis or Feasibility Study	
Professional Major Courses	24 units
Professional Salesmanship	
Marketing Research	
Marketing Management	
Distribution Management	
Advertising	
Product Management	
Retail Management	
Pricing Strategy	
Electives	12 units
Personal Finance	
Entrepreneurial Management	
E-Commerce and Internet Marketing	
Strategic Marketing Management	
Internship (600 hrs)	6 units
Practicum/Work Integrated Learning (600 hrs)	
Filipino Subjects	9 units
Ang Panitikan ng Pilipinas	
Pagpapahalagang Pampanitikan	
Retorika	
Additional Subjects	12 units
Accounting 1	
Accounting 2	
Software Application 1 - Lec	
Software Application 1 - Lab	
Software Application 2 - Lec	
Software Application 2 - Lab	
TOTAL	143 units