

PROGRAMS

Bachelor of Science in Business Administration (BSBA)

Major in Business Economics

Academic Year 2018-2019

Reference CMOs: CMO 17, s. 2017, CMO 4, s.2018 and CMO 20,s. 2013

Curriculum Description

The Bachelor of Science in Business Administration major in Business Economics program prepares graduates for careers in banking, economic and development planning, as well as general management. The program focuses on the relationship of business operations and the economy as a whole. It integrates economic principles and strategies into standard business practices so that the student can have both the micro view of how the business can acquire capital, generate profit and efficiently produce goods and services, as well as the macro view of how external economic factors such as government regulation can affect, and should influence, business decisions.

Program Objectives

To produce business professionals who:

1. Assume supervisory and/or managerial responsibilities within their organization;
2. Pursue graduate studies in business and management; and
3. Manage a business.

Program Outcomes

Students of BS Business Administration should be able to:

1. Analyze the business environment for strategic direction;
2. Prepare operational plans;
3. Innovate business ideas based on emerging industry;
4. Manage a strategic business unit for economic sustainability; and
5. Conduct business research.

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CURRICULUM
Bachelor of Science in Business Administration (BSBA)
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FIRST YEAR					
FIRST SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
GEd 102	Mathematics in the Modern World	3	3	0	
GEd 108	Art Appreciation	3	3	0	
ECO 101	Basic Microeconomics	3	3	0	
MGT 101	Human Resource Management	3	3	0	
PE 101	Physical Fitness, Gymnastics and Aerobics	2	2	0	
NSTP 111	National Service Training Program 1	3	3	0	
	Total	17	17	0	

FIRST YEAR					
SECOND SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
GEd 101	Understanding the Self	3	3	0	
GEd 109	Science, Technology, and Society	3	3	0	
ECO 102	History of Economics Thought	3	3	0	ECO 101
ECO 103	Labor Economics	3	3	0	ECO 101
PE 102	Rhythmic Activities	2	2	0	PE 101
NSTP 121	National Service Training Program 2	3	3	0	NSTP 111
	Total	17	17	0	

SECOND YEAR					
FIRST SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
LAW 201	Law on Obligations and Contracts	3	3	0	
TAX 301	Income Taxation	3	3	0	
FILI 101	Kontekswalisadong Komunikasyon sa Filipino	3	3	0	
LITR 102	ASEAN Literature	3	3	0	
GEd 104	The Contemporary World	3	3	0	
ECO 204	Basic Macroeconomics	3	3	0	ECO 102
PE 103	Individual And Dual Sports	2	2	0	PE 101
	Total	20	20	0	

SECOND YEAR					
SECOND SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
FILI 102	Filipino sa Iba't-ibang Disiplina	3	3	0	
GEd 106	Purposive Communication	3	3	0	
GEd 103	Life and Works of Rizal	3	3	0	
MGT 202	Good Governance and Social Responsibility	3	3	0	GEd 107
ECO 205	Advanced Microeconomics	3	3	0	ECO 102
BPO 201	Fundamentals of Business Process Outsourcing (BPO)	3	3	0	
PE 104	Team Sports	2	2	0	PE 101
	Total	20	20	0	

THIRD YEAR					
FIRST SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
MGT 303	Operations Management with TQM	3	3	0	
GEd 107	Ethics	3	3	0	
MGT 304	International Business and Trade	3	3	0	
BPO 302	Business Communication	3	3	0	BPO 201
GEd 105	Readings in Philippine History	3	3	0	
ECO 306	Basic Econometrics	3	2	1	ECO 204
ECO 307	Managerial Economics	3	3	0	ECO 205
	Total	21	20	1	

THIRD YEAR					
SECOND SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
ECO 311	Research Methods Applied in Business Economics	3	3	0	ECO 306 ECO 307
MGT 305	Entrepreneurial Management	3	3	0	
BPO 303	Service Culture	3	3	0	BPO 302
ECO 308	Advanced Macroeconomics	3	3	0	ECO 306
ECO 309	Project Development Management	3	3	0	ECO 307
ECO 310	Economic Development	3	3	0	ECO 205
	Total	18	18	0	

FOURTH YEAR					
FIRST SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
ECO 413	Special Topics in Business Economics with Seminar	3	3	0	ECO 308, ECO 309
ECO 414	International Economics	3	3	0	ECO 308
ANA 401	Business Analytics	3	2	1	
ECO 412	Business Economics Thesis Writing	3	3	0	ECO 311
MGT 406	Strategic Management	3	3	0	MGT 303
	Total	15	14	1	

FOURTH YEAR					
SECOND SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
ECO 415	Practicum / Work Integrated Learning for Business Economics (600 hrs)	6	0	6	Regular Standing
	Total	6	0	0	