

PROGRAMS

Bachelor of Science in Business Administration (BSBA)

Major in Marketing Management

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 Marketing Management program prepares the graduate for careers in marketing, market research, advertising and public relations. The curriculum provides the graduate with both technical skills and competencies required in the field, but also the flexible mindset that is necessary to stay competitive in a constantly changing business environment.

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.