



Republic of the Philippines
Office of the President
COMMISSION ON HIGHER EDUCATION
REGION X

Cagayan de Oro City
Telefax: 856-4380; Email: chedro10@ched.gov.ph

COMMISSION ON HIGHER EDUCATION
REGION 10
RELEASED

JUL 21 2020

1st Indorsement
July 20, 2020

Time: 1:32
By: [Signature]

Respectfully returned to **Ms. Tita G. Garrido**, CPA, President, Gingoog City Colleges, Inc., Gingoog City, the herein revised curriculum for the Bachelor of Science in Business Administration major in Marketing Management (BSBA-MM), duly noted, for implementation effective SY 2020-2021.

RAUL C. ALVAREZ, JR., REE, Ed.D., CESO III
Director IV

RCA/mbf/lng

GINGOOG CITY COLLEGES, INC.

GINGOOG CITY, PHILIPPINES 9014

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Major in Marketing Management (CMO NO. 17, 2017)

Effective School Year 2020-2021 (Revision No. 4)

FIRST YEAR											
FIRST SEMESTER						SECOND SEMESTER					
CODE	DESCRIPTIVE TITLE	LEC	LAB	UNIT	CODE	DESCRIPTIVE TITLE	LEC	LAB	UNIT		
	Orientation	1	0	1	GE2	READINGS IN PHILIPPINE HISTORY	3	0	3		
GE1	UNDERSTANDING THE SELF	3	0	3	BA CORE4	TAXATION (Income Taxation)	3	0	3		
BA CORE1	BASIC ECONOMICS (Eco)	3	0	3	PROF1	MARKETING MANAGEMET	3	0	3		
BA CORE2	BUSINESS LAW (OBLIGATIONS AND CONTRACTS)	3	0	3	CBMEC 1	OPERATIONS MANAGEMENT (TQM)	3	0	3		
BA CORE3	HUMAN RESOURCE MANAGEMENT	3	0	3	CBMEC 2	STRATEGIC MANAGEMENT	3	0	3		
MKTG.	PRINCIPLES OF MARKETING	3	0	3	IICT	INST. ADVANCED COMPUTER EDUCATION	3	2	5		
IELP	INST. ENGLISH LANGUAGE PROFICIENCY	3	2	5	PE2	LATIN DANCES/DANCE SPORTS	2	0	2		
PE1	FITNESS PROGRAMMING AND MNGT.	2	0	2	NSTP 2	NATIONAL SERVICE TRAINING PROGRAM 1	(3)	0	(3)		
NSTP 1	NATIONAL SERVICE TRAINING PROGRAM 1	(3)	0	(3)							
		21	2	23			20	2	22		
SECOND YEAR											
FIRST SEMESTER						SECOND SEMESTER					
CODE	DESCRIPTIVE TITLE	LEC	LAB	UNIT	CODE	DESCRIPTIVE TITLE	LEC	LAB	UNIT		
GE3	THE CONTEMPORARY WORLD	3	0	3	GE6	ART APPRECIATION	3	0	3		
GE4	MATHEMATICS IN THE MODERN WORLD	3	0	3	GE7	ETHICS	3	0	3		
GE5	PURPOSIVE COMMUNICATION	3	0	3	GE ELECT1	LIVING IN THE IT ERA	3	0	3		
STAT	ADVANCED STATISTICS	3	0	3	PROF2	MARKETING RESEARCH	3	0	3		
P-ELECT1	SALES MANAGEMENT	3	0	3	BA CORE6	INTERNATIONAL TRADE AND AGREEMENTS	3	0	3		
BA CORE5	GOOD GOVERNANCE AND SOCIAL RES.	3	0	3	PROF3	PROFESSIONAL SALESMANSHIP	3	0	3		
ACCTG.1	FUNDAMENTALS OF ACCOUNTING	3	0	3	ACCTG. 2	PARTNERSHIP AND CORP. ACCOUNTING	3	0	3		
PE3	TRADITIONAL GAMES AND SPORTS	2	0	2	PE4	SPORTS AND RECREATIONAL LEADERSHIP	2	0	2		
		23	0	23			23	0	23		
THIRD YEAR											
FIRST SEMESTER						SECOND SEMESTER					
CODE	DESCRIPTIVE TITLE	LEC	LAB	UNIT	CODE	DESCRIPTIVE TITLE	LEC	LAB	UNIT		
GE8	SCIENCE, TECHNOLOGY AND SOCIETY	3	0	3	GER	LIFE AND WORKS OF RIZAL	3	0	3		
GE ELECT2	PHILIPPINE POPULAR CULTURE	3	0	3	GE ELECT3	GENDER AND SOCIETY	3	0	3		
PROF4	ADVERTISING	3	0	3	PROF 7	RETAIL MANAGEMENT	3	0	3		
PROF5	PRODUCT MANAGEMENT	3	0	3	PROF 8	DISTRIBUTION MANAGEMENT	3	0	3		
PROF 6	PRICING STRATEGY	3	0	3	P-ELECT3	E- COMMERCE AND INTERNET MARKETING	3	0	3		
BA CORE7	BUSINESS RESEARCH	3	0	3	P-ELECT4	STRATEGIC MARKETING MANAGEMENT	3	0	3		
P-ELECT2	NEW MARKET DEVELOPMENT	3	0	3	IP's ED	PEACE ED. & PHIL. INDIGENOUS COMMUNITIES	3	0	3		
		21	0	21			21	0	21		
FOURTH YEAR											
FIRST SEMESTER						SECOND SEMESTER					
CODE	DESCRIPTIVE TITLE	LEC	LAB	UNIT	CODE	DESCRIPTIVE TITLE	LEC	LAB	UNIT		
BA CORE 8	THESIS OR FEASIBILITY STUDY	3	2	5	PRAC.	PRACTICUM/WORK INTEGRATED LEARNING (600 hrs)	0	6	6		

Prepared by:


JOHMAR V. DAGONDON, MBM
 BSBA Program Head

Noted by:


TITA G. GARRIDO, CPA
 School President

COMMISSION ON HIGHER EDUCATION
REGION 10

REMARKS:
COMPLIED WITH THE PROVISIONS:
CMO 46, S. 2012: YES NO
(CURRICULUM MAP)
CMO 07, S. 2019: YES NO
CMO 02, S. 2019: YES NO
CMO 20, S. 2013 P7: YES NO
(PROFESSIONAL)
CMO 17, S. 2017: YES NO
OTHERS: _____

EVALUATED BY: Joy 7/20/17
DATE: _____