



OPOL COMMUNITY COLLEGE

Opol, Misamis Oriental

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Major in Marketing Management

Revised Curriculum Effective SY 2023-2024

Per CMO No. 17, Series of 2017

First Year – First Semester						
Subject Code	Descriptive Tittle	Lec Units	Lab Units	Credit Units	Hrs/Week	Pre-Requisite
GenEd 1	Understanding the Self	3		3	3	
GenEd 2	Readings in Philippine History w/ IP Education	3		3	3	
GenEd 3	The Contemporary World	3		3	3	
Elec 1	Personal Finance	3		3	3	
BACC 1	Basic Microeconomics	3		3	3	
NSTP 1	National Service Training Program 1	3		3	3	
PATHFit 1	Movement Competency Training	2		2	2	
	Total	20		20	20	
<i>EP-FAM 1*</i>	<i>Fundamentals of Accounting, Business & Management 1</i>	(3)		(3)	(3)	
<i>EP-BE*</i>	<i>Business Ethics and Social Responsibility</i>	(3)		(3)	(3)	
<i>*Bridging subjects/Enhancement Program for non SHS ABM graduates & for non SHS and ALS graduates</i>						
First Year – Second Semester						
GenEd 4	Mathematics in the Modern World	3		3	3	
GenEd 5	Purposive Communication	3		3	3	
VEd	Good Manners and Right Conduct	3		3	3	
BACC 2	Law on Obligations & Contracts (Business Law)	3		3	3	
Elect 2	Consumer Behavior	3		3	3	
NSTP 2	National Service Training Program 2	3		3	3	NSTP-1
PATHFit 2	Fitness Training	2		2	2	P.E. 1
	Total	20		20	20	
<i>EP-STAT*</i>	<i>Statistics and Probability</i>	(3)		(3)	(3)	
<i>EP-FAM 2*</i>	<i>Fundamentals of Accounting, Business & Management 2</i>	(3)		(3)	(3)	EP-FAM 1
First Year – Enhancement Program Summer						
<i>EP-ECON*</i>	<i>Applied Economics</i>	(3)		(3)	(3)	
<i>EP-MKTG*</i>	<i>Business Marketing</i>	(3)		(3)	(3)	
<i>EP-FIN*</i>	<i>Business Finance</i>	(3)		(3)	(3)	
	Total	(9)		(9)	(9)	
Second Year – First Semester						
GenEd 6	Art Appreciation	3		3	3	
GenEd 7	Science, Technology and Society	3		3	3	
GenEd 8	Ethics	3		3	3	
GenEd 9 EI	People and the Earth's Ecosystems	3		3	3	
Acctg 100	Advanced Accounting	3		3	3	
MM 101	Marketing Management	3		3	3	
Elect 3	E-Commerce & Internet Marketing	3		3	3	
PATHFit 3	Rhythmic Activities	2		2	2	P.E.2
	Total	23		23	23	

Second Year – Second Semester						
GenEd 10 EI	Living in the IT Era	3		3	3	
GenEd 11 EI	The Entrepreneurial Mind	3		3	3	
BACC 3	Income Taxation	3		3	3	Acctg 100
MM 102	Product Management	3		3	3	
MM 103	Professional Salesmanship	3		3	3	
MM 104	Retail Management	3		3	3	
Elect 4	International Marketing	3		3	3	
PATHFit 4	Sports Activities	2		2	2	P.E. 3
	Total	23		23	23	
Third Year – First Semester						
GenEd 12	Life and Works of Rizal	3		3	3	
GenEd 13	Gender and Society with Peace Education	3		3	3	
Elect 5	Franchising	3		3	3	
CBMEC 1	Operations and Total Quality Management	3		3	3	
BACC 4	Good Governance and Social Responsibility	3		3	3	
BACC 5	Human Resource Management	3		3	3	
BACC 6	International Trade and Agreements	3		3	3	
BACC 7	Business Research/Feasibility Study	3		3	3	
	Total	24		24	24	
Third Year – Second Semester						
CBMEC 2	Strategic Management	3		3	3	
MM 105	Advertising and Promotions	3		3	3	
BACC 8A	Research 1 (with Proposal Defense)	3		3	3	
MM 106	Pricing Strategy	3		3	3	
MM 107	Distribution Marketing	3		3	3	
MM 108	Marketing Research/Feasibility Study	3		3	3	
PROFDEV	Personality & Professional Development	3		3	3	
	Total	21		21	21	
Fourth Year – First Semester						
Elec 6	Special Topics in Marketing Management	3		3	3	
BACC 8B	Research 2 (Final Defense)	3		3	3	BACC 8A
Mngt 100	Administrative Office Procedure & Management	3		3	3	
CarDev	Career Development	3		3	3	
	Total	12		12	12	
Fourth Year – Second Semester						
Practicum	On-The-Job-Training (600 hours)	6		6	6	All subjects prior to this semester
	Total	6		6	6	

Courses	Units	
	CMO no. 17 S 2017	OCC
1. General Education	36	39
2. National Service Training Program (NSTP)	6	6
3. Physical Education (PE) courses	8	8
Sub-total	50	53
4. Common Business and Management Courses (CBMEC)	6	6
5. Business Administration Core	24	27
6. Professional Major	24	24
Electives	12	18
Enhancement Course		15
Internship (600 hours)	6	6
Sub-total	72	96
Total including GE, NSTP and PE	122	149