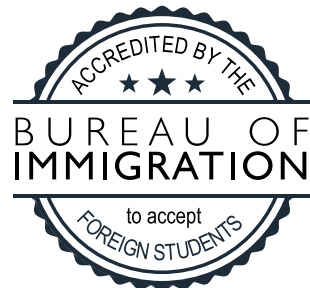




ADMISSION & ENROLLMENT REQUIREMENTS

Applicants must submit the following:

- Form 138 (High School Report Card)
- Original copy of Honorable Dismissal/Transfer Credential for transferees
- Certificate of Good Moral Character
- Original copy of Birth Certificate from PSA
- Original copy of Medical Certificate with Chest X-ray
- 6 pcs. passport size ID picture with nametag and with white background
- 3 pcs. long folder



AAFS NO. AFF-06-154



Cor. Gov. Ortega St., Catbangan
San Fernando City, La Union
2500 Philippines



Telefax (+63) (72) 242-36-08



ous@dmmmsu.edu.ph



<https://www.facebook.com/dopeniversity/>

P *hilosophy*
Total human development with appropriate competencies

V *ision*
A premier and globally competitive university

M *ission*
Provides relevant quality instruction, research and extension

G *oal*
To lead in transforming human resources into productive, self-reliant citizens and responsible leaders

Goal of the DMMMSU Open University

To provide distance education to people who have no access to schools, colleges, and universities or to those who, for one reason or another, cannot avail themselves of the conventional mode of instruction.



dmmmsu.edu.ph



**DON MARIANO MARCOS
MEMORIAL STATE UNIVERSITY
OPEN UNIVERSITY SYSTEM**



BACHELOR OF SCIENCE IN
BUSINESS ADMINISTRATION
MAJOR IN MARKETING MANAGEMENT

BOR No. 2014-218 | BOR No. 424-2018

PROGRAM DESCRIPTION

The Bachelor of Science in Business Administration (BSBA) program utilizes an integrated approach to study the interrelationships among the different functional areas of business and examine how the effective orchestration of these different components of business operations can lead to organizational success. Three majors or specializations are offered under the BSBS program, namely, Financial Management, Marketing Management and Human Resources Management.

PROGRAM OBJECTIVES/OUTCOMES

- Apply the basic marketing management concepts and tools in various business situations.
- Generate innovative marketing management ideas based on emerging industry trends through research, extension and production.
- Practice marketing management system from demand measurement to product distribution and customer satisfaction evaluation.
- Act as a catalyst in effecting change for product and business development.
- Implement feasible business projects.

MODE OF INSTRUCTION

A student enrolled in the program will be given a learning package (Modules) to read and to work on. He/she can choose any of the three modes of learning.

1. Group Paced Learning

Students follow a fixed class schedule at least once to twice a month on Saturdays to meet their tutors for discussion, seminars, symposia, and/or conferences to enrich their learning experience. Students are expected to submit written assignments, and sit in supervised examinations at the University.

2. Self-Paced or Individualized

A student is provided with his/her own tutor and a class schedule. Modules, independent researches and other instructional materials are laid down by the tutors who help the student enhance his/her knowledge, skills and attitudes. The student is required to visit the University as scheduled.

3. Online Learning

A student is provided with his/her own tutor online and a class schedule. Tutors utilize an open source learning management system (LMS) as virtual classroom and other communication tools available today. The student may process his/her requirements and exams via online.

CURRICULAR OFFERINGS

FIRST YEAR

First Semester		Units
GECC 101a/b	Art Appreciation / Pagpapahalaga sa Sining	3
FILI 101	Kontekswalisadong Komunikasyon	3
PhEd 101	Fundamentals of Physical Fitness	2
NSTP 101	ROTC/CWTS/LTS 1	3

Second Semester		Units
GECC 102a/b	Purposive Communication/Malayuning Komunikasyon	3
FILI 102	Filipino sa Iba't Ibang Disiplina *FILI 101	3
PhEd 102	Individual and Dual Sports	2
NSTP 102	ROTC/CWTS/LTS 2 *NSTP 101	3

Summer		Units
GEMC 101a/b	The Life and Works of Rizal/ Ang Buhay at Akda ni Rizal	3
LITT 101	Sosyedad at Literatura/Panitikang Panlipunan	3
PhEd 103	Dances	2

SECOND YEAR

First Semester		Units
GECC 103a/b	Mathematics in the Modern World/Matematika sa Makabagong Daigdig	3
GECC 104a/b	Ethics/Etika	3
LITT 102	Sinososyedad/Pelikulang Panlipunan *LITT 101	3
PhEd 104	Team Sports *PhEd 101	2

Second Semester		Units
GECC 105a/b	Science, Technology & Society/Agham, Teknolohiya at Lipunan	3
GECC 106a/b	Readings in Philippine History/Babasahin Hinggil sa Kasaysayan ng Pilipinas	3
GECC 107a/b	The Contemporary World/Ang Kasalukuyang Daigdig	3
GECC 108a/b	Understanding the Self/Pag-unawa sa Sarili	3

Summer		Units
ECON 101	Basic Microeconomics	3
TAXN 101	Income Taxation	3
BLAW	Obligations and Contracts	3

THIRD YEAR

First Semester		Units
MGMT 101	Organization and Management	3
ACCTG 101	Fundamentals of Accounting	3
MKTG 101	Marketing Principles and Practices	3
ELEC 101	Elective 1	3

Second Semester		Units
MGMT 102	Operations Management *MGMT 101	3
ACCTG 102	Accounting for Partnership and Corporation *ACCTG 101	3
MGMT 105	Good Governance and Social Responsibility *MGMT 101	3
ELEC 102	Elective 2	3

Summer		Units
MGMT 103	Strategic Management *MGMT 101	3
MKTG 102	Professional Salesmanship *MGMT 101	3
MGMT 104	Human Resource Management *MGMT 101	3

FOURTH YEAR

First Semester		Units
MGMT 106	International Business and Trade *MKTG 101, MGMT 101	3
MKTG 103	Marketing Management *MGMT 101	3
RESC 101	Business Research	3
ELEC 103	Elective 3	3

Second Semester		Units
MKTG 104	Distribution Management *MGMT 101	3
MKTG 105	Advertising *MGMT 101	3
RESC 102	Marketing Research *RESC 101	3
ELEC 104	Elective 4	3

Summer		Units
MKTG 106	Product Management *MGMT 101	3
MKTG 107	Retail Management *MGMT 101	3
MKTG 108	Pricing Strategy *MGMT 101	3

FIFTH YEAR

First Semester		Units
MKTG 109	Sales Management *MGMT 101	3
FEAS 101	Feasibility Study *ACCTG 101, MKTG 101, MGMT 101	3
ELEC 105	Elective 5	3

Second Semester		Units
PROJ 100	Project Implementation *All subjects	6

**TOTAL: ABM 134
NON-ABM 143**

**Pre-requisite*

Professional Elective Courses

- Environmental Management System
- Government Accounting and Budgeting
- Fundamentals of Business Analytics
- Cooperative Management
- Treasury Management
- Franchisingo
- Personal Finance
- Business Process Outsourcing 1
- Business Process Outsourcing 2
- Managerial Problems and Analysis
- Entrepreneurial Management
- Risk Management
- Financial Controllership
- Security Analysis