

De La Salle-College of Saint Benilde

Bachelor of Science in Business Administration Major in Marketing Management

Program Specification

| | |
|-----------------------------------|--|
| Awarding Institution | De La Salle-College of Saint Benilde |
| School | School of Management and Information Technology |
| Program Accreditation | <p>Philippine Accrediting Association of Schools, Colleges and Universities (PAASCU) Level II Granted re-accreditation for five (5) years valid until November 2022.</p> <p>Commission on Higher Education (CHED) Center of Excellence in Hotel and Restaurant Management valid until December 2018 (extended as per CHED CMO No. 3 series of 2019 until the new guidelines are formulated).</p> |
| Name of Final Award | Bachelor of Science in Business Administration Major in Marketing Management (BSBA-MM) |
| Program Title | Bachelor of Science in Business Administration Major in Marketing Management (BSBA-MM) |
| Description of the Program | <p>Cognizant of the changing Marketing profession landscape, the program hopes to develop a distinct breed of Marketing professionals who are equipped to face the challenges of the K2-12 Program, Economic Globalization and the ASEAN Integration.</p> <p>These Benildean Marketing Managers are guided by Lasallian-Benildean core values of Faith Service and Community, armed with a deep understanding of the Marketing functions and fundamentals.</p> <p>Through the combined theoretical and applied approach, the program aims to make the students experience “real-life” situations that will prepare them to assume higher marketing functions and utilize their skills in the overall strategic management of the organization.</p> |

Expected Program Learning Outcomes

Upon completion of the **BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN MARKETING MANAGEMENT**, students are expected to:

- PO1. Create processes that will establish the interrelationship of Human Resource Management to the other functional areas of the organization by applying appropriate HR models.
- PO1. Assess an organization's strengths, weaknesses, opportunities, and threats to determine company's current state and develop business priorities from a strategic perspective.
- PO2. Demonstrate professional oral, written and interpersonal communication skills to be able to interact with customers, employees, suppliers and superiors.
- PO3. Craft a comprehensive business plan to assist the business to secure financing, and to gain business partners and shareholders.
- PO4. Apply practical management decision making tools and techniques to various types of business issues, both simulated and real world, as shared by community businesses.
- PO5. Apply relationship management methods using best leadership practices gained from exposure to leadership theories and style desired by successful organizations.
- PO6. Recognize risks, problems associated with business, including transactions in different functional areas of management such as Human resource, finance, production, marketing to weight options to make rationale decisions for gaining competitive advantage.
- PO7. Explain the basic concepts associated with business ethics and the importance of developing and adhering to a strong set of generally-accepted ethical principles.
- PO8. Demonstrate ability to work harmoniously with people from different cultures and at the same time preserve Filipino historical and cultural heritage.
- PO9. Select and use appropriate resources to collect business data that will ultimately translate into information for creative and critical decision making and resulting to economic sustainability.
- PO10. Apply quantitative measurements to solve business problems related from a strategic perspective.
- PO11. Integrate technology and research in performing business functions to hasten business processes and operation.
- PO12. Demonstrate a service and customer's orientation to enhance company's reputation in a professional manner.

| <p>Admission Requirements</p> | <p>All students must pass the Benildean Entrance Exam (BEE). The information regarding application, admission timetable, and application results may be viewed at Benilde Admissions Center. Downloadable forms and school brochures are available from this site.</p> <p>Applicants applying to any degree or non-degree program offered by DLS-CSB are expected to provide a complete medical disclosure of past or present conditions that may have an effect on student learning and their intention to be a member of the Benildean community.</p> | | | | | | | | | | | | | | | | |
|--|--|--|--------------|--------------------------|-----------|-------------------------------|-----------|-----------------------|-----------|----------------------|-----------|-----------|----------|-----------|-----------|---------|-----------|
| <p>Program Overview</p> | <p>The Program consists of units (161 academic units and 10 non-academic units) distributed as follows:</p> <table data-bbox="592 573 1382 846"> <thead> <tr> <th></th> <th style="text-align: right;">Units</th> </tr> </thead> <tbody> <tr> <td>CHED GE Mandated Courses</td> <td style="text-align: right;">36</td> </tr> <tr> <td>DLS-CSB Institutional Courses</td> <td style="text-align: right;">19</td> </tr> <tr> <td>Business Core Courses</td> <td style="text-align: right;">30</td> </tr> <tr> <td>Professional Courses</td> <td style="text-align: right;">48</td> </tr> <tr> <td>Practicum</td> <td style="text-align: right;">9</td> </tr> <tr> <td>Electives</td> <td style="text-align: right;">12</td> </tr> <tr> <td>PE/NSTP</td> <td style="text-align: right;">14</td> </tr> </tbody> </table> | | Units | CHED GE Mandated Courses | 36 | DLS-CSB Institutional Courses | 19 | Business Core Courses | 30 | Professional Courses | 48 | Practicum | 9 | Electives | 12 | PE/NSTP | 14 |
| | Units | | | | | | | | | | | | | | | | |
| CHED GE Mandated Courses | 36 | | | | | | | | | | | | | | | | |
| DLS-CSB Institutional Courses | 19 | | | | | | | | | | | | | | | | |
| Business Core Courses | 30 | | | | | | | | | | | | | | | | |
| Professional Courses | 48 | | | | | | | | | | | | | | | | |
| Practicum | 9 | | | | | | | | | | | | | | | | |
| Electives | 12 | | | | | | | | | | | | | | | | |
| PE/NSTP | 14 | | | | | | | | | | | | | | | | |
| <p>Curriculum and Program Structure</p> | <p>The curriculum and program structure are outlined in the program checklist. The curriculum map shows the alignment between the courses in the program and the program outcomes.</p> | | | | | | | | | | | | | | | | |
| <p>Teaching and Learning Strategy, Assessment</p> | <p>DLS-CSB espouses and promotes learner-centered parameters. A balance of theory and practice is achieved through lecture courses combined with computer laboratory courses/sessions and practicum programs with partner institutions and CAPSTONE Project Presentation.</p> <p>Various assessment strategies are used such as class discussion, written and oral examinations, return demonstration, journal submission, reflective essay, assignment, seatwork, case study analysis, portfolio submission, final project and individual/group report.</p> | | | | | | | | | | | | | | | | |
| <p>Date of Revision</p> | <p>AY 2018-2019</p> | | | | | | | | | | | | | | | | |

PROGRAM CHECKLIST

Bachelor of Science in Business Administration Major in Marketing Management

Term 1

| Course Code | Course Title | Units | Pre-requisite | Co-requisite |
|-------------|---------------------------------------|-------|---------------|--------------|
| LEADMGT | Leadership and Management | 3 | | |
| ASEANST | Asean Studies | (3) | | |
| ADVOFFC | Advanced Office Applications | 3 | | |
| IETHICS | Ethics | 3 | | |
| MATWRLD | Mathematics in the Modern World | 3 | | |
| PEONEPF | Physical Fitness | 2 | | |
| CSBLIFE | College of Saint Benilde Student Life | (3) | | |

Term 2

| Course Code | Course Title | Units | Pre-requisite | Co-requisite |
|-------------|-------------------------------------|-------|---------------|--------------|
| PEPMGNT | Personnel Management | 3 | LEADMGT | |
| CRITHNK | Critical and Creative Thinking | (3) | | |
| BUSIACC | Business Accounting | 3 | ADVOFFC | |
| PURPCOM | Purposive Communication | 3 | | |
| ARTAPRI | Art Appreciation | 3 | | |
| PETWODA | Dance Area | 2 | | |
| NSTP-01 | National Service Training Program 1 | (3) | | |

Term 3

| Course Code | Course Title | Units | Pre-requisite | Co-requisite |
|-------------|--|-------|---------------|--------------|
| APPMKTG | Applied Marketing | 3 | LEADMGT | |
| SUSTENT | Social Entrepreneurship, Responsibility and Sustainability | 3 | | |
| ACCMANA | Managerial Accounting | 3 | BUSIACC | |
| UNDESELF | Understanding the Self | 3 | | |
| SCITECH | Science-, Technology and the Society | 3 | | |
| PETRIID | Individual/Dual Sports | 2 | | |
| NSTP-02 | National Service Training Program 2 | (3) | NSTP-01 | |

Term 4

| Course Code | Course Title | Units | Pre-requisite | Co-requisite |
|-------------|---|-------|---------------|--------------|
| BUSECON | Business Economics | 3 | | |
| MANMARK | Marketing Management | 3 | APPMKTG | ACCMANA |
| MANSTRA | Strategic Management | 3 | APPMKTG | ACCMANA |
| INTEFIL | Interaktibong Filipino sa Multidisciplinaryo Larangan | 3 | | |
| CONWORL | Contemporary World | 3 | | |
| PEFORTS | Team Sports | 2 | | |

Term 5

| Course Code | Course Title | Units | Pre-requisite | Co-requisite |
|-------------|---|-------|---------------|--------------|
| INBUSIN | International Business | 3 | | |
| CONSUBE | Consumer Behavior | 3 | MANMARK | |
| PANITIK | Panitikan at ang Kulturang Popular | 3 | | |
| REEXSPI | Religious Experience and Spirituality | 3 | | |
| HISTORY | Selected Readings in the Philippine History | 3 | | |
| OPTNMGT | Operations & Production Management | 3 | | |

Term 6

| Course Code | Course Title | Units | Pre-requisite | Co-requisite |
|-------------|-------------------------|-------|---------------|--------------|
| DISMANA | Distribution Management | 3 | | |
| PRMSTRA | Pricing Strategy | 3 | | |
| PROMANA | Product Management | 3 | CONSUBE | |
| ADVEMAN | Advertising Management | 3 | CONSUBE | |
| BUSLAWS | Business Laws | 3 | | |
| GELECT1 | General Elective 1 | 3 | | |

Term 7

| Course Code | Course Title | Units | Pre-requisite | Co-requisite |
|-------------|-------------------------------|-------|---------------|--------------|
| BUMASTA | Business Marketing Statistics | 3 | | |
| RETAMAN | Retail Management | 3 | CONSUBE | |
| SALESMA | Sales Management | 3 | | |
| MARFALI | Marriage and Family Life | (3) | | |
| BINTAXA | Business and Income Taxation | 3 | BUSLAWS | |
| JORIZAL | Life and Works or Rizal | 3 | | |

Term 8

| Course Code | Course Title | Units | Pre-requisite | Co-requisite |
|-------------|-------------------------------------|-------|---------------|--------------|
| METMRES | Methods of Market Research | 3 | BUMASTA | |
| MARSTRA | Strategic Marketing Management | 3 | SALESMA | |
| QUANTEC | Quantitative Techniques in Business | 3 | BUMASTA | |
| BUSINRE | Business Research | 3 | BUMASTA | |
| ENTREM1 | Enterprise Resource Management 1 | 3 | MANSTRA | |

Term 9

| Course Code | Course Title | Units | Pre-requisite | Co-requisite |
|-------------|--|-------|---------------|--------------|
| MARPROJ | Marketing Project | 3 | METMRES | |
| DIGIMAR | Digital Marketing | 3 | MARSTRA | |
| FEASIBS | Feasibility Studies | 3 | BUSINRE | |
| BIBCHUR | Bible and Church | (3) | | |
| ENTREM2 | Enterprise Resource Management 2 | 3 | ENTREM1 | |
| CSBGRAD | College of Saint Benilde Graduating Students | (1) | CSBLIFE | |

Term 10

| Course Code | Course Title | Units | Pre-requisite | Co-requisite |
|-------------|--------------------------------|-------|---------------|--------------|
| MARPRAC | Marketing Practice | 3 | MARPROJ | |
| PRACTMM | Marketing Management Practicum | 6 | | |

CURRICULUM MAP

Bachelor of Science in Business Administration Major in Marketing Management

| I. | Core Business and Management Courses | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 |
|----|--|------|------|------|------|------|------|------|------|------|-------|-------|-------|
| 1 | Operations and Production Management (OPTNMGT) | | | | | | | | | | ✓ | | |
| 2 | Strategic Management (MANSTRA) | ✓ | | ✓ | | | | | | ✓ | | | |

| | Business Core Course | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 |
|----|--|------|------|------|------|------|------|------|------|------|-------|-------|-------|
| 3 | Basic Microeconomics (BUSECON) | | | | | | ✓ | | | | | | |
| 4 | Business Laws (BUSLAWS) | | | ✓ | ✓ | | ✓ | | | | | | |
| 5 | Business and Income taxation (BINTAXA) | | | ✓ | ✓ | | | | | | | | |
| 6 | Social Entrepreneurship, Responsibility & Sustainability (SUSTENT) | | | | | | | ✓ | | | | | |
| 7 | Personnel Management (PEP-MGT) | | ✓ | ✓ | | | | | ✓ | | | | ✓ |
| 8 | International Business (INBUSIN) | | | | | | | | | ✓ | | | |
| 9 | Feasibility Study (FEASIBS) | | ✓ | | | | | | | ✓ | ✓ | | |
| 10 | Business Research (BUSINRE) | | | | | | | | | | | | |

| II. | Major/Professional Course | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 |
|-----|---|------|------|------|------|------|------|------|------|------|-------|-------|-------|
| 1 | Professional Salesmanship (SALESMA) | | | | | ✓ | | ✓ | ✓ | | | | |
| 2 | Methods of Marketing Research (METHRES) | | | | | | | | | ✓ | ✓ | | |
| 3 | Project Management (PRJ-MGT) | | | | | | | | | | | | |
| 4 | Costing and Pricing (CACMANA) | | | | | | | | | | | | |
| 5 | Logistics Management (LOGISMA) | | | | | | | | | | | | |
| 6 | Productivity and Quality Tools (QUALITY) | | | | | | | | | | | | |
| 7 | Distribution Management (DISMANA) | | | | | | ✓ | | | ✓ | | | |
| 8 | Advertising Management (ADVEMAN) | | ✓ | ✓ | | ✓ | | ✓ | | | | | |
| 9 | Product Management (PROMANA) | | | ✓ | ✓ | | ✓ | | | ✓ | | | |
| 10 | Retail Management (RETAMAN) | | | | ✓ | ✓ | | | | | | ✓ | ✓ |
| 11 | Pricing Strategy (PRMSTRA) | | | | | | ✓ | | | | | | |
| 12 | Managerial Accounting (ACCMANA) | ✓ | | ✓ | | | | | | | | | |
| 13 | Quantitative Techniques in Business (NCQUANT) | | | | | | | | | | | | |
| 14 | Strategic Marketing Management (MARSTRA) | ✓ | ✓ | | | | | ✓ | ✓ | | | ✓ | |
| 15 | Leadership and Management (LEADMGT) | ✓ | | | ✓ | ✓ | ✓ | ✓ | | | | | |
| 16 | Applied Marketing (APPMKTG) | | | | ✓ | | | | | | | | ✓ |
| 17 | Advanced Office Applications (ADVOFFC) | | | | | | | | | | | ✓ | |
| 18 | Marketing Management (MANMARK) | ✓ | | | | | | | | | | | |

| | | | | | | | | | | | | | |
|----|--|---|---|---|---|---|---|---|---|---|---|---|---|
| 19 | Business Accounting (BUSIACC) | ✓ | | ✓ | | | | | | | | | |
| 20 | Consumer Behavior (CONSUBE) | ✓ | ✓ | | | ✓ | | | | | | | ✓ |
| 21 | Enterprise Resource Management 1 (ENTREM1) | | ✓ | | | | | ✓ | | | | | |
| 22 | Digital Marketing (DIGIMAR) | | | | | | ✓ | | | ✓ | | ✓ | |
| 23 | Enterprise Resource Management 2 (ENTREM2) | ✓ | | ✓ | ✓ | | ✓ | | ✓ | | ✓ | | |
| 24 | Business Marketing Statistics (BUMASTA) | | | | | | | | | | | | |

| III. | Practicum | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 |
|------|--|------|------|------|------|------|------|------|------|------|-------|-------|-------|
| 1 | MArketing Project (MARPROJ) | ✓ | | ✓ | | ✓ | ✓ | | | ✓ | ✓ | | ✓ |
| 2 | MArketing Practice (MARPRAC) | | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| 3 | MArketing Management Practicum (PRACTMM) | | | | | | | | | | | | |