



**CAP COLLEGE FOUNDATION, INC.**  
**The Distance Learning Alternative System**  
**Course Curriculum**

**Bachelor of Science in Business Administration**

**major in Marketing Management, BSBA-MM (Per CMO No. 17, Series of 2017)**

**FOUNDATION COURSES for  
Non-SHS Graduate**

CODE	DESCRIPTIVE TITLE	Units
Eco 1	Introduction to Economics	3
Eng 1	Basic Communication Arts & Skills	3
Psych 1	General Psychology	3
Soc 1	Soc-Anthro	3
Eng 2	Inter Communication Arts & Skills	3
Eng 8	World Literature	3
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**FUNDAMENTAL COURSES for  
Non-ABM Graduate**

CODE	DESCRIPTIVE TITLE	Units
Acctg 1	Acctg for Sole Proprietorship & Partn.	3
Acctg 2	Acctg for Corporations	3
Mgt 1	Introduction to Management	3
IT 1	Intro to Using Computer for Business	3
Eng 6/IT3	Technical Writing for Business	3
Mktg 1	Principles & Methods of Marketing	3
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**FIRST TERM**

CODE	DESCRIPTIVE TITLE	Units
GE 101	Understanding the Self	3
GE 102	Readings in Philippine History	3
GE 103	The Contemporary World	3
CBM101	Operations Management (TQM)	3
BAC101	Basic Microeconomics	3
P.E. 1	Physical Education 1	2
NSTP 1	CWTS 1	(3)
		20

**SECOND TERM**

CODE	DESCRIPTIVE TITLE	Units
GE 104	Mathematics in the Modern World	3
GE 105	Purposive Communication	3
GE 106	Art Appreciation	3
CBM102	Strategic Management	3
BAC102	Business Law (Obligations & Contracts)	3
P.E. 2	Physical Education 2	2
NSTP 2	CWTS 2	(3)
		20

**THIRD TERM**

CODE	DESCRIPTIVE TITLE	Units
GE 107	Science, technology & Society	3
GE 108	Ethics	3
MMP101	Professional Salesmanship	3
BAC103	Taxation (Income Taxation)	3
BAC104	Good Governance & SR	3
P.E. 3	Physical Education 3	2
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**FOURTH TERM**

CODE	DESCRIPTIVE TITLE	Units
GE 109	The Life and Works of Jose Rizal	3
MMP102	Marketing Research	3
BAC105	Human Resource Management	3
BAC106	International Business & Trade	3
BElec	Major Elective 1	3
P.E. 4	Physical Education 4	2
		17

**FIFTH TERM**

CODE	DESCRIPTIVE TITLE	Units
MMP103	Marketing Management	3
MMP104	Distribution Management	3
MMP105	Advertising	3
GElec 101	General Education Elective 1	3
BElec	Major Elective 2	3
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**SIXTH TERM**

CODE	DESCRIPTIVE TITLE	Units
MMP106	Product Management	3
MMP107	Retail Management	3
MMP108	Pricing Strategy	3
GElec 102	General Education Elective 2	3
BAC107	Business Research 1: Methodology	3
		15

**SEVENTH TERM**

CODE	DESCRIPTIVE TITLE	Units
BAC108	Business Research 2: Final Output	3
GElec 103	General Education Elective 3	3
BElec	Major Elective 3	3
BElec	Major Elective 4	3
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**EIGHTH TERM**

CODE	DESCRIPTIVE TITLE	Units
PRAC	Internship (600Hrs)	6
		6

Major Electives:

Cooperative Marketing  
 Personal Finance

Entrepreneurial Management  
 Franchising

Strategic Mktg. Management  
 Environmental Marketing