

University of the Philippines Cebu
School of Management

Bachelor of Science in Management Minor in Marketing

2021 Curriculum, Approved by the UP President on 2021 November 17 & as corrected on 2024 November 14

Effective Second Semester January 2025

Incorporating the affected service course of the BOR Approved revision of the Statistics service courses on 2025 Mar 21



First Year, First Semester

Foundation	BA 99.1	Fundamental Accounting Theory and Practice I	3	none
GE	ARTS 1	Critical Perspectives in the Arts	3	none
GE	SCIENCE 11	Living Systems: Concepts and Dynamics	3	none
GE	MATH 10	Mathematics, Culture and Society	3	none
Major	MGT 101	Introduction to Management	3	none
Foundation	STAT 101	Elementary Statistics	3	none
PE	PE 2		(2)	none
NSTP	NSTP 1	National Service Training Program 1	(3)	none

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First Year, Second Semester

Foundation	BA 99.2	Fundamental Accounting Theory and Practice II	3	BA 99.1
Foundation	ECON 11	Introductory Economics	3	None
GE	Ethics 1	Ethics and Moral Reasoning in Everyday Life	3	None
GE	Comm 10	Critical Perspectives in Communication	3	None
Foundation	MATH 100	Introduction to Calculus	4	none
Foundation	STAT 135 * STAT 110	Predictive Statistics *PREDICTIVE MODELING	3	STAT 101
PE	PE 2		(2)	none
NSTP	NSTP 2	National Service Training Program 2	(3)	none

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Second Year, First Semester

Foundation	CMSC 101	Introduction to Information Systems	3	none
Foundation	ENGLISH 11	Technical Writing for Business	3	none
GE	SAS 1	Self and Society	3	none
GE	GE Elective		3	none
Major	MGT 104	Organizational Behavior	3	MGT 101
Major	MGT 115	Management Accounting	3	BA 99.2, ECON 11
PE	PE 2		(2)	none

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Second Year, Second Semester

Foundation	ECON 102	Microeconomics	3	Econ 11
GE	KAS 1	Kasaysayan ng Pilipinas	3	None
Major	MGT 121	Human Resource Management	3	MGT 104
Major	MGT 141	Financial Management I	3	MGT 115
Major	MGT 181	Management Science	3	MATH 100, STAT 101
Major	MGT 186	Management of Information Systems and Technology	3	CMSC 101, MGT 101
PE	PE 2		(2)	

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Third Year, First Semester

Foundation	ECON 101	Macroeconomic Theory and Policy	3	ECON 11
GE	STS 1	Science, Technology and Society	3	None
GE	GE Elective		3	
Major	MGT 142	Financial Management II	3	MGT 141
Major	MGT 170	Introduction to Marketing Management	3	ECON 11, MGT 101
Major	MGT 187	Operations Management	3	MGT 101, MGT 181

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Third Year, Second Semester

GE	GE Elective		3	none
GE	GE Elective		3	none
Major Elective	Major Elective*		3	none
Major Elective	MGT173	Marketing Management	3	MGT 115, MGT 170
Major	MGT 188	Fundamentals of Business Analytics	3	MGT 181, MGT 186, STAT 135
Major	MGT 189	Management of Innovation	3	MGT 121, MGT 142, MGT 170, MGT 186, MGT 187

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*Revised Course Number and Course Title

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Study Plan

Effective Second Semester January 2025



*Third Year, Mid-Year				
	MGT 196	Practicum	3	MGT 121, MGT 141, MGT 170, MGT 187
			3	
Fourth Year, First Semester				
Major Elective	MGT 172**	Advertising	3	MGT 170
Major Marketing Elective	Major Marketing Elective**		3	MGT 170
Major	MGT 161	Law on Business Transactions and Transportation	3	
Major	MGT 191	Enterprise Planning and Development	3	MGT 189
Major	MGT 199	Management Research	3	MGT 121, MGT 142, MGT 170, MGT 187, MGT 188
Mandated	PI 100	The Life and Works of Jose Rizal	3	
			18	
Fourth Year, Second Semester				
Free Elective	Free Elective		3	
Free Elective	Free Elective		3	
Major Elective	MGT174**	Marketing Research	3	MGT 170
Major Marketing Elective	Major Marketing Elective**		3	MGT 170
Major Elective	Major Elective**		3	
Major	MGT 190	Strategic Management	3	MGT 199
			18	
			Total Required Units	145

*Major Elective (1) may also be offered during the Mid-year term (i.e., MGT 196) instead of the Second Semester, Third year

**Required Major Marketing Electives (15 units to earn the Minor Degree in Marketing)

MAJOR ELECTIVES				
Marketing-related Major Electives				
	MGT 171	Distribution Management	3	MGT 170
	MGT 172	Advertising	3	MGT 170
	MGT 173	Marketing Management	3	MGT 115, MGT 170
	MGT 174	Marketing Research	3	MGT 170
	MGT 175	International Marketing	3	ECON 101, MGT 170
	MGT 176	Sales Management	3	MGT 115, MGT 170
	MGT 178	Special Topics in Marketing	3	MGT 170
Finance-related Major Electives				
	ECON 121	Money and Banking	3	ECON 101
	MGT 132	Financial Institutions	3	ECON 101
	MGT 145	Investment	3	MGT 142
	MGT 146	Special Topics in Finance	3	MGT 142
	MGT 147	International Finance	3	ECON 101, MGT 142
	MGT 148	Personal Finance	3	ECON 102, MGT 142
	MGT ECON 143	Managerial Economics	3	MGT 101, ECON 101, ECON 102
Marketing and Finance-related Major Electives				
	MGT 196	Practicum	3	MGT 121, MGT 141, MGT 170, MGT 187
	MGT 197	Special Topics in Management	3	MGT 121, MGT 142, MGT 170, MGT 187, MGT 188
Other Major Electives				
	CM 102	Introduction to Cooperatives	3	
	MGT 162	Law on Business Organizations and Labor	3	MGT 161
	MGT 164	Negotiable Instruments and Insurance	3	MGT 161
	HRM 102	Introduction to Hotel Management	3	MGT 101
	HRM 104	Introduction to Tourism	3	MGT 101
	MGT 192	Management of Small Business	3	MGT 191