



BACHELOR OF SCIENCE IN ENTREPRENEURSHIP (Specialized Track 1: Franchising and Trading)
CURRICULUM PROGRAM OF STUDY
Effective SY 2018-2019*

Name of Student: _____ Student ID No: _____

Grade	Course Code	Course Title	Unit/s	Pre-requisite	Grade	Course Code	Course Title	Unit/s	Pre-requisite
FIRST YEAR									
FIRST SEMESTER					SECOND SEMESTER				
	MKTG 2001	Essentials of Marketing	3			GE-Elect: ES	Environmental Science	3	
	GE-UTS	Understanding the Self	3			GE-ET	Ethics	3	
	GE-CW	The Contemporary World	3			GE-MMW	Mathematics in the Modern World	3	
	GE-PC	Purposive Communication	3			GE-AA	Art Appreciation	3	
	ENTRE 1	Entrepreneurial Behavior	3			ENTRE 2	Opportunity Seeking	3	ENTRE 1
	GE-PS	Palawan Studies	3			ENTRE 3	Microeconomics	3	
	GE-PH	Readings in Philippine History	3			BE 1002	Oral Communication in Business	3	
	NSTP 1	ROTC/CWTS 1	3			NSTP 2	ROTC/CWTS 2	3	NSTP 1
	PATH Fit 1	Movement Enhancement	2			PATH Fit 2	Fitness Exercises	2	PATH Fit 1
	Total		26			Total		26	
SECOND YEAR									
FIRST SEMESTER					SECOND SEMESTER				
	GE-STIS	Science, Technology and Society	3			GE-LWR	Life and Works of Rizal	3	GE-PH
	BE 1001	Technical Writing in Business	3			GE-Elect: IT	Living in the IT Era	3	
	BAC 2	Math of Investment	3	GE-MMW & ENTRE 3		ENTRE 5	Market Research & Consumer Behavior	3	ENTRE 4
	Elective 1	Supply Chain Management	3			BAC 3	Accounting for Non-Accountants	3	BAC 2
	ENTRE 4	Pricing & Costing	3	ENTRE 2&3		Elective 2	Entrepreneurial Marketing Strategies	3	ENTRE 4
	ST 1	Franchising	3			ST 2	Wholesale and Retail Sales Mgt.	3	ST 1
	BAC 1	Human Behavior in Organization	3			CBMEC 1	Operations Management (TQM)	3	
	GE-Elect: GS	Gender and Society	3			ENTRE 6	Human Resource Management	3	BAC 2
	PATH Fit 3	Dance and Sports	2	PATH Fit 1		PATH Fit 4	Recreation	2	PATH Fit 1
	Total		26			Total			26
THIRD YEAR									
FIRST SEMESTER					SECOND SEMESTER				
	ENTRE 7	Financial Management	3	ENTRE 3 & BAC 4		GE-IER	Intensive English Review	3	BE 1001 and BE 1002
	ST 3	Trading/Merchandising Operations & Inventory	3	BAC 4 & ST 2		ENTRE 10	Business Plan Preparation	3	ENTRE 5 & 7
	Elective 3	Management of Technology & E-Commerce	3			ST 4	Family Business Management	3	ST 3
	ENTRE 8	Programs & Policies on Enterprise Development	3	ENTRE 5		ENTRE 11	International Business and Trade	3	Elective 3 & ENTRE 8
	CBMEC 2	Strategic Management	3	CBMEC 1		ENTRE 12	Innovation Management	3	ENTRE 7, 8 & BAC 4
	BAC 4	Cost and Management Accounting	3	BAC 3		Elective 5	Merger and Acquisition	3	Elective 4
	Elective 4	Negotiation	3	ENTRE 5		ENTRE 13	Business Law & Taxation	3	
	ENTRE 9	Social Entrepreneurship	3	GE-ET & ENTRE 6					
	Total		24			Total		21	
FOURTH YEAR									
FIRST SEMESTER					SECOND SEMESTER				
	ENTRE 14	Business Implementation 1	5	ENTRE 10		ENTRE 15	Business Implementation 2	5	ENTRE 14
	Total		5			Total		5	
Total no. of units: 159									

*BOR Resolution No. 62, s. 2019
Dated 3 July 2019