

Republic of the Philippines

JOSE RIZAL MEMORIAL STATE UNIVERSITY

The Premier University in the Province of Zamboanga del Norte Gov. Guading Adaza St., Sta. Cruz, Dapitan CityProvince of Zamboanga del Norte





BACHELOR OF SCIENCE IN ENTREPRENEURSHIP

(based on CMO No. 18 s. 2017) Effective Academic Year 2022 – 2023

					FIRST
	First Semester				
Course	Descriptive Title	Descriptive Title Units Pre-requ		Pre-requisite/	
Code	·	L	L	Co-requisite	
		E	Α	·	
		С	В		
GE-US	Understanding the Self	3			
GE-PH	Readings in Philippine History	3			
GE-E	Ethics	3			
GE – MM	Mathematics in the Modern World	3			
GE – AA	Art Appreciation	3			
GE – IPEd	Indigenous People Education	3			1 [
PE 11	Movement Enhancement (ME)	2			1 [
NSTP 1	National Service Training Program 1	3			
TOTAL		7	3		7 F

T YEAR						
Second Semester						
Course Code	ourse Code Descriptive Title			Prerequisite/		
	·	L	L	Co-requisite		
		E	Α	·		
		С	В			
GE – CW	The Contemporary World	3				
GE – PC	Purposive Communication	3				
GE – RIZAL	Rizal's Life and Works	3				
GE – ST	Science, Technology & Society	3				
GE – LITE	Living in the IT Era	3				
GE – PEd	Peace Education	3				
PE 12	Fitness Exercise (FE)	2				
NSTP 2	National Service Training Program 2	3		NSTP 1		
TOTAL		2	3			

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First Semester					
Course Code	Descriptive Title	L E	L A	Pre-requisite/ Co-requisite	
CBMEC 1	Operations Management (TQM)	<u>C</u>	В	Brdg. 1	
ECC1	Innovation Management	3			
ECC2	Pricing and Costing	3			
ECC3	Opportunity Seeking	3			
Entrep 1	Food Processing	2	1		
E-Track 1	Tourism Business 1	3			
PE 21	Physical Activities Towards Health & Fitness (PATH-Fit) 1 (Dance, Sports, Outdoor & Adventure Activities)	2			
TOTAL	•	2	20		

ND YEAR				
	Second Semester			
Course Code	ourse Code Descriptive Title		nits	Prerequisite/
		L	L	Co-requisite
		E	Α	·
		С	В	
ECC4	Entrepreneurial Behavior	3		
ECC5	Microeconomics	3		
ECC6	Financial Management	3		Brdg. 2
ECC7	Human Resource Management	3		
ELC 1	E-Commerce	3		
E-Track 2	Tourism Business 2	3		E-Track 1
PE 22	Physical Activities Towards Health & Fitness (PATH-Fit) 2 (Dance, Sports, Outdoor & Adventure Activities)	2		PE 21
TOTAL	·	2	0	

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	First Semester				
Course Code	Descriptive Title	Ur L E C	L A B	Pre-requisite/ Co-requisite	
CBMEC 2	Strategic Management	3		Brdg. 1	
ECC8	Business Law and Taxation	3			
ECC9	Market Research and Consumer Behavior (IMRAD FORMAT)	3			
ECC10	Social Entrepreneurship	3			
ELC 2	Hospitality Management	3			
Entrep 2	Personality Development	3			
E-Track 3	Tourism Business 3	3		E-Track 2	
TOTAL	•	2	21		

	Canad Camantan			
	Second Semester			
Course Code	Descriptive Title	Ur	nits	Prerequisite/
		L	L	Co-requisite
		E	Α	
		C	В	
ECC11	Business Plan Preparation	3		ECC9
ECC12	International Business and Trade	3		
ECC13	Programs & Policies on Enterprise	3		
	Development			
Entrep 3	Marketing Management	3		
ELC 3	Events Management	3		
ELC 4	Supply Chain Management	3		
E-Track 4	Tourism Business 4	3		E-Track 3
TOTAL		2	1	

FOURTH YEAR

First Semester				
Cours	Descriptive Title	Units		Pre-
е		LE	L	requisite/
Code		С	A B	Co-
			_	requisite
ECC14	Business Plan Implementation I (Product	2	3	ECC 11
	Development and Market Analysis)			
IC	Industry Immersion (120 hours)	3		
TOTAL			8	

Second Semester					
Course Code	Descriptive Title	Units		Prerequisite/	
		L E C	L A B	Co-requisite	
ECC15	Business Plan Implementation II	2	3	ECC14	
TOTAL			5		

 $\underline{\text{Note:}} \ \text{For } \textit{non-ABM graduates}, \ \text{the following bridging courses are required} \\ \text{to be taken in the } 1^{\text{st}} \text{ year:}$

 Course Code
 Description Courses
 Units

 Brdg. 1
 Principles of Marketing & Management
 3

 Brdg. 2
 Fundamentals of Accounting and Finance
 3

 TOTAL
 6

<u>Note</u>: *NC III Bookkeeping* is a requirement before taking Business Plan Implementation courses.