

**(a) Foundation Courses: 15 courses (45 Credits)**

Sl. No	Course Code	Course Title	Page No.
1	BEL-111	English Reading Skills & Public Speaking	9
2	BNG-112	Bangla Language	10
3	CSE-113	Fundamentals of Computer	12
4	BMT-114	Business Mathematics - I	15
5	BEL-121	English Writing Skills and Communication	13
6	STS-124	Business Statistics -I	15
7	BDS-127	Bangladesh Studies	16
8	BUS-131	Business Communication	17
9	ECO-132	Micro Economics	18
10	ECO-213	Macro Economics	22
11	BMT-214	Business Mathematics -II	23
12	BIS-223	Computer Application in Business	26
13	STS-224	Business Statistics -II	27
14	BMT-323	Management Science	37
15	BUS-324	Business Law	37

**(b) Business Core Courses: 22 courses (66 credits)**

Sl.No	Course Code	Course Title	Page No.
16	BUS-112	Introduction to Business	11
17	BUS-233	Business Environment	30
18	MGT-311	International Business	31
19	MGT-331	Strategic Management	38
20	MGT-322	Insurance and Risk Management	36
21	FIN-231	Law and Practice of Banking	28
22	BUS-411	Business Research Methodology	41
23	MGT-332	Entrepreneurship Development	39
24	MGT-123	Principles of Management	14
25	BUS-222	Organizational Behavior	25
26	MIS-314	Fundamentals of MIS	34
27	ACT-133	Principles of Accounting	19
28	ACT-221	Theory and Practice of Taxation	24
29	ACT-232	Cost Accounting	29
30	MKT-212	Principles of Marketing	22
31	MKT-312	Marketing Management	32
32	FIN-134	Public Finance	20
33	FIN-211	Principles of Finance	21
34	FIN-313	Financial Management	33
35	HRM-333	Human Resource Management	40
36	MGT-321	Total Quality Management	35
37	MGT-234	Business Ethics and Corporate Social Responsibility	30

**(c) Major Courses (12 Credits)**

Students have the option to choose any one of the areas of major courses mentioned under:			
Major in Finance and Banking (any four)			
Sl.No	Course Code	Course Title	Page No.
38	FIN-411	Working Capital Management	42
39	FIN-412	Financial Analysis & Control	43
40	FIN-413	Corporate Finance	45
41	FIN-414	Fundamentals of Bank Fund Management	45
42	FIN-415	Fundamentals of Investment	46
43	FIN-416	Financial Markets and Institutions	47
44	FIN-417	Leasing and Investment Banking	48
45	FIN-418	Real Estate Financing	50
Major in Marketing (any four)			
Sl.No	Course Code	Course Title	Page No.
46	MKT-411	Retail Management	51
47	MKT-412	International Marketing	52
48	MKT-413	Consumer Behavior	53
49	MKT-414	Service Marketing	54
50	MKT-415	Promotional and distribution Management	55
51	MKT-416	Marketing Research	56
52	MKT-417	Brand Management	57
53	MKT-418	Strategic Marketing	57
Major in Human Resource Management (any four)			
Sl.No	Course Code	Course Title	Page No.
54	HRM-411	Human Resource Planning	58
55	HRM-412	Strategic Human Resource Management	59
56	HRM-413	Career Planning and Development	60
57	HRM-414	Training and Development	60
58	HRM-415	Conflict Management	61
59	HRM-416	Compensation Management	62
60	HRM-417	Human Resource Practices in Bangladesh	62
Major in Management (any four)			
Sl.No	Course Code	Course Title	Page No.
61	MGT-411	Conflit Management	63
62	MGT-412	Customer Relationship Management	64
63	MGT 413	Management of Multinational Entreprises	65
64	MGT-414	Project Management	66
65	MGT-415	Operations Management	67
66	MGT-416	Export Import Management	68
67	MGT-417	Compensation Management	69
Major in Accounting (any four)			
Sl.No	Course Code	Course Title	Page No.

68	ACT-411	Accounting Information System	69
69	ACT-412	Advanced Financial Accounting-II	70
70	ACT-413	Advanced Financial Accounting-III	71
71	ACT-414	Advanced cost accounting-I	72
72	ACT-415	Auditing-Principles and Practices	72
73	ACT-416	Government and Non Profit Accounting	73
74	ACT-417	Laws and Theories of Taxation-I	74
75	ACT-418	Managerial Accounting	75
76	ACT-419	Advanced Accounting	76
<b>Major in Management Information System (any four)</b>			
Sl.No	Course Code	Course Title	Page No.
77	MIS-411	Advanced Management Information System	77
78	MIS-412	Computer Networking	77
79	MIS-413	Internet and E-Commerce	78
80	MIS-414	Database Management System	79
81	MIS-415	Office Automation	80
82	MIS-416	Introduction to Programming	80
83	MIS-417	System Analysis and Design	81
84	MIS-418	Decision Support System	82
85	MIS-419	Spreadsheet Analysis And Modeling	83
<b>Major in International Business (any four)</b>			
Sl.No	Course Code	Course Title	Page No.
86	INB-411	Negotiation and Diplomacy in International Business	83
87	INB-412	International Human Resource Management	84
88	INB-413	Global Market Analysis and Branding	85
89	INB-414	International Strategic Management	86
90	INB-415	International Financial Markets and Institution	87
91	INB-416	Global Monetary System	87
92	INB-417	International Accounting	88
93	INB-418	International Project Management	89
94	INB-419	International Business Environment	90

**d) Internship/Project Work (03 Credits)**

Internship is an integral part of the BBA program. The objective of the program is to expose the students to the organizational work environment. Under this program, each student is required to work as an intern in a business organization, government office, bank or financial institution. The duration of internship program is three months. As a part of the program, each student has to prepare a report under the supervision of a teacher of the Department.

**e) Viva- Voce (03 Credits)**

Students have to appear before a viva-voce exam at the end of each class year (i.e. after 3<sup>rd</sup> semester, 6<sup>th</sup> semester, 9<sup>th</sup> semester and 12<sup>th</sup> semester). The weight of each viva-voce will be given 0.75 credit hour.