

# BBA PROGRAM STRUCTURE

The structure of the BBA Program is presented in the table below:

<u>Areas</u>	<u>No. of Courses</u>	<u>Credit Hours</u>
General Education (Basic Requirement)	<b>7</b>	<b>21</b>
a) Science	3	9
b) Arts	3	9
c) Social Science	1	3
Allied Courses (Non-business)	<b>9</b>	<b>27</b>
Foundation & Core Courses (business)	<b>18</b>	<b>54</b>
Elective Courses (concentration)	<b>8</b>	<b>24</b>
a) Major	5	15
b) Minor	3	9
Internship	-	<b>4</b>
<b>Total</b>	<b>42</b>	<b>130</b>

A student may also be required to take non-credit, remedial courses in English to make up his/her deficiency.

#### List of Courses

General Education (Basic Requirement): 21 Credits

a) Science Compulsory courses: (6 credits)

MAT 101 Fundamentals of Mathematics

CSE 101 Introduction to Computers Science

Students are required to take one course from the following: (3 credits)

PHY 101 Introduction to Physics

BIO 101 Concepts of Biology (Theory)

b) Arts and Humanities: (9 credits)

ENG 101 English Fundamentals

ENG 102 English Composition

HUM 103 Ethics and Culture

c) Social Science: (3 credits)

DEV 101 Bangladesh Studies

Allied Courses (Courses outside Major Area): 27 Credits

STA 101 Introduction to Statistics

ECO 101 Introduction to Micro Economics

(Students must complete Math 101 before they are eligible to take this course)

Any one of the three

MSC141 C Programming for Business

MSC142 Visual Basic Programming for Business

CSE110 Programming Languages

ECO 201 Math. For Business & Economics

GEO 101 Introduction to Economic Geography

ECO 102 Introduction to Macro Economics

ECO 202 Statistics for Business and Economics

Any one of the two

HUM 101 World Civilization and Culture

HUM 102 Introduction to Philosophy

Any one of the two

SOC 101 Introduction to Sociology

PSY 101 Introduction to Psychology

Foundation & Core Courses (compulsory): (54 credits)

Foundation

## Area Subject Prerequisite

Accounting ACT 201: Financial Accounting

Business BUS 101: Introduction to Business

BUS 203: Business Environment BUS 101

Management MGT 211: Principles of Management BUS 101

Marketing MKT 201: Principles of Marketing BUS 101

## Core

## Area Subject Prerequisite

Accounting ACT 202: Management Accounting ACT 201

Business BUS 201: Business & Human Communication ENG 101, ENG 102

BUS 202: Business Law BUS 101

BUS 302: Research Methods in Business and BUS 101, MAT 101, ECO 202

## Management

BUS 301: International Business ECO101, ECO102, FIN 301, MKT301

BUS321: Entrepreneurship Process and Principles FIN 301, MKT 301

Finance FIN 301: Financial Management BUS 101, ACT 201

Management MGT 201: Organizational Behaviour BUS101

MGT 301: Human Resource Management MGT211

MGT 401: Business Strategy MGT 301, MKT 301, MSC 301, FIN301, BUS 321

Marketing MKT 301: Marketing Management MKT 201, MGT 201

MIS CSE 371: Management Information System MAT 101, MGT 211, CSE 101

Operations MSC 301: Operations Management MAT 101, ECO 202,  
Management MGT 211

### Elective Courses (Major/Minor)

Each subject area is divided into two parts i.e. compulsory and elective. The compulsory courses are obligatory. For major in an area a student has to take at least 15 credits including the compulsory courses. For minor in an area the requirement is 9 credits with or without the compulsory courses.

### Accounting

#### Compulsory courses

ACT 422 Cost Accounting

ACT 301 Intermediate Accounting

ACT 431 Advanced Accounting

#### Elective Courses

ACT 423 Fundamentals of Taxation

ACT 421 Accounting Information System

ACT 425 Principles of Auditing

ACT 432 International Accounting

ACT 434 Accounting for Specialized Institutions

### Computer Information Management (CIM)

#### Compulsory Courses

MSC 444 Systems Analysis

MSC 445 Management of Information Systems

MSC 443 Applied Database Management

#### Elective Courses

ACT 421 Accounting Information System

MSC442 Information Technology

MSC449 Business Data Communications

MSC 451 Local Area Network Administration

MSC452 Distributed Information Systems For Business

#### E-Business

#### Compulsory Courses

MSC 441 Introduction to Electronic Commerce

MSC 446 Marketing on the Internet

MSC 452 E-Commerce Programming

#### Elective Courses

MSC 453 E-Business Accounting

MSC 447 Technology Fundamentals of Electronic Commerce

MSC 448 Management of Online Business

MSC 455 Java Programming for the Internet

MSC 456 E-Commerce Infrastructure

MSC 457 E-Commerce Risk and Security Management

MSC 458 Cyber law

MSC 459 Designing Web Usability

MSC 454 Managing e-Commerce Projects

Entrepreneurship

Compulsory courses

BUS 421 Venture Development

FIN 422 Project Appraisal & Management

MKT 428 Strategic Marketing

Elective Courses

MGT 422 Small Business Management

MSC 421 Productivity Management

BUS 423 Business Plan Development

Finance, Banking and Insurance

Compulsory courses

FIN 421 Corporate Finance I

FIN 427 Corporate Finance II

FIN 424 Management of Financial Institutions

Elective Courses

FIN 425 International Financial Management

FIN 422 Project Appraisals and Management

FIN 423 Securities Analysis & Portfolio Management

ACT423 Fundamentals of Taxation

FIN441 Bank Management and Electronic Banking

FIN 461 Insurance and Risk Management

FIN 431 Financial Derivatives

FIN428 Real Estate Finance

Human Resource Management

Compulsory courses

MGT 425 Man Power Planning and Forecasting

MGT 423 Training and Development

MGT 424 Industrial Relations

Elective Courses

MGT 422 Compensation Management

MGT 426 Change Management

MGT 427 Strategic Human resource Management

MGT 421 Leadership: Theory Practice

MGT 431 Industrial Psychology

Marketing

Compulsory courses



MKT 426 Basic Marketing Research

MKT 421 Introduction to Consumer Behaviour

MKT 425 International Marketing

#### Elective Courses

MKT 422 Selling and Salesmanship

MKT 429 Business Logistics

MSC 423 Brand Management

MKT 424 Advertising

MKT 427 Retailing

MKT 428 Strategic Marketing

MKT 431 Services Marketing

MKT 432 Channel Marketing

#### Operations Management

#### Compulsory Courses

MSC 424 Operations Research (Quantitative Methods For Decision Making)

MSC 427 Operations Planning and Control

MSC 422 Total Quality Management

#### Electives

MSC 445 Management of Information Systems

MSC 425 Materials Management

MSC 428 Managing Process Improvement

MSC 429 Service Quality Management

MSC 431 Operations Design and Logistics System

MSC 421 Productivity Management

MKT 429 Business Logistics

MINOR IN BUSINESS (for the students of other departments)

Total of 21 credits from the following segments

Prerequisites: (9 credits): STA 101, ECO 101, ECO 102

a. Compulsory courses (15 credits):

BUS 101 Introduction to Business

ACT 201 Financial Accounting

MGT 211 Principles of Management

MGT 201 Organizational Behaviour

MGT 301 Human Resource Management

b. Elective any two courses from the following (6 credits)

BUS 202 Business Law

ACT 202 Management Accounting

MKT 201 Principles of Marketing

FIN 301 Financial Management

MSC 301 Operations Management

CSE 371 Management Information System

## MGT 401 Business Strategy

### General Education Courses

These courses are given to provide the BBA students some basic education in mathematics, natural sciences, and an overview of our country, Bangladesh . A special focus is also given on English language and Ethics and Culture.

### Allied Courses

The BBA students are required to take these courses as they provide foundation for the upcoming core courses of business. They are required to take these courses to understand the concepts used in future business courses better.

### Foundation & Core Courses

These are the fundamental and core courses of business. These courses enable the students to master the language and concepts of business, use tools and techniques of analysis and familiarize themselves with the environment of business. Functional courses are also included here that focus on the internal operations of business organizations. The students will be acquainted with the activities, issues and decisions involved in each function and how to manage the functions effectively so that they contribute to the overall business performance and profit. Finally, after most core and major courses have been completed, students will take the capstone course of Strategic Management that helps the students integrate insight across core courses and functional areas, gain an understanding of the entire business in its environmental context and formulate strategies and policies for the company to attain competitive advantage.

### Elective Courses (Concentration)

The elective courses may be chosen from any of the nine areas of concentration as given below. The number of courses taken in an area, as per program structure, determines the major and minor areas of concentration corresponding to areas of specialization.

### Accounting

This area focuses on financial accounting, managerial and cost accounting, tax planning, auditing, international accounting, accounting for decision-making and control and accounting for mergers and acquisitions. The courses prepare students for careers in both public and private accounting.

### Computer Information Management (CIM)

The area focuses on the use of computers in management, on how to organize and use information to make an organization perform efficiently and effectively. The courses prepare students for careers in information and management of technology.

### E-Business

This major provides students with an additional capability to understand analyze and participate in electronic commerce and electronic business activities in new and established firms.

### Entrepreneurship

This concentration will shape the future entrepreneurs to understand the concepts and practical issues one will deal with. It provides a diverse set of options for students to hone their entrepreneurial skills.

### Finance

Here, students will get a broad introduction to financial markets and to the tools financial managers use. It aims to prepare students for careers in commercial or investment banks, non-banking financial institutions and corporations.

## Banking and Insurance

In addition to learning different banking procedures and practices, the concentration will include the techniques useful to corporations, organizations, and individuals in minimizing the potential financial losses arising from their exposure to risk. Students will be prepared for positions with national and multi-national banks, insurance companies, and corporate risk management departments.

## Human Resource Management

This is a growing area of study and practice in Bangladesh . Students concentrating in this field will learn different personnel management techniques, regulations regarding labor and human rights and overall management of the human resources.

## Marketing

This popular concentration offers a solid ground for understanding consumer and organizational buying patterns, as well as practical experience in areas such as new product development, advertising, and retailing. Students prepare for work in brand management, sales, marketing research and consulting, as well as entrepreneurial ventures.

## Operations Management

Here students will focus on the effective planning, scheduling, use and control of a manufacturing or service organization through the study of concepts from design engineering, industrial engineering, management information systems, quality management, production management, and inventory management. Students will be prepared for positions in the business field of production and telecommunication.

## Major

A student will have to take 15 credits from any of the above areas to qualify for a major.

## Minor

The requirement for a minor in the school is 9 credits. However, a student may select a minor from another school/department of the University. The requirement for a minor in other department can be different in terms of credits required and students should check this requirement from the concerned department.

## Internship

Once the student has acquired a total of at least 90 credits, he/she is ready to go for the internship. The internship aims at providing an on-the-job exposure to the students and an opportunity for translation of theoretical concepts in real life situation. Students are placed in business enterprises, NGOs and research institutions for internship. The duration of the internship program is 10 weeks of organizational attachment and 2 weeks of report finalization work. The report is graded and a student must get at least C grade, which is the passing grade in the internship program. Failure to obtain passing grade will require the student to repeat the internship.