

BBA PROGRAM (Total-141 Credits)

SEMESTER-WISE SUMMARY OF COURSES TO BE OFFERED

1st Year 1st Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 1101	Introduction to Business	3.0	3.00
2	Hum 1102	English-I	3.0	3.00
3	BA 1103	Principles of Accounting	3.0	3.00
4	Math 1104	Business Mathematics	3.0	3.00
5	CSE 1105	Computer Applications in Business	3.0	3.00
Total			15.0	15.00

Contact hours: 15.0 hrs./week
Total credits: 15.00

No. of theory courses: 5

1st Year 2nd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	Hum 1201	Bangladesh Studies	3.0	3.00
2	BA 1202	Business Statistics	3.0	3.00
3	Hum 1203	English-II	3.0	3.00
4	BA 1204	Legal Environment of Business	3.0	3.00
5	Hum 1205	বাংলাদেশের অস্থাদয়ের ইতিহাস	3.0	3.00
6	BA 4201	Viva-Voce on 1 st Year Courses	----	0.75
Total			15.0 +	15.75

Contact hours: 15.0 hrs./week
Total credits: 15.75

No. of theory courses: 5

2nd Year 1st Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	Hum 2101	Microeconomics	3.0	3.00
2	Ban 2102	বাংলা ভাষা ও সাহিত্য	3.0	3.00
3	BA 2103	Business Communication	3.0	3.00
4	BA 2104	Principles of Finance	3.0	3.00
5	BA 2105	Brand Management	3.0	3.00
Total			15.0	15.00

Contact hours: 15.0 hrs./week
Total credits: 15.00

No. of theory courses: 5

2nd Year 2nd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	Hum 2201	Macroeconomics	3.0	3.00
2	BA 2202	Principles of Management	3.0	3.00
3	BA 2203	Auditing and Taxation	3.0	3.00
4	BA 2204	Intermediate Accounting	3.0	3.00
5	BA 2205	Financial Management	3.0	3.00
6	BA 2206	Entrepreneurship Development	3.0	3.00
7	BA 4201	Viva-Voce on 2 nd Year Courses	----	0.75
Total			18.0 +	18.75

Contact hours: 18.0 hrs./week

No. of theory courses: 6

Total credits: 18.75

3rd Year 1st Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 3101	Principles of Marketing	3.0	3.00
2	BA 3102	Organizational Behavior	3.0	3.00
3	BA 3103	International Business Management	3.0	3.00
4	BA 3104	Labor Law	3.0	3.00
5	BA 3105	SME Management	3.0	3.00
6	BA 3106	Human Resource Management	3.0	3.00
Total			18.0	18.00

Contact hours: 18.0 hrs./week

No. of theory courses: 6

Total credits: 18.00

3rd Year 2nd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 3201	Marketing Management	3.0	3.00
2	BA 3202	Business Research Methods	3.0	3.00
3	BA 3203	Production and Operations Management	3.0	3.00
4	BA 3204	Fundamentals of MIS	3.0	3.00
5	BA 3205	Digital Marketing	3.0	3.00
6	BA 3206	Developing Individuals, Teams and Organizations	3.0	3.00
7	BA 4201	Viva-Voce on 3rd Year Courses	----	0.75
Total			18.0 +	18.75

Contact hours: 18.0 hrs./week

No. of theory courses: 6

Total credits: 18.75

4th Year 1st Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 4101	Project Management	3.0	3.00
2	BA 4102	Principles of Banking	3.0	3.00
3	BA 4103	Cost and Management Accounting	3.0	3.00
4	BA 4104	Principles & Practices of Insurance	3.0	3.00
5	BA 4105	Strategic Management	3.0	3.00
6	BA 4106	Tapping into New and International Market	3.0	3.00
Total			18.0	18.00

Contact hours: 18.0 hrs./week

No. of theory courses: 6

Total credits: 18.00

4th Year 2nd Semester

(Students will have to select all the courses of any one major option from I to VII below in addition to BA 4201)

Major Options	Course Code	Course Title	Contact hrs./week	Credits
I Management	BA 4211	Management Consultancy	3.0	3.00
	BA 4212	Small Business Management	3.0	3.00
	BA 4213	Total Quality Management	3.0	3.00
	BA 4214	Organizational Development and Change	3.0	3.00
	BA 4215	Comparative Management	3.0	3.00
	BA 4216	Management Science Applications in Business	3.0	3.00
II Human Resource Management	BA 4221	Human Resource Planning	3.0	3.00
	BA 4222	Compensation Management	3.0	3.00
	BA 4223	Industrial Law and Labor Relations	3.0	3.00
	BA 4224	Training and Development Management	3.0	3.00
	BA 4225	Strategic Human Resource Management	3.0	3.00
	BA 4226	Small Business Management	3.0	3.00
III Accounting & Information Systems	BA 4231	Advanced Financial Accounting	3.0	3.00
	BA 4232	Accounting Information Systems	3.0	3.00
	BA 4233	Advanced Auditing	3.0	3.00
	BA 4234	Advanced Taxation	3.0	3.00
	BA 4235	Advanced Cost Accounting	3.0	3.00
	BA 4236	International Accounting Standards	3.0	3.00

IV Finance	BA 4241	Corporate Finance	3.0	3.00
	BA 4242	Investment Analysis and Portfolio Management	3.0	3.00
	BA 4243	International Financial Management	3.0	3.00
	BA 4244	Financial Derivatives	3.0	3.00
	BA 4245	Financial Market and Institutions	3.0	3.00
	BA 4246	Bank Management	3.0	3.00
V Marketing	BA 4251	Consumer Behavior	3.0	3.00
	BA 4252	Sales Management	3.0	3.00
	BA 4253	Promotional Management and Strategy	3.0	3.00
	BA 4254	International Marketing	3.0	3.00
	BA 4255	Service Marketing	3.0	3.00
	BA 4256	Retail Management	3.0	3.00
VI Management Information Systems	BA 4261	Advanced Programming Concepts	3.0	3.00
	BA 4262	Information System	3.0	3.00
	BA 4263	Networking and Operating System	3.0	3.00
	BA 4264	Relation Database Management System	3.0	3.00
	BA 4265	Database Systems	3.0	3.00
	BA 4266	E-Commerce and Web Programming	3.0	3.00
VII Supply Chain Management	BA 4271	Sourcing and Operations in Procurement and Supply Chain Management	3.0	3.00
	BA 4272	Managing Risks in Supply Chain Management	3.0	3.00
	BA 4273	Inventory and Logistics Operations	3.0	3.00
	BA 4274	Strategic Supply Chain Management	3.0	3.00
	BA 4275	Managing Contracts and Relationships in Procurement and Supply Chain Management	3.0	3.00
	BA 4276	Managing Service for Excellence Supply Chain Management	3.0	3.00
Compulsory	BA 4201	Viva-Voce on 4th Year Courses	----	0.75
Total			18.0 +	18.75

Contact hours: 18.0 hrs./week
Total credits: 18.75

No. of theory courses: 6

Internship (12 Weeks)

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 4000	Internship	6.0	3.00