

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	Hum 1104	Bangladesh Studies	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week

No. of theory courses: 4

Total credits: 12.00

1st Year 2nd Semester

Sl .	Course Code	Course Title	Contact hrs./week	Credits
1	Math 1201	Business Mathematics	3.0	3.00
2	CSE 1202	Computer Applications in Business	3.0	3.00
3	Hum 1203	English-II	3.0	3.00
4	Hum 1204	History of Emergence of Bangladesh	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week

No. of theory courses: 4

Total credits: 12.00

1st Year 3rd Semester

Sl .	Course Code	Course Title	Contact hrs./week	Credits
1	BA 1301	Business Statistics	3.0	3.00
2	BA 1302	Legal Environment of Business	3.0	3.00
3	Hum 1303	Microeconomics	3.0	3.00
4	BA 1304	Business Communication	3.0	3.00
5	BA 4001-1	Viva-Voce on 1 st Year Courses	--	0.75
Total			12.0+	12.75

Contact hours: 12.0 hrs./week
Total credits: 12.75

No. of theory courses: 4

2nd Year 1st Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 2101	Brand Management	3.0	3.00
2	Ban 2102	Bengali Language and Literature	3.0	3.00
3	Hum 2103	Macroeconomics	3.0	3.00
4	BA 2104	Principles of Finance	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week
Total credits: 12.00

No. of theory courses: 4

2nd Year 2nd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 2201	Financial Management	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	Entrepreneurship Development	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week
Total credits: 12.00

No. of theory courses: 4

2nd Year 3rd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 2301	Intermediate Accounting	3.0	3.00
2	BA 2302	Principles of Marketing	3.0	3.00
3	BA 2303	Organizational Behavior	3.0	3.00
4	BA 2304	SME Management	3.0	3.00
5	BA 4001-2	Viva-Voce on 2 nd Year Courses	--	0.75
Total			12.0 +	12.75

Contact hours: 12.0+ hrs./week
Total credits: 12.75

No. of theory courses: 4

3rd Year 1st Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 3101	Human Resource Management	3.0	3.00
2	BA 3102	Marketing Management	3.0	3.00
3	BA 3103	International Business Management	3.0	3.00
4	BA 3104	Labor Law	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week

No. of theory courses: 4

Total credits: 12.00

3rd Year 2nd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 3201	Digital Marketing	3.0	3.00
2	BA 3202	Business Research Methods	3.0	3.00
3	BA 3203	Developing Individuals, Teams and Organizations	3.0	3.00
4	BA 3204	Fundamentals of MIS	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week

No. of theory courses: 4

Total credits: 12.00

3rd Year 3rd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 3301	Production and Operations Management	3.0	3.00
2	BA 3302	Principles of Banking	3.0	3.00
3		Major-I	3.0	3.00
4		Major-II	3.0	3.00
5	BA 4001-3	Viva-Voce on 3 rd Year Courses	--	0.75
Total			12.0+	12.75

Contact hours: 12.0+ hrs./week

No. of theory courses: 4

Total credits: 12.75

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	Strategic Management	3.0	3.00
3		Major-III	3.0	3.00
4		Major-IV	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week

No. of theory courses: 4

Total credits: 12.00

4th Year 2nd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 4201	Cost and Management Accounting	3.0	3.00
2	BA 4202	Principles & Practices of Insurance	3.0	3.00
3	BA 4203	Tapping into New and International Market	3.0	3.00
4		Major-V	3.0	3.00
5		Major-VI	3.0	3.00
Total			15.0	15.00

Contact hours: 15.0 hrs./week

No. of theory courses: 5

Total credits: 15.00

4th Year 3rd Semester

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

2	BA 4001-4	Viva-Voce on 4 th Year Courses	--	0.75
Total			6.0+	3.75

Contact hours: 6.0+ hrs./week

Total credits: 3.75

(Students will have to select all the courses of any one major option from I to VII)

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
	BA 4261	Advanced Programming Concepts	3.0	3.00

VI Management Information Systems	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
			18.0	18.00

Contact hours: 18.0 hrs./week

No. of theory courses: 6

Total credits: 18.00