

Metropolitan University, Sylhet
School of Business
Department of Business Administration

Programme: Bachelor of Business Administration [BBA]

Detailed Syllabus (Modified)

Introduction:

The programme aims to provide broad education in business by integrated studies of vocational and academic disciplines. It aims to develop in students a wide appreciation of relevant subjects and of their importance in solving business problems.

The undergraduate degree programs maintain this broad approach to business. There are formal final examinations in most subjects and all works carried out in the program are considered in the overall assessment. A satisfactory record of class work will also be required at each stage.

The objective of the programme is to provide professional training in business administration.

The Bachelor of Business Administration (BBA) Programme:

The Bachelor of Business Administration (BBA) is a four-year professional undergraduate programme. The primary emphasis of the programme is on developing knowledge and skills of the students so that they can undertake responsibility as young professionals. The programme is also helpful to those who plan executive careers in government, semi-government and social sector organizations. The focus of the BBA programme is on the complete grooming of the student's personality by providing a balanced study in the field of business and general education at the undergraduate level. The purpose is to develop graduates with strong emphasis on management disciplines.

Admission:

2.1 General Requirements

Every applicant, without exception, must fulfill the admission requirements as laid down by **School of Business, Metropolitan University**. The admission test and interview for admission into the first semester is held once a semester, as decided by **School of Business, Metropolitan University**.

2.2 Applicant Eligibility

To apply for admission, an applicant must have completed the Higher Secondary Certificate (HSC) or its equivalent and the Secondary School Certificate (SSC) or its equivalent in any field of study, with a minimum of 5 (five) qualifying points. However if an applicant appears at O' level exam, she/he must pass at least five subjects (including mathematics). In case of A' level exam, an applicant must pass at least two subjects.

The point determination for an applicant is laid out in the table below:

SSC GPA /Div	HSC GPA /Div	O' Level GPA*	A' Level GPA*	Qualifying Point
>=3.5/1st	>=3.5/1st	>=3.0	>=2.5	3
>=2.5/2nd	>=2.5/2nd	>=1.5	>=1.5	2

*Letter grades of O' Level and A' Level subjects are converted to grade points (A = 4, B = 3, C = 2, D = 1). In case of O' Level, Grade Point Average (GPA) is calculated by averaging the grade points of the best five grades and in case of A' Level, the same calculation is made by taking the best two grades.

For all other certificates, equivalence will be determined by **School of Business, Metropolitan University**.

2.3 Admission Test

All applicants (except foreign students) will be required to sit for an Admission Test which is administrated by School of Business, Metropolitan University. The Admission Test will test the applicants' aptitude in the following three areas:

1. Language and Communication
2. Mathematics
3. Analytical ability

To qualify in the Admission Test, an applicant must obtain minimum qualifying marks in each area.

2.4 Interview

Applicants will be selected for interview on the basis of their performance in the Admission Test.

2.5 Final Selection

The final selection for admission will be based on the marks obtained by the applicant in the Admission Test and the interview.

2.6 Foreign Applicants

A foreign applicant's eligibility to apply for admission is the same as mentioned in section 2.2. However, a foreign applicant having a score of 1200 or more (with at least 400 in verbal) in SAT-I may be exempted from the admission test. School of Business, Metropolitan University authority will make the decision of exemption on a case-by-case basis. In case of exemption, the evaluation of the applicant will be made on the basis of SAT-1 score, academic references, and writing assignments provided by School of Business, Metropolitan University.

COURSE RULES & REGULATIONS

3.1 Degree Requirements

In order to qualify for the BBA degree, a student is required to fulfill the following requirements:

- (a) Complete **40 courses** (equivalent to **40X3 = 120 credit** hours).
- (b) Complete the **Internship Program / Thesis (4 credits)**.
- (c) Pass the **Presentation / Viva voce (2 credits)**.
- (d) Pass all courses individually, with a minimum Cumulative Grade Point Average (CGPA) of 2.00.

3.2 Course Load for BBA Students

BBA is a full-time course of study and every student without any exception must take 3-6 (three to six) courses in each semester. Any student failing to take five courses in a regular semester will stand withdrawn from the program for that particular semester. An exception to this rule may be made only by the Academic Committee of **School of Business, Metropolitan University**. However, the full-time course load may be relaxed for the re-entering and transferring students.

3.3 Grading System

In each course, a student will receive the following letter grades: A+, A, A-, B+, B, B-, C+, C, D and F, depending on his/her performance in the course. Grade "F" is a failing grade. The numerical equivalence of the grades along with meaning for each grade is shown in the table below:

Numerical Grade	Letter Grade	Grade Point
80% or Above	A+	4.00
75% to less than 80%	A	3.75
70% to less than 75%	A-	3.50
65% to less than 70%	B+	3.25
60% to less than 65%	B	3.00
55% to less than 60%	B-	2.75
50% to less than 55%	C+	2.50
45% to less than 50%	C	2.25
40% to less than 45%	D	2.00
Less than 40%	F	0.00

3.3.1 Incomplete Grade

For incomplete course work, a student may be assigned an incomplete grade, which will be recorded as "I" along with an alternative grade based on an assessment of the work completed in that course. A student will be permitted to complete an incomplete course within four weeks from the date of publication of the semester's results. If a student fails to complete the course work, he/she will automatically earn the alternative grade.

3.3.2 Repeating a Course

A course may be taken only once for a grade. However, a student who has received an "F" grade in any course must repeat that course and obtain a minimum "C-" grade in order to meet the degree requirement. Such repeat will be allowed at the end of the program or whenever the course is offered, provided that the number of courses including the repeat one for a student does not exceed five in a semester. The grade earned on the retake will be shown in the Grade Sheet along with the "F" grade earned when the course was first taken. However, the previous "F" grade(s) will not be used in the calculation of CGPA. A course may be retaken only once. Failure to get a passing grade in the retake will result in dismissal from the program.

3.4 Academic Standing of a Student

To remain in good standing, a student must maintain a minimum CGPA of 2.00. The GPA or CGPA will be calculated on the basis of the number of courses completed, including the course(s) in which the student receives an "F" grade, until he or she repeats the course and the "F" grade is substituted by a passing grade.

3.4.1 Dismissal

If a student fails to maintain a minimum CGPA of 2.00 at the end of a semester. A student obtaining a CGPA of less than 2.00 shall have to sit for improvement. If, a student fails to secure more than 2.00 in two subsequent improvement examinations then his or her studentship will be cancelled.

3.5 Class Attendance

A student is required to attend all classes held during each semester. Only five absences per course per semester may be excused. A student may be given a reduced or an "F" grade or be dismissed from the program for unexcused absences. However, the final decision regarding any proposal for dismissal on the grounds of unexcused absences will be made by the Academic Committee of **School of Business, Metropolitan University**.

3.6 Internship Program / Thesis

The internship aims at providing on-the-job exposure to the students and an opportunity for translating theoretical concepts to real life situations. Students are placed in business enterprises, NGOs and research institutions for internship. The duration of the internship is 10 weeks of organizational attachment and 2 weeks of report finalization work.

Alternatively, a student may undertake a research work on a business of management topic under the guidance of a supervisor. In either case, the student is required to prepare and submit the report/Thesis within the time specified and appear a viva.

3.7 Transfer of Credit Hours

Transfer of credit hours from institution(s) having equivalent curriculum, comparable grading system and grading standard may be allowed for a **maximum of 30 credit hours**, provided that a student has **obtained minimum “B” grade** in the courses eligible for transfer. Transfer of credit will be considered only after a student enrolls in the program after fulfilling the admission requirements as applicable for regular students. All applications for transfer of credit will be considered by **School of Business, Metropolitan University** on a case-by-case basis.

3.8 Withdrawal from the Program

A student may apply for withdrawal from the program after completion of a semester, provided that he/she is in good standing (as defined in section 3.5). Application for withdrawal on other occasions may be allowed by the Academic Committee. A student having incomplete grades will not be allowed withdrawal from the program. A student withdrawing from the program must complete the program within a period of 5 (Five) academic years from the date of initial registration. The re-entering student can only be accommodated within the courses offered for the regular students. Withdrawal from the program will be allowed only once.

3.9 Grievance Procedures regarding Grades

If a student is aggrieved by the evaluation and grading of academic work by his/her faculty instructor or supervisor, he/she may file a grievance application as per the approved procedure of **School of Business, Metropolitan University**.

3.10 Unfair Means

Students are strictly forbidden from adopting unfair means in class assignments, tests, quizzes, examinations, project work, term papers, and reports.

The following acts or activities shall be considered as adoption of unfair means during examinations and other contexts;

- i) communicating with fellow students for obtaining help;
- ii) copying from another student's script or report or paper;
- iii) copying from printed matter, hand-written script, writing on desk or palm of hand, or from other incriminating documents ;
- iv) possession of any incriminating document, whether used or not ;
- v) any approach in direct or indirect form to influence a teacher concerning grade ;
- vi) Unruly behavior which is disruptive of the academic program.

If a student is detected by the instructor to have adopted unfair means, he/she may be given an “F” grade for the assignment, test, quiz, paper, report, examination or for that course, at the discretion of the instructor.

Adoption of unfair means may result in the dismissal of the student from the program and expulsion of the student from the **programme** and as such from the Metropolitan University.

List of Courses:

Year 1 Semester 1

Course Code	Course Title	Credit Hours
BBA 111	English Language-1	3.00
BBA 112	Principles of Accounting	3.00
BBA 113	Introduction to Business	3.00
	Total	9.00

Year 1 Semester 2

Course Code	Course Title	Credit Hours
BBA 121	English Language-2	3.00
BBA 122	Introduction to Computer Application	3.00
BBA 123	Business Mathematics-1	3.00
BBA 134	Principles of Management	3.00
	Total	12.00

- English Language – 1 (BBA 111) must be completed as prerequisite for English Language – 2 (BBA 121).

Year 1 Semester 3

Course Code	Course Title	Credit Hours
BBA 132	Society, Politics and Administration in Bangladesh (Bangladesh Studies)	3.00
BBA 133	Principles of Economics -1	3.00
BBA 213	Business Mathematics-2	3.00
BBA 222	Principles of Finance	3.00
	Total	12.00

- Business Mathematics – 1 (BBA 123) must be completed as prerequisite for Business Mathematics – 2 (BBA 213).

Year 2 Semester 1

Course Code	Course Title	Credit Hours
BBA 211	Business Communication	3.00
BBA 212	Business Statistics-1	3.00
BBA 223	Business Law	3.00
BBA 224	Principles of Economics-2	3.00
	Total	12.00

- Principles of Economics-1 (BBA 133) must be completed as prerequisite for Principles of Economics-2 (BBA 224).

Year 2 Semester 2

Course Code	Course Title	Credit Hours
BBA 221	Business Statistics-2	3.00
BBA 233	Principles of Marketing	3.00
BBA 312	Financial Management	3.00
BBA 232	Intermediate Accounting	3.00
	Total	12.00

- Business Statistics – 1 (BBA 212) must be completed as prerequisite for Business Statistics – 2 (BBA 221).
- Principles of Accounting (BBA 112) must be completed as prerequisite for Intermediate Accounting (BBA 232).
- Principles of Finance (BBA 222) must be completed as prerequisite for Financial Management (BBA 312).

Year 2 Semester 3

Course Code	Course Title	Credit Hours
BBA 234	Auditing & Taxation	3.00
BBA 311	Business Environment	3.00
BBA 314	International Business	3.00
BBA 331	Cost Accounting	3.00
	Total	12.00

Year 3 Semester 1

Course Code	Course Title	Credit Hours
BBA 313	Operations and Production Management	3.00
BBA 321	Banking and Insurance	3.00
BBA 322	Organizational Behavior	3.00
BBA 323	Management Accounting	3.00
	Total	12.00

Year 3 Semester 2

Course Code	Course Title	Credit Hours
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BBA 324	Entrepreneurship Development	3.00
BBA 332	Human Resources Management	3.00
BBA 333	Marketing Management	3.00
BBA 334	Management Information and Control System	3.00
	Total	12.00

- Organizational Behavior (BBA 322) must be completed as prerequisite for Human Resources Management (BBA 332).

Year 3 Semester 3

Course Code	Course Title	Credit Hours
BBA 131	Introduction to Economic Geography	3.00
BBA 411	Business Research	3.00
BBA 412	Business Policy and Strategy	3.00
	Total	9.00

Year 4 Semester 1

Course Code	Course Title	Credit Hours
MJ 1	Courses as given in the description list	3.00
MJ 2	Courses as given in the description list	3.00
MJ 3	Courses as given in the description list	3.00
	Total	9.00

Year 4 Semester 2

Course Code	Course Title	Credit Hours
MJ 4	Courses as given in the description list	3.00
MJ 5	Courses as given in the description list	3.00
MJ 6	Courses as given in the description list	3.00
	Total	9.00

Year 4 Semester 3

Course Code	Course Title	Credit Hours
	Internship/Thesis	4.00
	Seminar/Viva	2.00
	Total	6.00

Major Courses:

Management:

Option No: 1

Course Code	Course Title	Credit Hours
BBA MG 1	History of Management & Thought	3.00
BBA MG 2	Industrial Relation	3.00
BBA MG 3	Total Quality Management	3.00
	Total	6.00

< Students majoring in this area must take TWO courses from above (06 Credits), the first one will be MG1 & the second one will be MG2>

Option No: 2

Course Code	Course Title	Credit Hours
BBA MG 4	Comparative Management	3.00
BBA MG 5	Management Practice in Bangladesh	3.00
BBA MG 6	Managerial Economics	3.00
BBA MG 7	Logistics & Material Management	3.00
BBA MG 8	International Business Management	3.00

	Total	12.00
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< Students have to take another FOUR courses from above (12 Credits) from here.

Finance and Banking:

Option No: 1

Course Code	Course Title	Credit Hours
BBA FN 1	Government Finance	3.00
BBA FN 2	Bank Management	3.00
BBA FN 3	Money & Monetary Policy	3.00
	Total	6.00

< Students majoring in this area must take TWO courses from above (06 Credits), the first one will be FN1 & the second one will be FN2>

Option No: 2

Course Code	Course Title	Credit Hours
BBA FN 4	Financial Analysis & Control	3.00
BBA FN 5	Development Finance	3.00
BBA FN 6	Electronic Banking	3.00
BBA FN 7	Financial Institutions and Capital Market	3.00
BBA FN 8	Banking Law and Practice	3.00
	Total	12.00

< Students have to take another FOUR courses from above (12 Credits) from here.

Marketing:

Option No: 1

Course Code	Course Title	Credit Hours
BBA MK 1	Consumer Behaviour	3.00
BBA MK 2	Marketing Research	3.00
BBA MK 3	Sales Force Management	3.00
	Total	6.00

< Students majoring in this area must take TWO courses from above (06 Credits), the first one will be MK1 & the second one will be MK2>

Option No: 2

Course Code	Course Title	Credit Hours
BBA MK 4	Advertising	3.00
BBA MK 5	Distribution Management	3.00
BBA MK 6	Brand Management	3.00
BBA MK 7	Retailing	3.00
BBA MK 8	International Marketing	3.00
	Total	12.00

< Students have to take another FOUR courses from above (12 Credits) from here.

Management Information Systems:

Option No: 1

Course Code	Course Title	Credit Hours
BBA MS 1	Management of Information Systems	3.00
BBA MS 2	System Analysis	3.00
BBA MS 3	Applied Database Management	3.00
	Total	6.00

< Students majoring in this area must take TWO courses from above (06 Credits), the first one will be MS1 & the second one will be MS2>

Option No: 2

Course Code	Course Title	Credit Hours
BBA MS 4	Information Technology	3.00

BBA MS 5	Introduction to Management Science	3.00
BBA MS 6	Computerized Accounting	3.00
BBA MS 7	Advanced Computer Skills	3.00
BBA MS 8	Computer Programming	3.00
	Total	12.00

<Students have to take another FOUR courses from above (12 Credits) from here.

Accounting & Information System:

Option No: 1

Course Code	Course Title	Credit Hours
BBA Acc 1	Advanced Accounting	3.00
BBA Acc 2	Developments in Accounting	3.00
BBA Acc 3	Ethics & Professionalism in Accounting	3.00
	Total	6.00

< Students majoring in this area must take TWO courses from above (06 Credits), the first one will be Acc1 & the second one will be Acc2>

Option No: 2

Course Code	Course Title	Credit Hours
BBA Acc 4	Accounting for Bank and insurance Companies	3.00
BBA Acc 5	Accounting Information System	3.00
BBA Acc 6	Computerized Accounting	3.00
BBA Acc 7	Financial Analysis and Control	3.00
BBA Acc 8	E-Business Accounting	3.00
	Total	12.00

< Students have to take another FOUR courses from above (12 Credits) from here.

Course Curriculum Programme: Bachelor of Business Administration (BBA)

BBA-111 English Language-1

The course incorporates the following topics:

Sentence and the basic components of a sentence, Phrase and clauses, Articles, Gerund, Infinitives, Participles, Tenses, Preposition, Common errors, Word formation, Writing a topic sentence, Generating a paragraph, Techniques of paragraph development and reading comprehension with emphasis on scanning, Skimming, Guessing word meaning, Understanding long sentence, Summarizing etc.

BBA 112 PRINCIPLES OF ACCOUNTING

Accounting and its Environments: Accounting for Business Transactions: Accounting Equations: Double Entry System of Accounting, Accounting Cycle. Measuring Business Income: Accounting for a Merchandising Concern: Accounting: For Cash Receivables, Inventories. Fixed Assets and Other Assets and Liabilities. Preparations of Financial Statements.

BBA 113 INTRODUCTION TO BUSINESS

Business and its History: Forms of Business Organization and Ownership: Introduction to the Functional and Support Areas of Business: Marketing: Production: Finance: Human Resource: Accounting: Issues in environment: Govt. Society: Ethics and Globalization.

BBA-121 English Language-2

The course incorporates the following topics:

Prefixes and Suffixes, Synonyms and Antonyms, Homonyms, Homograph and Homophone, Punctuation, Commonly confused words, Letter writing - Business letters, Applications, Social letters, Paragraphs, Report writing, Dialogue writing, etc.

BBA 122 INTRODUCTION TO COMPUTER APPLICATION

Computer Basis: History and development. Computer types. Scope of computer Impact of computers on society and technology. Specification of Computers: CPU types. Speed variation. Memory. Type size cache. Storage Media. Hard disk. Floppy disk. CD ROM. DVD. Printer: Dot matrix Laser. Ink jet. Computer Hardware: Digital electronics, CPU. Memory: RAM. ROM. Mass storage devices: Different Peripherals Idea of System Software and Application Software: Function of Operating System. Discussion on different types Operating System: DOS /Windows. Mac UNIX/XENIX, etc. Concept of formal Language: Different type of Computer Languages: Assembly. FORTRAN. Pascal C and C++. Artificial Language etc. Purpose and Scope of Application Packages: Essential General purpose packages: Word Processing. Spreadsheet analysis. Database etc. Networking: Different types of networks. Network topologies. Communication media. Internet: Internet services. e-mail. e-commerce: Multimedia: Basics of audio-video & graphics . Maintenance and Troubleshooting: Virus. Power. Surge Protection. Disk maintenance. Future Trends: Super Computer. Distributed Compute r. Information Super Highway. Multimedia and virtual reality.

BBA 123 BUSINESS MATHEMATICS 1

Theory of Sets: Elements; Operations with Sets Union. Intersection. Venn Diagrams; Applications of Set Theory. **Real Number System:** Number System Prime. Rational & Irrational Numbers and Their Properties. Imaginary and Complex Number. **Indices and Surds:** indices; Laws of indices; Positive and Fractional Indices; Operation with Power Functions; Surds-Operations on Surds; Rationalization Root of Mixed Surds. **Logarithms:** Introductions: Laws of Operation; Use of Logarithm Tables; Antilogarithm. **Mathematics of Finance:** Compound Interest; Annuities; Discounts; Two Steps Problems. **Linear Equation and Inequalities:** Equations; Identities Inequalities General Solution; Interpretive Exercises; Cost-Output Business Models. **Solutions of Equations & Quadratic and Simultaneous:** Degree of an Equation; Simultaneous Linear Equations Quadratic Equations and Their Solutions; Solutions of Simultaneous Equations. **Progressions:** Arithmetic Progression; Sum of Series in A.P. Geometric Progression; Sum of series in G.P. **Trigonometric ratios:** measurement of Angles; Sign of Trigonometric Ratios; Trigonometric Functions Relations between Trigonometric functions. **Analytical Geometry:** Co-ordinates; Distance between Two Points; Locus and its Equations; Straight Line – Equation. Slope and Intercept. Line Through Given Points. Perpendicular and Parallel Form. Intersection of Two Lines. Bisectors of Angles. **Standard Functions:** Algebraic and Transcendental Equations; Limits of Functions; Continuity and Differentiability; Derivatives; Application of Locus its equations Derivatives and Partial; Derivatives. Permutation & Combination, Logarithm, Mean Value Theorem.

BBA 134 PRINCIPLES OF MANAGEMENT

Meaning and Importance of Management: Evolution of Management Thought. Managerial Decision Making: Environmental Impact on Management. Corporate Social Responsibility, Planning, Setting Objectives. Implementing Plans. Organizing. Organization Design, Managing Change, Human Resource Management; Directing, Motivation, Leadership Managing Work Groups: Controlling: Control Principles, Process, and Problems. Managers and Changing Environment: Board of Directors' Functions and Responsibilities.

BBA 132 Society, Politics and Administration in Bangladesh

A. Society, Relation between individual and society.

Institution: Economic, Political and Religious institutions.

The Family: Types of community, Social stratification: Class and Caste. Social change: Theories of social change.

B. Exploitation of the people o East Pakistan by the people of West Pakistan, Language Movement, The rise of Bengalee Nationalism, The causes of the War of liberation 1971 and the emergence of Bangladesh.

C. State: Essential elements of the state, Theories of the origin of the state, functions of the state.

Forms of government: Monarchy, Aristocracy, Democracy, Dictatorship, Unitary and Federal, Presidential and Parliamentary forms of government.

Constitution: Written and unwritten constitution, Methods of establishing constitution, Rigid and flexible constitution, Amendment of the constitution.

Organs of government: Legislature, Executive and Judiciary.

D. Administrative System in Bangladesh.

Bureaucracy in Bangladesh: Characteristics and functions Local government in Bangladesh.

Reference:

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2. Husain, Showkat Ara, Politics and Society in Bengal, Bangla Academy, Dhaka, 1999.

3. Islam, Nurul, Making of a Nation, Bangladesh, The University Press Limited, Dhaka, 2003.
4. Maniruzzaman, Talukder, Radical Politics and the Emergence of Bangladesh, Mowla Brothers, Dhaka, 2003.
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6. Kapur, Anup Chand, Principles of Political Science, S. Chand and Company Ltd., New Delhi, 2002
7. Gettell, Raymond Garfield, The World Press Ltd., Calcutta, 1961.
8. Ahmed, Maudud, Democracy and the Challenge of Development, The University Press Ltd., Dhaka, 1995.
9. Hoque, A.N.M, Politics, Administration and Development in Bangladesh, Sonali Printers, Rajshahi, 2002.
10. Morshed, M, Mahmudur Rahman, Bureaucratic Response to Administration: A Study of Bangladesh Civil Service, The University Press Ltd., Dhaka, 1997.

BBA 133 PRINCIPLES OF ECONOMICS 1

1. Introduction: definition and scope of economics. Basic concepts and tools used in economics economic problem-scarcity of resources, economic method: positive vs. normative economics, microeconomics vs. macroeconomics, measuring economic variables.
2. Demand, supply and the market: concepts of demand and supply: market equilibrium, law of one price as a signal in the market, law of demand and supply, demand and supply schedules and supply curves, application of demand and supply, price ceiling and price floor etc, elasticity of demand – own price, cross price and income, elasticity concepts.
3. Economics of consumer behavior: utility analysis of demand, paradox of value, law of diminishing marginal utility, law of equity-marginal analysis: cardinal and ordinal utility, consumer preference: law of preference, indifference curve analysis, Properties of indifference curves, goods and different spheres of indifference curves, budget constraints. Consumer's equilibrium, changes in commodity command prices, derivation of demand curve, complement and substitutes, elementary concepts of income and substitution effects of a price change. Surplus.
4. Economics of the firm: production and costs-production function: single variable input, total, average and marginal product, law of diminishing returns, stages of production, several variable input; law of variable proportions, short run and long run production and cost concepts and relevant graphical analysis, iso-quant, iso-cost and producers equilibrium, returns to scale.
5. Theory of business organization: business firm and the market, why do firms exit, objective of the firm, different types of business firms and their advantages& disadvantages, financing corporate activity.
6. Market: Taxonomy of markets: perfect competition and monopoly –price and output determination.
7. Pricing of factors of production: concepts of wage, interest rate, rent and profit determination.

BBA 213 BUSINESS MATHEMATICS 2

Integration of Different Methods: Indefinite Integral: Rules of Integration: Some Standard Results: Integration by Substitution: Definite Integral: Application of Integral. Higher-order derivatives. Partial derivatives. Business Applications. Vector Algebra: Types: Operations Addition. Subtraction and Multiplication by Scalar. Product of two vectors. Properties of Vector Products. Matrix Algebra: Types: Operations –Addition, Substitution. Multiplication Inverse of Matrix: Cramer's Rule: Simultaneous Equations: Application in Business. Optimization of Functions: Unconstrained: Constraint: Necessary and Sufficient Conditions. Model Building: Practical Application of Mathematical Concepts in Business-Linear Programming: Graphical Method. Simplex Method Dual Theorem.

BBA 222 PRINCIPLES OF FINANCE

These Course Covers Basic Concepts in Finance and Analytical Tools Used in Business Finance.
Topics Include: Basic Principles of Corporate Finance: Analysis of Risk and Return: Cost of Capital: Analysis of time Value of Money. Elementary Capital Budgeting: Capital Structure, Working Capital, and Financial Statement Analysis.

BBA 211 BUSINESS COMMUNICATION

Theory and Process of Communication: Barriers of Effective Communication: Skills: Reading, Writing. Listening and Speaking Skills.

Written Communication: Letters. Memos and Reports.

Oral Communication: Speech and Telephone.

Use of Visual Aids in Communication. Effective Business Meeting: Internal Communication.

BBA 212 Business Statistics 1

Statistics: Definition, subject matter, application of statistical tools in economic analysis. Statistical Data: Nature, classification and tabulation, frequency distribution, various methods of graphical representation. Measures of central tendency and dispersion: Mean mode, median, quartiles and percentiles, variance and standard deviation, coefficient of variation, skewness and kurtosis. Sampling: Population and sample, census and sampling, methods of sampling-simple random sampling, stratified sampling, systematic sampling, two stage sampling, sampling error and non-sampling errors. Index number: Construction of price, quantity, value and cost of living indices. Laspeyere, Paasche and Fisher's ideal

indices, problems in construction. Uses of price indices. Tests of index number, special purpose indices-cost of living index number. Probability: Definition and related concepts. Laws of probability, discrete and continuous random variables, mathematical expectations.

BBA 223 BUSINESS LAW

Part 1: Law of Contract: Agreement. Consideration. Misrepresentation. Void and Void able Contracts.

Sale of Goods: Discharge, Remedies. Law of Agencies: Bailment and Pledge: Law of Carriage of Goods: Negotiable Instruments Act. Insurance Law: Company Law. Partnership Act.

Part 2 : Labor Law /Acts Concerning Payment of Wages, Employment and Non-employment in Factories, Shops and Establishments: Workmen's Compensation: Industrial Disputes. Trade Unions and CVA. Labor Court.

BBA 224 PRINCIPLES OF ECONOMICS - 2

- 1.Introduction to Macroeconomics: Definition of Macroeconomics; macroeconomic performance.
2. Measuring national product and national income: GNP concept and measurement: GNP and NI: NI and personal disposable income: GNP and spending: nominal and real GNP : comparing income levels between different countries.
- 3.Determination of national income and investment: the circular flow: components of aggregate demand and planned spending, aggregate demand: equilibrium output: changes in equilibrium output: the multiplier: investment the paradox of
- 4.Money and banking: definition and functions of money, different kinds of money, banking-goldsmith banking, modern banking: commercial banks and the money stock: money and near moneys.
- 5.Central banking and monetary system – functions of central bank, money supply, open market operations, money multiplier, high powered money and the money stock.
6. Taxes and government expenditure: principles of taxation: types of taxation, heads of government expenditure.
7. Budget and fiscal policy: government in the circular flow: objectives of fiscal policy.
8. Inflation: concepts, expected and unexpected inflation: costs of inflation, money and price level velocity and the quantity equation.
9. International trade: Concepts of absolute and comparative advantage, terms of trade, economic of protection – concepts on tariff and non-tariff barriers, arguments for & against protection.

BBA 221 BUSINESS STATISTICS 2

Review of Introductory Statistics: Interpolation and Extrapolation: Graphic Method. Newton's Method. LaGrange Method. Probability Distribution: Probability functions. Probability Density Functions Probability Distributions Binomial. Poisson and Normal Distributions with Applications Sampling Distributions and their uses. Statistical Inference: Test of Hypothesis. Probability Distribution the X Student's and F Distributions. Analysis of Variance. Simple Linear Regression and Correlation: Multiple Linear Regression - Resting the Goodness of Fit. Time Series Analysis Decision Theory.

BBA 232 INTERMEDIATE ACCOUNTING

The Course Provides in-depth Analysis of Financial Accounting and reporting issues. The topics Include Valuation of Assets and Liabilities, Income Measurement. Inventory Accounting Valuation of Long-term Liabilities, and Revenue and Expense Recognition. Regulations and Conventions Relating to. Corporate Accounting and Reporting Practices. Special Topics Include: Partnership Accounting. Corporate Accounting. Accounting for Non-profit Organizations Fund Flow Analysis. Issues Like Liquidity of Asset and Maturity if Liability.

BBA 233 PRINCIPLES OF MARKETING

Introduction to Marketing. The Marketing Philosophy. The Marketing Concept, Marketing Environment: Elements of Marketing Mix: Market Segmentation and Positioning, Product Decisions, New Product Development : Pricing Decisions: Promotion of the Product: Channel Decisions, Physical Distribution Decisions, Consumer Buying Behavior: Marketing Ethics International Marketing .

BBA 312 FINANCIAL MANAGEMENT

The Role of Financial Management: financial Analysis and Control: Financial Analysis, Sources and Uses of Funds, and Analysis of Operating and Financial Leverage: Management Current Assets: Management Current Assets: Management of Working Capital Cash and Securities. Accounts Receivables. and Inventory Management : Capital Budgeting and Evaluation Criteria : Cost of Capital : Short-and Intermediate Term Financing: Advantages and Disadvantage of Different Methods . Long-term Financing : Sources of Long-term Funds, Advantages and Disadvantages : Dividend Policy and Retained Earnings .

BBA 234 Auditing & Taxation

Group A: Auditing

The course introduces the students to the concepts, role, principles and procedure of Auditing. Topics include professional practice, auditing theory and practice standards, legal relationship and fraud detection, audit overview: evidence, program

planning & documentation, internal control and review theory, methods of conducting various kinds of audits, preparation of Audit report, etc.

Group B: Taxation

A study of fundamental concepts of taxation and the local tax environment. It includes the theory and the historical growth of the fundamentals of the local tax laws and regulations, preparation of the tax returns both for corporate and individuals, treatment of VAT, etc.

BBA 311 BUSINESS ENVIRONMENT

Identifying and Analyzing the Major Environmental Factors: How to Monitor Environmental Changes: Assessing and Identifying Environmental Issues and Trends: Managing the Environment: Analysis of Different Strategy Options. Relationship between Business & Govt. And Business and Society.

BBA 314 INTERNATIONAL BUSINESS

International Business and its Environment: The International Monetary Exchange : National Boundaries. Nationalism and Trade-oriented Institutions: International Liquidity : Balance of Payments: Financial Instruments : Economic Integration. Alliances and Co-operation: Inflation and Devaluation : Global Business Strategy.

BBA 331 COST ACCOUNTING

Introduction to Cost Accounting: Objectives and importance of Cost Accounting: Cost Concepts and Cost Classification: Material Costing: store-leaping and inventory Control: Valuation of inventory: Labor Cost Accounting: Chargeable Expenses: Manufacturing and Non-manufacturing Overheads: job Order and Bath Costing: Process Costing: Standard Cost: Variance Analysis: Statement of Cost of Production.

BBA 313 OPERATIONS AND PRODUCTION MANAGEMENT

Introduction to Production Function: Manufacturing Policy Decisions: Production System: Plant Location. Factory Layout: Production Planning and Control: Product Design and Development: Time and Motion Study: Material Handling and Transportation: Quality Control and Inspection: Statistical Quality Control: Purchasing and inventory Control: Maintenance Management: Production Control: and System Approach in Production Management.

BBA 321 BANKING AND INSURANCE

Banking: Introduction: Function: Principles: Credit creation: Banking structure in Bangladesh: Development. Commercial and Specialized Banks: Legal & regulatory environment of Bank: Social responsibility of banks. Banking Operation: Liquidity management: Liquidity policies: Management of money position: Reserves for contingencies. Credit Management Policies: Credit Policy: Credit Analysis: distressed loans: pricing of bank loan: deposit& other services of banks. Management of bank: Portfolio: Investment analysis: Competition among banks. Insurance: Insurance Contracts: Essentials: Insurance & wagering; Insurance contingencies: Reinsurance: Types of reinsurance; Application of reinsurance to various branches of insurance: Double insurance: Brief History of Insurance business: Development of insurance Business in Bangladesh: Contribution of insurance to national development: Causes of nationalization of insurance business. Privatization of insurance companies, Formation of contracts: Agents: Agencies: Law of contract. Life Insurance: Life insurance contract.

Types of policies, certain aspects of life insurance; Life table & actuarial calculation, Premium. Valuation and Surplus calculation. Surrender value. Settlement of claims: Creation and management of life fund. Management problems of life insurance business in Bangladesh: Methods of spreading insurance in rural areas: Policy assignments: Loan against life policy: Policy lapse. Fire insurance Contract: Materials loss insurance: Consequential loss insurance: Settlement of claims: Extent of loss by fire in Bangladesh: Hazards and Management problems of fire insurance. Marine insurance: Marine insurance contract: Types of policies: Maritime perils: Marine losses: Settlement of claims: Act of God.

BBA 322 ORGANIZATIONAL BEHAVIOR

Nature of Organizational Behavior: Individual Behavior: Personality. Learning. and Perceptions. Values and Attitudes: Organizational Stress: Frustration. Anxiety. and Conflict, Motivation: Group Behavior; Basic Concepts. Roles. Norms and Status: Group Dynamics: Communication: Power. Politics and Influence. Leadership, the Organizational Culture: Change and Resistance to Change. Group Problem Solving and Decision Making.

BBA 323 MANAGEMENT ACCOUNTING

Analysis and interpretation of Financial Statements: Concept of Cost: Element of Cost: Element of Cost and Cost Centers: Cost Classification: Methods of Costing: Break-even Analysis: Cost-Volume-profit Analysis: Accounting treatment of price Level Changes: Pricing: Budgeting and Budgetary Control and Use of Accounting information in Decision Making.

BBA 324 ENTREPRENEURSHIP DEVELOPMENT

Entrepreneurship and Theory : Entrepreneurial Success and Inapt of Environment Variables. New venture Creation Process: Opportunity Identification and Assessment. Entrepreneurial Start up Strategies. the Business Plan and Business Launch.

BBA 332 HUMAN RESOURCE MANAGEMENT

Importance of Human Resource Management: Environment of Human Management: Human Resource Planning and Forecasting; Recruitment and Selection: Job Design and Analysis: Performance Appraisal. Discipline. Dismissals and Termination: Training and Development. Motivation and Job Satisfaction: Forms of Employee Participation: Labor Relations: and Work Environment.

BBA 333 MARKETING MANAGEMENT

Review of Marketing Concepts and principles: Management of Marketing Environment: Understanding the Consumer Behavior; Market Segmentation and positioning: Formulation of Marketing Strategy: Product-market Strategy and product Decisions; promotion Strategy and promotion Mix: pricing policy and Strategy. Distribution Strategy: Marketing Research and MIS: preparation of Marketing plan: Marketing Budget and Allocation of Marketing Resources. Organizing and implementing Marketing programs: Evaluating and Controlling Marketing performance.

BBA 334 MANAGEMENT INFORMATION AND CONTROL SYSTEM

Management Information System:

Introduction to MIS: Information . Information System . Management Information System . Conceptual Fundamentals and MIS Development : Concepts to Information . Human as Information Processors. System concepts and information Systems . Concepts of Organization and Management relevant to Information Systems. Decision Making Concepts for Information Systems . Value of Information for Decision Making. Development of a MIS: Techniques and Tools for Systems Analysis and Design. Forms Design . Analysis and Control . Evaluation of a MIS: Fundamental Types of MIS: TPS. MIS. DSS. OAS. ESS: Organizational MIS: OIS- Goals and Applications Components of OIS MIS in Bangladesh: of MIS BJMC.BCIC . etc .

Management Control System :

An overview- The nature of management control: Behavior in organizations; Goals and strategies ; Information . The management control structure-Responsibility centers. Revenue and expense centers. Profit centers. Transfer pricing. Investment centers. The management control process. programming . Budget preparation . Analyzing and reporting financial performance. The profit budget in the control process. Executive incentive compensation plans. Special management control Situations Multinational companies , Services organizations Nonprofit organizations Management control of projects .

BBA 131 INTRODUCTION TO ECONOMIC GEOGRAPHY

Introduction: Field and Environment of Economic Geography.

Bases of Economic Geography: Relief Climate. Vegetation Soils and Population.

Primary Activities: Types and Brief Descriptions.

Secondary Activities: Types and Factors. Factors of Localization. Stages in Growth.

Tertiary Activities: Trade. Transportation, Utilities, Technical and Professional Services.

Economic Geography of Bangladesh: A Brief Account.

BBA 411 BUSINESS RESEARCH

Introduction to Research Methodology in Social Science: Science and Knowledge . Methods in Science: Scientific Methods. Hypothesis: Meaning .Types. Formulation. and uses in Research: Local Reasoning: deduction and Induction. Observation. Participation and Experiment. Analogy and Inference Explanation and Causation: Concepts. Construes. Variables and Paradigm. Measurement and scaling Techniques : Test of Reliability and validity . Generalization of Hypothesis and Extending it to Theoretical Framework. Research in Business; Steps Followed in Conducting a Research : Problem Definition. Formulation of Hypothesis. Research in Business. Steps Followed in Conducting a research: Problem Definition Formulation of Hypothesis Research Design Data Collection. Data Summarization and Analysis. Presentation and Report Writing. Use of Research Findings.

BBA 412 BUSINESS POLICY AND STRATEGY

Concepts of Strategy and Strategic Management . Strategic Thinking and Strategic Planning, Assessment of Organizational Strength and Weaknesses: Analysis of Opportunities and Threats. Evaluation of Alternative: Strategic Decision-Making.

Major Courses

Management:

BBA MG1 HISTORY OF MANAGEMENT THOUGHT

Management in Ancient civilizations. Management During the Medieval Period. A managerial Awakening. Early Management writes. A Prelude to scientific Management. Scientific Management. Early Twentieth Century Concepts. The managerial Philosophers. Emerging school of Management Thought. The Quantitative school. A General theory of Management. History and Contemporary Management.

BBA MG2 INDUSTRIAL RELATION

Introduction to industrial Relations. Changing Socio-economic Environment. Development of Trade Unionism. Structure and activities of Trade Unions. Environment of Bargaining: bargaining power. Bargaining structure & bargaining issues. Public sector' Differences. Contract Administration. Grievance Procedure. Industrial Relations in: nonunion organization and non-formal sector. Industrial Relations and Employee Productivity and Employee Relations Programs.

BBA MG3 TOTAL QUALITY MANAGEMENT

Why Quality: History of Quality: Evolution of the TQM: Applying Quality Concepts ISO 9000: bench marking outsourcing .etc: A Sales Force Strategy for Quality: Quality –Focused Core processes: personnel Practice in a Quality World: Starting the implementation of Quality: Making Quality the Way people So Business: Developing the Quality Strategy-organization support. Training and education. Quality management systems. Sample strategies: Computers and Quality.

BBA MG4 COMPARATIVE MANAGEMENT

An Introduction to Management Practice in Bangladesh . Japanese Management American Management . Management of China. Cross-cultural Management.

BBA MG5 MANAGEMENT PRACTICE IN BANGLADESH

Evolution of Management Practice in Bangladesh. Management Practice in the Private Sector . Management Practice in the Public Sector-sector corporations . public utilities. Management Practice in Bangladesh. Ways to Overcome the Problems. Future Trends.

BBA MG6 MANAGERIAL ECONOMICS

3 Hours Week, 3 Credits. Application of Economic Concepts : Tools & Techniques in Optimal Decision-Making. Products and Pricing Strategies : Demand. Production. and Cost Analysis. Impact of Market Structure on Corporate Policy & Strategy.

BBA MG7 LOGISTICS & MATERIALS MANAGEMENT

Need for Logistics in Business. : Management of the Flow of Materials in Relation to Market Demand .Prices. Supplier Performance. Availability of Materials .Customer Service. and other Related Issues. Special Topics Include: Material Resource Planning: value Analysis: and Supplier Development : Concept of trade-off between logistic functions: Cost of logistics services: Elements of logistic functions .

BBA MG8 INTERNATIONAL BUSINESS MANAGEMENT

This course will encompass various aspects of international trade. international trade bodies-WTO.SAPTA. NAFTA. EU. etc Management of Multi-National Firms , Economic Policies. Threats and Opportunities of Globalization.

Finance and Banking:

BBA FN1 GOVERNMENT FINANCE

Introduction: role of government in a mixed economy. Positive vs. normative view in economics. Need for public finance and private finance. Central and local government finance. Public sector in national income accounting.

Theory of public goods: concepts and provision of public goods pure and impure public goods. Private provision of public goods. Publicly provided private goods. Optimal provision of a publicly goods-partial equilibrium and general equilibrium analysis. Wick sell and Lindahl's model. Mixed goods. Externalities –private solution to externalities: merit goods.

Public choice: Private mechanism vs. public mechanism for resource allocation. Problem of preference revelation. Voting-majority voting and median voter. Voting paradox. Singled picked preference. Arrow's impossibility theorem. Role of politicians and parties in representative democracy. The leviathan hypothesis. New revelation mechanisms.

Government expenditure: Structure and growth. Causes of public expenditure growth. Incidence and effects of public expenditure, efficiency and distribution. Causes and effects of some indirect government program such as education. Health care defense social insurance etc. negative income tax. Government expenditure in Bangladesh.

Government revenue: revenue sources of government. Objectives of taxation benefit principle. ability to pay principle.

Incidence and effects of taxes: Proportional progressive and regressive taxation direct and indirect tax: income tax: excise tax. Corporation income tax and expenditure tax. Excess burden of public debt. shifting of burden to future generations repayment. Recardian equivalence theorem.

Budget: concepts and implications of balanced and unbalanced budget and development plans. analysis of the recent Bangladesh budget.

BBA FN 2 Bank Management

Banking: Evaluation of banking institutions; Functions of commercial banks and the service rendered by them; General structure and methods of commercial banking; Earning assets of bank, Self-liquidating paper theory verses anticipated income theory; Mechanism of credit creation; Banking costs and interest rates; Analyzing treasuries; Banking systems of Bangladesh, the structure and operation and operation of Bangladesh Bank and its policy and procedures used in controlling the money supply and banking system.

BBA FN3 MONEY AND MONETARY POLICY

Introduction: Nature . evolution and sanction of money. Some aspects of money, broad money and narrow money, place of money in the economy . Quantity theory of money:: Different versions and their criticisms. Value of money: The price level and its fluctuation. trade cycle. Inflation. Deflation. Effects of price fluctuation. Money , credit and economic activity : Importance of credit ,credit creation by Banking system. need for credit control central bank . Functions its rule in maintaining Internal and External Balance .Measures of credit control . central banking in an underdeveloped economy. aims of monetary policy . instruments of monetary policy, limits to the power of monetary policy in developing countries. Efforts towards improving the efficiency of the monetary mechanism .

BBA FN4 FINANCIAL ANALYSIS & CONTROL

Financial statement analysis: Meaning purpose and types. users scope importance. limitations . Common sized statement: comparative financial statements , trend percentages .Ratio analysis : Liquidity. leverage activity and probability ratio, theoretical foundation of ration analysis, the cross-sectional and time series analysis. Fund flow analysis: meaning of fund purpose, importance preparation interpretation of statement of working capital changes and the funds flow statement. Analysis of Leverage: Concepts, computing and interpreting operating , financial and combined leverages: leverage and risk. Financial Forecasting: concepts, Purpose and importance of financial forecasting, forecasting methods trends graphical and statistical methods. Pro-forma financial statements, problems in financial forecasting. Financial distress prediction: importance of predicting financial distress, problems in defining financial distress, the univariate and multivariate models of distress prediction. Budgetary control: Budget and budgetary control, objectives and steps of budgetary control functional budgets, the master budget, preparation and interpretation of the cash budget and master budget.

BBA FN5 DEVELOPMENT FINANCE

Development goal: Economic and social poverty alleviation, GNP growth and income distribution employment creation education and human resource development, and population policy. Strategy of development: steps in development strategy, planning process, financial aspects of planning, guiding rules for investment allocation, sectoral priorities, investment criteria, choice of technology, the application of cost-benefit analysis, finance and financial infrastructures ,, need for a financial program, Financing private and public enterprises. Capital formation: Low rate of capital formation measures for augmenting capital formation . saving, taxation public borrowing deficit financing Finance of development from external sources: international financing and international dependence, aid loan grant ,direct investment capital imports and growth, inter government lending and investment, joint venture financing servicing of debts International financial institutions: IBRD IMF IDS Special drawing rights and international monetary reform Development institutions finance in Bangladesh : Development plan machinery. development budgeting internal resource mobilization implication and desirability of foreign aid.

BBA FN6 Electronic Banking

Electronic Banking - Internet banking, Telephone banking, Desktop banking, ATM and EFTPOS, Credit cards, Online banking, Administration features, Accounts balance, Transaction history, Taxes and interest, Ordering a statement, Online security, Data confidentiality and integrity, Authentication, Non-repudiation Electronic banking for the office - Advantage, System requirements, Features, EFT to a third party, Exporting and copying data. Impact of electronic banking real time information, Quality of service, Time and cost saving, Business opportunities, Securities and privacy, Encryption, public key,

Cryptography, Secure connection, Online credit authorization, Procedures of online banking record keeping requirements, Reporting facilities, Online cash alternatives.

BBA FN7 FINANCIAL INSTITUTIONS & CAPITAL MARKET

Financial markets and instruments : role function and type of financial markets . Attributes of financial instruments
Classification of financial markets . Govt. securities. Instruments of the money and capital markets . Financial assets and financial transactions: Creation of financial assets. Characteristics of financial assets. Types of financial transactions
Financial intermediation: the economic basis for financial intermediation Classification of financial intermediation. Investment type financial intermediaries. The changing nature of financial intermediation. The behavior of Interest rates > Present value interest rates and security prices. The loanable funds model. Major determinants of interest rates. Relationship between interest rate and bond prices. Inflation and yield curves. Real interest rates. The meaning and importance of real interest rates. The estimation of real interest rates. Factors that influence real interest rates. The term structure and risk structure of interest rates: The term structure of interest rates. Theories of term structure. The risk structure of rates. The money market: Characteristics of money market. Money market securities and market operations. The capital market: The capital market securities. Organized security exchange DES. Investment companies and investment Bankers ICB .OTC Third and Fourth markets The foreign exchange market: Foreign exchange markets and rates. Exchange rate determination. Long run and short run exchange rate determination. Consequences of exchange rate changes. Trading arrangements: Margin purchase, short selling the capital market. Major financial institutions in Bangladesh.

BBA FN8 Banking Law and Practice

This course provides an overview of the Bangladesh banking system. Topics will include central and state regulation of traditional banking activities, Regulation of bank ownership, Geographic expansion, Non-banking activities, Securities activities, Anti-trust issues, Money Laundering, Bank supervision, Consumer protection, and Banking operation issues.

Marketing:

BBA MK1 CONSUMER BEHAVIOUR

Marketing concept and consumer behavior: Utility and need satisfaction: Communicating with consumer: Consumer adoption and diffusion process: Repurchase and post purchase behavior: product involvement and type of purchase decision: Understanding consumer: Demographic: Social and psycho graphic factors: influences of external of external factors: Model of human behavior: Classification of situation influencing consumer behavior: consumer decision process: Consumer movement and consumerism: institutional buying behavior: Consumer and price: Consumer and institutional decision: Household: Sales person and advertising.

BBA MK2 MARKETING RESEARCH

Definition: Scope and use of research: Why research: Need for information: Types of research: Type and source of information: Research methods: Methods of collecting data Measurement and scale: Designing instruments for collection of information: Field operation: Data Summarization Analysis, (Univariate and bi-variate) and interpretation of findings: Presentation (oral and written) of findings and use of research findings. Presentation (oral and written) of findings and use of research findings.

BBA MK3 SALES FORCE MANAGEMENT

Sales force recruitment and selection process: Sales force planning” Training: Sales organization development and planning: Management of the sales force Sales and distribution planning: Motivation and retention of the sales force: Methods of sales: Cost and performance analysis.

BBA MK4 ADVERTISING

Introduction to advertising. Definition and functions of advertising. Classification of advertising. Advertisement as a promotional mix element, Advertising media. Print media and electronic media, Outdoor advertising, Nontraditional, Message development, layout and copy writing, Non-media advertising. Corporate advertising and public relations Agency – client relationship. Social legal and ethical aspects of advertising.

BBA MK5 DISTRIBUTION MANAGEMENT

Selection and modification of the institutions in a marketing channel of distribution given their operational and behavioural relationships, Evaluation of the physical flow of goods and services, Logistical decisions and support necessary. Space and time aspects of distribution, .Location and distribution decisions of goods and services in both profit and nonprofit organizations Relating distribution questions to the marketing mix and organizational objectives .

BBA MK6 BRAND MANAGEMENT

Concept of brand management. Its advantages and implications scope of brand management responsibility of a brand manager .Product portfolio analysis .Managing a brand over its life cycle. Developing new brands. Management of breadth and width of a product line. Designing a pricing and a promotional strategy for the brands and Developing distribution system for the brands.

BBA MK7 RETAILING

Importance of Retailing as a marketing institution, Services of retailing .Large scale retailing. Integrated vs. independent retailing Controlling and coordination of independent retailer activities. Wheel of retailing and retail mortality. Retailing in Bangladesh. Store: store vs. non-store retailing and its socio-economic importance, Standardization of retailing services. Future trends.

BBA MK8 INTERNATIONAL MARKETING

International Economics and Trade: Theories of international trade: Barter trade and counter trade: International Marketing Environment Modes of international trade: Entry strategy: Formulation of international marketing strategy: International Marketing Research: International marketing strategy: Product. Promotion. Price Logistics and Distribution: Organization structure and control: Trends and perspectives.

Management Information Systems:

BBA MS1 MANAGEMENT OF INFORMATION SYSTEMS

This course is designed to cover objectives and methods of database management: Topics include: planning and administration: control and evaluation: organization and personnel required in managing MIS: technical and social issues. and managerial issues

BBA MS2 SYSTEM ANALYSIS

Introduction to systems and models. Simulation, Introduction to Programming, Value analysis & Iterative process. Wait-in-line concepts. Matrix methods. Management Planning Methods – PERT.CPM: Application of systems and models in practical problem solution.

BBA MS3 APPLIED DATABASE MANAGEMENT

This Course will encompass objectives and methods of database management. Topics include objectives of database management: data models, elementary database design. Fourth generation programming languages. Data integrity. Security and privacy, essence of artificial intelligence.

BBA MS4 INFORMATION TECHNOLOGY

Evolution of the development of computers and communication: IT in the modern world: its impact on individuals, organization, society, Hardware and Software for IT. Use of IT in business decision: Future trends in IT. Social consideration privacy autonomy. Information overload etc.

BBA MS5 INTRODUCTION TO MANAGEMENT SCIENCE

Design and application of scientific models for managerial decision making: Advanced Linear programming: Decision theory: Utility and other management science topics: Application in the field of production. Logistics. Inventory policy. Advertising maintenance and financial decisions: Goal Programming: Game Theory. .

BBA MS6 COMPUTERISED ACCOUNTING

This course introduces students with the software available for use in accounting and their application. Topics include: ACCPAC- General Ledger: Defining General ledger accounts – Adding Accounts Modifying Accounts Deleting accounts – Displaying accounts –Defining accounts groups-Financial system formats . Setting up current year Historical and Budget. Data in Processing transactions – Creating batches. Creating batches outside the Add Modify /delete-Posting Batches- Reviewing Batches –Reporting General ledger data –consolidation posted transaction closing general ledger at year end – changing the Fiscal year –Dosing period and procedures-Consolidating General ledgers-Practical.

BBA MS7 ADVANCED COMPUTER SKILLS

The students will be given a comprehensive coverage of one Spreadsheet program and a Database program.

BBA MS8 COMPUTER PROGRAMMING

Introduction to structured programming concepts and program development process: Problem analysis: Development of algorithm: Flow charts: and Program development: Understanding programming languages and choosing a programming language to learn and write a program Use of EDP and Computer programming in the selected languages(s) for problem analysis and decision making.

Major: Accounting & Information Systems

BBA Acc. 1: Advanced Accounting

This course provides advance company accounts like amalgamation, absorption, reorganization and reconstruction of companies, business purchase; Holding companies accounting, preparation of consolidated balance sheet; Insolvency accounts; Lease accounts; Accounting for price level change; VAT accounting, etc.

BBA Acc. 2: Developments in Accounting

This course includes historical background-Developments in USA, UK, Australia and Bangladesh, Accounting concepts, Principles, Rules, etc. including equity theories - Accounting Standards - Needs for accounting standards - The efficient market hypothesis - Objectives of financial statements - Desirable qualities of accounting information - conceptual framework of accounting.

BBA Acc. 3: Ethics & Professionalism in Accounting

This course includes the analysis and discussion of issues relating to ethics and professionalism in accounting; the code of professional conduct and the reasoning, philosophy, and application of that code are examined.

BBA Acc. 4: Accounting for Banking and Insurance Companies

This course provides students with tools and techniques of recording Banking and Insurance companies accounts, especially, preparation of financial statement of Banking & Insurance company, fund management and special regulation of them, risk analysis, calculation of premium and claim of insurance contracts in areas of life, health, property, nature, fire, etc.

BBA Acc. 5: Accounting Information System

The integration of information flows of various segments of business organizations into on information systems of the total organization with emphasis on the accounting aspects of electronic data processing (EDP). Examines the fundamentals of accounting systems design including system analysis and design techniques, surveys, hardware and software considerations, control of computerized systems in corporate business environment.

BBA Acc. 6: Computerized Accounting

This course introduces students with the software available for use in accounting and their application. Topics include: ACCPAC- General Ledger: Defining General ledger accounts – Adding Accounts Modifying Accounts Deleting accounts – Displaying accounts –Defining accounts groups-Financial system formats . Setting up current year Historical and Budget. Data in Processing transactions – Creating batches. Creating batches outside the Add Modify /delete-Posting Batches-Reviewing Batches –Reporting General ledger data –consolidation posted transaction closing general ledger at year end – changing the Fiscal year –Dosing period and procedures-Consolidating General ledgers-Practical.

BBA Acc. 7: Financial Analysis and Control

Financial statement analysis: Meaning purpose and types. Users scope importance. limitations. Common sized statement: comparative financial statements , trend percentages .Ratio analysis : Liquidity. Leverage activity and probability ratio, theoretical foundation of ration analysis, the cross-sectional and time series analysis. Fund flow analysis: meaning of fund purpose, importance preparation interpretation of statement of working capital changes and the funds flow statement. Analysis of Leverage: Concepts, computing and interpreting operating, financial and combined leverages: leverage and risk. Financial Forecasting: concepts, Purpose and importance of financial forecasting, forecasting methods trends graphical and statistical methods. Pro-forma financial statements, problems in financial forecasting. Financial distress prediction: importance of predicting financial distress, problems in defining financial distress, the univariate and multivariate models of distress prediction. Budgetary control: Budget and budgetary control, objectives and steps of budgetary control functional budgets, the master budget, preparation and interpretation of the cash budget and master budget.

BBA Acc. 8: E-Business Accounting

Managerial aspects of E-commerce firms, as reflected in financial statements of publicly listed E-Commerce firms, unique aspects of managerial control in E-commerce firm include security of systems and transactions as well as integrity of record.