



AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH (AIUB)

FACULTY OF BUSINESS ADMINISTRATION (FBA)

Course Descriptions – BBA Program



**AMERICAN INTERNATIONAL
UNIVERSITY-BANGLADESH (AIUB)
DHAKA, BANGLADESH**

*Course Descriptions -
Bachelor of Business Administration (BBA)
Program*

CURRICULUM - SPRING 2022-2023

COURSE DESCRIPTIONS OF FUNDAMENTAL COURSES OR COMMON CORE COURSES (BBA PROGRAM)

BBA 1101: Foundation Course

Pre-requisite: None

This course will familiarize students with organizational, administrative, and academic policies. This course will motivate the students to become more socially, environmentally, and ethically responsible. The course will help the students to develop communication skills as well as develop technical skills.

BBA 1102: Introduction to Business

Pre-requisite: None

The course aims to give students a revelation of the different business activities. It covers business, ideas, social responsibilities, moral values, ownership structure, and frequent terminologies. Also, it deals with the vital elements of business, such as - Accounting, Business Analytics, Business Economics, Finance, Human Resource Management, Innovation and Entrepreneurship Development, International Business, Investment Management, Management, Management Information Systems, Marketing, Operations and Supply Chain Management, and Tourism and Hospitality Management. The intention is to give the learners an inclusive introduction to business through state-of-the-art technology.

BBA 1103: Financial Accounting

Pre-requisite: None

This course provides the essentials of financial accounting, such as the definition of accounting, users of accounting information, accounting concepts and principles, accounting equations, measuring and recording of business transactions, adjusting entries, completing the accounting cycle, classified financial statements, accounting for merchandising operation, inventories, and accounting for receivables, plant assets, natural resources & intangible assets. The students are exposed to various practical exercises for mastery of accounting knowledge and skills.

BBA 1104: Business Mathematics-1

Pre-requisite: None/ BBA 1002

This course provides an opportunity to study and apply business mathematics knowledge and skill sets in different business settings that students need for a prosperous professional career. The subject covers essential key mathematical topics widely used in business, such as real numbers, linear equations, exponential and logarithmic functions, and their applications in business, economics, and finance. In addition, the course focuses on how to interpret and solve business-related word problems and develop simple mathematical models from a business perspective. The course provides step-by-step guidance through sample problems and solutions related to business and economics. In addition, the students must complete assignments that will help them understand the various mathematical techniques applied in real-world practical situations. In summary, students are developed as confident resource persons to add value to real-life business environments.

BBA 1105: English Reading

Pre-requisite: None/ BBA 1001

The course is designed to improve students' Academic English skills by integrating reading, listening, writing, and public speaking skills to prepare the students entering the University for studying through the medium of English. Along with strengthening students' reading skills, the module will enrich their vocabulary by reading and writing about various adapted and authentic texts in group, pair, and individual works. Students will also improve oral communication skills for academic interactions through extensive pronunciation and conversational practices. Oral practices include forming and communicating opinions on contemporary issues, developing formal and informal oral persuasive presentations, giving and following directions, and narrating and giving explanations. At the same time, grammatical items like subject-verb agreement and tense will be highlighted in the presentations, discussions, and practical exercises. To supplement speaking skills, listening activities will be conducted in the classroom within a group or pair activities such as – listening for different purposes like getting specific information, listening to lectures, completing notes, participating actively in a discussion, and listening for main ideas. Similarly, to cope with the academic environment and attitudinal transformations, students will engage in essential complementary writing activities and tasks such as – free writing, forming questions, writing definitions with examples, dialogues, paragraphs, and summaries, and opinions on issues (Gender Inequality, Democracy, and Tolerance, etc.).

BBA 1106: Bangladesh Studies

Pre-requisite: None

Students who take Bangladesh Studies will be able to acquire a solid knowledge base and a well-rounded comprehension of the history and culture of Bangladesh, in addition to the nation's geography, population, and economy.

BBA 1207: Business Management

Pre-requisite: BBA 1102

This is an early introductory course in the business curriculum. It focuses on the fundamental aspects of management and the manager's work operations, such as decision-making through planning, organizing, leading, and controlling management functions. This course also focuses on the internal and external factors of the business environment in terms of making effective decisions by managers. This course will orient the students toward the activities, skills, roles, and other factors a manager requires to make effective organizational decisions.

BBA 1208: Principles of Marketing

Pre-requisite: BBA 1102

This course helps the students to comprehend the basic concepts and marketing strategies related to the new technological and global realities. In a fast-changing digital and social marketplace, it is more vital than ever for marketers to develop meaningful connections with their customers. The course develops the student's knowledge about the fundamental principles of marketing. Simultaneously, the course provides the students with a systematic framework to understand the practical application of different marketing tools and techniques.

BBA 1209: Business Mathematics-2

Pre-requisite: BBA 1104

This course provides an opportunity to study and analyze the different types of mathematical tools students will need for a successful professional career. This course meets the students' needs for all kinds of conceptual, analytical, and numerical skills for current professional domains, especially when dealing with numerical facts, an essential ingredient for effective decision-making. It lets the students analyze various small business situations and functional business areas, such as sales, production, profits, markup policy, scheduling, marginal utility, etc., more critically. This course helps the students to develop their skills to understand business operations and perform different business tasks more efficiently. In addition, it makes the students aware of various mathematical tools and their applications in other types of ventures, such as Not-for-profit, entrepreneurial initiatives, etc.

BBA 1210: English Writing

Pre-requisite: BBA 1105

This course aims to improve students' academic writing skills by giving students extensive practice in inventing substantial content and expressing it using effective language. Different units in the module guide students through each stage of the process of writing an academic essay: from brainstorming ideas, finding suitable sources, making notes from the sources, planning and structuring an essay, writing a draft using paraphrasing and referencing, integrating data and finally editing and proofreading using an appropriate academic style. The course will also generally develop students' English skills and help them interact more effectively in English in the wider world.

BBA 1211: Micro Economics

Pre-requisite: BBA 1104

This course highlights the role of the market system in economics. The course will provide a strong foundation of microeconomic principles. The course will cover scarcity and choices, primary demand and supply analysis, theory of consumer choice, the elasticity of demand and supply, short and long-run cost curves, and price and output determination under different market structures.

BBA 1212: Introduction to Information Technology

Pre-requisite: 1102

This course familiarizes students with the essentials regarding computer and their peripherals. Most importantly, this course helps students learn about computing devices, hardware, software, networking, internet, networking, and other related areas. Students will be taught hands-on skills in computer labs to make them tech-savvy. It also works as a pre-requisite for other IT courses that students will eventually take further in their curriculum. Computer literacy developed by this course will help students understand and value the impacts of technology in education, business, and society.

BBA 2113: Organizational Behavior

Pre-requisite: BBA 1207

The approach taken in this course will expose students to psychological theories that will enable them to gain insight into organizational behavior. Using case studies will allow the students to apply theories to real-life organizational issues and analyze the contributions and limitations of relevant theories. The course is ideally suited to those who wish to develop a critical understanding of human behavior in an organization.

BBA 2114: Managerial Accounting

Pre-requisite: BBA 1103

This course introduces management accounting as an interactive discipline among young learners and covers a wide range of issues leading to managerial decision-making, such as the definition and features of managerial accounting; cost terms, concepts, and classifications; cost behavior analysis and use; cost-volume-profit analysis; variable costing; job-order costing; profit planning; standard costing; relevant costing and segment reporting.

BBA 2115: Business Statistics

Pre-requisite: BBA 1209

This course provides students with a basic understanding of the role of statistics in gathering data, the creation of information, and its usage in various business situations. Students will learn methods for summarizing data numerically and graphically and drawing conclusions from sample data. Statistical analyses will be carried out using the computer and statistical software. The course focuses on how statistical methods can be applied to business problems to improve outcomes; stress is placed on the design of statistical studies, data collection, and results interpretation. This course introduces descriptive statistical analysis concepts such as central tendency, dispersion, and fundamental inferential concepts.

BBA 2116: Basics in Social Science

Pre-requisite: BBA 1106

This course covers the fundamental concept of social sciences—particularly Sociology and its relationship with other social science courses. It examines several pressing social problems within contemporary society and offers a comprehensive introduction to the discipline of sociology and its foundational theories. Being the core of the social science discipline, this study of Sociology helps the students attain further efficiency in understanding the psychological, cultural, political, anthropological, and economic infrastructure of human societies both from national and global perspectives and, thus, deal with the real-life challenges in methodical ways.

BBA 2117: Office Management Technology

Pre-requisite: BBA 1212

The course explores how a combination of better understanding, filtering, and application of data can help students solve their problems faster - leading to more innovative and more effective decision-making. Students learn how to use Microsoft Word, Microsoft Excel, Microsoft PowerPoint, and other common data analysis and communication tools. They will help present data to others to engage them in their story and motivate to act. In addition, students will learn the essential functions of MS Excel and MS Word through guided demonstration. This course has a weekly laboratory session; each week, the students will build on their Office applications skills and be allowed to practice what they have learned.

BBA 2118: Global Languages

Pre-requisite: BBA 1210

Chinese - This course is intended to teach the Chinese Language to beginners. Standard Mandarin has been prioritized in choosing the dialect due to its popularity and widespread use. As an elementary course, it aims to introduce the Chinese Language used in China in the fundamental contexts of daily life, such as introducing oneself, eating and dining, asking for road directions, shopping, discussing one's studies, and campus life. This course mainly focuses on spoken Chinese so that students can communicate with Chinese nationals without a translator. Reading and comprehending Chinese texts have also been emphasized while writing and composing texts using Chinese characters have been kept to the minimum.

French - This is an elementary course in the French Language. The main objective of this course is to enable students to use French at the elementary level. It is tailored for using French at the elementary level of proficiency for effective communication in everyday life and different situations. According to modern pedagogy, emphasis is given to a function-based communicative approach to facilitate the four

skills (listening, speaking, reading, and writing). Students develop their vocabulary, grammar, structural accuracy, pronunciation, oral fluency, and overall acquisition through activities, pair work, group work, role play, and exercises.

BBA 2219: Principles of Finance

Pre-requisite: BBA 2114

This is an introductory finance course covering relevant financial decision-making topics. This course aims to introduce the students to the tools and techniques of finance and their use in managerial decision-making. The course emphasizes the understanding of finance theory and working knowledge of the financial environment in which the firm operates to develop appropriate financial strategies. It will also cover financial analytical tools, cash flow management techniques, and working capital management.

BBA 2220: Advance Business Statistics

Pre-requisite: BBA 2115

The course is designed to introduce advanced statistical analytical tools used in data analysis and business decisions. This course provides an opportunity to study and practice statistics to aid business decision-making in different business settings that students need to know for a prosperous professional career. This course's statistical techniques cover operations, supply chain, production, marketing, economics, human resources, finance, accounting, information systems, and international business. Both statistical theories and inference techniques are covered in this course. This is a more advanced statistics course, focusing on sampling and sampling distribution, theory of estimation and test of hypothesis, analysis of variance, bivariate & multivariate data analysis such as multiple linear regression and logistic regression, and decision analysis. In addition, the course will focus on real-life data analysis, statistical thinking, and statistical software (such as SPSS).

BBA 2221: Business Law

Pre-requisite: BBA 2113

The course describes the coverage of the main objectives of the contract law, which includes the formation of the contract, the validity of the contract, the performance of the contract, the termination of the contract, after effect of the termination of the contract, the law relating to the Sale of Goods Act, the concept of the legal environment of business, the law regarding partnership, the law relating to agency, the law of the negotiable instrument, the law of company, etc.

BBA 2222: Macro Economics

Pre-requisite: BBA 1211

This course focuses on macroeconomics, the field of economics that examines the aggregate economy. Coverage includes national economic performance, aggregate demand and supply, the problems of recession, unemployment, and inflation, money creation, government spending and taxation, economic policies for full employment and price stability, and monetary and fiscal policies.

BBA 2223: Basics in Natural Science

Pre-requisite: BBA 1209 and BBA 2116

This course will build students' understanding of the fundamental concepts of each area of natural sciences and will make them confident of the facts in these areas. As a result, students will find interest in working comfortably in a scientific environment and try to understand the relationship among different disciplines that much of the scientific work done in the world draws on multiple disciplines.

BBA 2224: Politics, Philosophy and Public Affairs

Pre-requisite: BBA 2116

The course will teach the students significant topics, problems, and issues in all three disciplines. The students will learn how key insights can be applied to pressing policy concerns to gain a rich set of intellectual and critical skills. The students will critically evaluate competing arguments about political events, ideas, and institutions. It will enhance the student's ability to assess politics in its broader institutional and political context effectively. Students will be able to analyze government behavior from local, national, and international perspectives, providing an understanding and rationale behind policy decisions that affect all of us. Studying politics shows that you can research and reference your argument and use arguments from political theory to reinforce your position in a debate.

BBA 3125: Human Resource Management

Pre-requisite: BBA 2113

This course is designed to provide an overview of the human resource profession. Students will develop basic capabilities in applying and analyzing the fundamentals of human resource management in contemporary organizations. The course covers the functions, roles, and competencies of human resource management, including staffing (human resources planning, recruiting, selection and displacement), compensation and benefits, employee development, performance management, and labor relations, all in the context of legal and regulatory compliance and emerging trends for professional practice. In addition, students will understand how the strategic management of human resources contributes to building and sustaining competitive advantage in a global and changing environment.

BBA 3126: Financial Management

Pre-requisite: BBA 2219

This course aims to cover the basic building blocks of financial management that are of primary concern to corporate managers and all the considerations needed to make financial decisions both inside and outside firms. This course will teach the students the tools developed to value companies and investment projects. The course would also give the students the tools and skills to make optimal investment and portfolio decisions and understand corporate decision-making. The course will also discuss how firms should raise funds for their actual investments. Hence, it covers a range of basic finance concepts, economics, financial environment, financial statement analysis, risk analysis, the valuation process, capital budgeting, capital structure, and dividend policy.

BBA 3127: Marketing Management

Pre-requisite: BBA 1208 and BBA 2222

The course is designed to provide an introductory guide to marketing management that genuinely reflects the modern realities of marketing. In doing so, classic concepts, guidelines, and examples were retained while new ones were added as appropriate. The concept is that companies must be customer and market-driven. The text is organized to specifically address the following eight tasks that constitute modern marketing management in the 21st century: developing marketing strategies and plans, capturing marketing insights, connecting with customers, building strong brands, creating value, delivering value, communicating value, and conducting marketing responsibly for long-term success what have now become fundamental topics such as segmentation, targeting, and positioning. The course also discusses brand equity, customer value analysis, database marketing, e-commerce, value networks, hybrid channels, supply chain management, and integrated marketing communications.

BBA 3128: Operations and Supply Chain Management

Pre-requisite: BBA 2115

Today's supply chain has become immensely powerful, considering the volatility and uncertainty in the global business environment due to various factors such as the global pandemic, geo-political interests, etc. This course provides an opportunity to explore Operations and Supply Chain Management featuring integration of end-to-end processes of a business value chain starting from upstream to downstream. Students will be able to understand the essential Operations and Supply Chain Management concepts and apply tools and methods emphasizing problem-solving. It lets the students to understand productivity, forecasting, capacity planning, scheduling, managing inventories, deciding where to locate facilities, supply chain management, and more. It will also provide the opportunity to analyze and evaluate cases in the global context of managing supply chain and material flow efficiently and on time. The course also covers various environmental and ethical aspects in relation to the global supply chain management environment.

BBA 3129: Management Information Systems

Pre-requisite: BBA 2117

This course provides in-depth knowledge of applying advanced approaches of management information tools such as the transformation of global business using IT tools, business process automation, the changing trends in e-commerce, ERP implications in enterprises, web-based learning and resource sharing, cloud computing, and global workforce, and IT project management. In addition, the students are exposed to various practical exercises for mastery of MIS knowledge and skills.

BBA 3130: International Business

Pre-requisite: BBA 2221

The course provides students with exposure to business across the border. Case analysis, visual aids, field works, and class exercises are incorporated to strengthen the idea of inter-relating theory and

practical scenarios together for the enlargement of the students' managerial skills in different dimensions of international business, such as – the nature of international trade, trade theories, cross-cultural management, international market environment, strategic alliances, economic integration, and different international organizations like WTO, GATT, UN, World Bank, etc.

BBA 3231: Business Research

Pre-requisite: BBA 2220 and BBA 3127

Information and knowledge are indispensable tools for helping and ensuring the continuity and sustainability of any organization. However, they should be acquired and assessed before they can be utilized in decision-making. This is where the usefulness of research methodology or business research lies. With the application of careful scientific research methods and by using proven analytical and evaluative tools and techniques, managers can acquire insights into issues that they can use to help them accomplish their organizational goals and objects, set up priorities, adopt prudent strategies and approaches, effectively and efficiently manage their resources. This course gives a comprehensive introduction to the subject of business research methods. Acquainting participants with all modern and universally applied research concepts, tools, and techniques, which encourage students to apply their acquired theoretical knowledge to practical life situations, are paramount course objectives.

BBA 3232: Principles and Practices of Taxation

Pre-requisite: BBA 2219 and BBA 2221

This course has been designed to incorporate Bangladesh's Income Tax Laws and Practices. This course will give students a comprehensive knowledge of tax from a managerial perspective, emphasizing identifying tax problems and potential tax planning opportunities. This course will also enable the students to comply with income tax rules prevailing in Bangladesh in their practical and professional life.

BBA 3233: Ethics, Sustainability, and Communication for Development

Pre-requisite: BBA 2224

This course investigates fundamental questions about morality, justice, the meaning of life, and the world's beauty. Some questions that might be addressed are: What makes a society just? Do we have any responsibilities in terms of what is right? What is it that makes deeds suitable? What distinguishes a work of art from a non-work of art? Are values only related to one another? Developing critical, evaluative, and writing abilities as a result of the presentation and examination of reasons for different answers to fundamental problems is the way philosophy proceeds.

BBA 3234: Innovation and Entrepreneurship Development

Pre-requisite: BBA 2113

The twenty-first century has dawned with entrepreneurship as a significant force shaping the global economy. This economy's future growth lies in the hands of men and women committed to achieving success through innovative, customer-focused new products and services. Entrepreneurs willing to assume the risks of creating new business ventures are at the heart of this global movement. Therefore, this course's main objective is to acquaint the students with modern entrepreneurial tools by which an "Entrepreneur" endeavors to solve problems as time best suits. Moreover, at the edge of every chapter, case studies are obligatory for the students to observe the practical implications of entrepreneurial tools in various business complexities.

BBA 4135: Project Management

Pre-requisite: BBA 3128 and BBA 3129

This course allows the students to study and analyze the different types of project management knowledge areas and processes that students will need for a successful professional career and to receive the fundamental concept of project management. This course meets the students' needs for all conceptual, analytical, and organizational skills for current professional domains, especially while dealing with projects. It lets the students analyze various practical case studies covering project scope, time, cost, quality, stakeholders, risk, communications, human resource, and integration management and also helps the students to develop their skills to design project management plans and documents, project charter, work breakdown structure, project milestones, project status report. In addition, it makes the students aware of different organizational structures and their impact on project management, the roles of project managers and team members in a project, especially in planning, executing, monitoring, and managing funds for a project.

BBA 4136: Business Communication

Pre-requisite: BBA 2118 and BBA 3233

This course introduces the practical communication skills required for students preparing to enter the job market. It emphasizes the correct usage of language in a professional environment. Students must analyze various professional situations and prepare appropriate business correspondences and presentations. A wide range of topics will be covered, including fundamentals of business communication, formal language, formats of business correspondences, CV writing, and job interviews.

BBA 4137: Corporate Governance and Social Responsibility

Pre-requisite: BBA 3126 and BBA 3233

The value of a firm depends on good corporate governance practices protecting investors. Greater protection of shareholders lowers the cost of capital due to better risk mitigation. Thus, the governance practices, rules, and regulations that promote private sector investment and job creation also encourage firm value. Topics include the roles and responsibilities of shareholders, the boards of directors, and executive management. They also have executive compensation policies, boardroom structure and practices, corporate disclosure and transparency, and the value of the shareholder vote. In addition, the course looks into corporate pyramidal structures, hostile takeovers, and the failure of the market for corporate control. Finally, it examines the role of financial institutions and credit rating agencies in promoting corporate governance and how transparency, accountability, responsibility, and fair and equitable treatment of all shareholders help improve corporate governance and reduce agency conflicts between principals, management, and the board of directors.

BBA 4238: Strategic Management

Pre-requisite: BBA 4135

This course introduces the fundamental concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries, and maximize long-term profits in the face of uncertainty and competition.

BBA 4239: Professional Development

Pre-requisite: BBA 4136

This course focuses on organizing and promoting action to create a better environment to assist the students in discovering and achieving their professional goals. They will pick up skills that will help them improve at making and attaining goals, communicating, motivating themselves, and maintaining a good outlook on life. This course will assist them in honing their abilities to get the finest output, personally and professionally, consistently.

BBA 4240: Internship

Pre-requisite: After Completion of 137 Credits

Under the supervision of a faculty, the student is assigned or placed in a business Firm/Institution/Organization for a semester's practicum. The student prepares a Research Report and submits the report to evaluate the supervisor's endorsement. This report is then presented for oral defense before a panel.