

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

## Departments

- Accounting
  - Business Economics
  - Finance
  - Marketing
- Management
  - Business Analytics
  - Human Resource Management
  - International Business
- Investment Management
  - Management Information Systems
  - Operations and Supply Chain Management
  - Tourism and Hospitality Management
  - Innovation and Entrepreneurship Development

Semester 1	Code	Course Title	Pre Req.	Credits	Semester 5	Code	Course Title	Pre Req.	Credits
	BBA 1101	Foundation Course	None	1		BBA 3125	Human Resource Management	BBA 2113	3
	BBA 1102	Introduction to Business	None	3		BBA 3126	Financial Management	BBA 2219	3
	BBA 1103	Financial Accounting	None	3		BBA 3127	Marketing Management	BBA 1208 and BBA 2222	3
	BBA 1104	Business Mathematics-1	None/ BBA 1002	3		BBA 3128	Operations and Supply Chain Management	BBA 2115	3
	BBA 1105	English Reading	None/BBA 1001	3		BBA 3129	Management Information Systems	BBA 2117	3
	BBA 1106	Bangladesh Studies	None	3		BBA 3130	International Business	BBA 2221	3
	Non-Credit Courses: If any BBA 1001: Remedial English and BBA 1002: Remedial Mathematics			Total				Total	18
				16					
Semester 2	Code	Course Title	Pre Req.	Credits	Semester 6	Code	Course Title	Pre Req.	Credits
	BBA 1207	Business Management	BBA 1101 and BBA 1102	3		BBA 3231	Business Research	BBA 2220 and BBA 3127	3
	BBA 1208	Principles of Marketing	BBA 1102	3		BBA 3232	Principles and Practices of Taxation	BBA 2219 and BBA 2221	3
	BBA 1209	Business Mathematics-2	BBA 1104	3		BBA 3233	Ethics, Sustainability, and Communication for Development	BBA 2224	3
	BBA 1210	English Writing	BBA 1105	3				BBA 2113	3
	BBA 1211	Micro Economics	BBA 1104	3		BBA 3234	Innovation and Entrepreneurship Development	---	3
	BBA 1212	Introduction to Information Technology	BBA 1102	3			Primary Department : Elective 1	---	3
			Total	18			Primary Department : Elective 2	Total	18
Semester 3	Code	Course Title	Pre Req.	Credits	Semester 7	Code	Course Title	Pre Req.	Credits
	BBA 2113	Organizational Behavior	BBA 1207	3		BBA 4135	Project Management	BBA 3128 and BBA 3129	3
	BBA 2114	Managerial Accounting	BBA 1103	3		BBA 4136	Business Communication	BBA 2118 and BBA 3233	3
	BBA 2115	Business Statistics	BBA 1209	3		BBA 4137	Corporate Governance and Social Responsibility	BBA 3126 and BBA 3233	3
	BBA 2116	Basics in Social Science	BBA 1106	3			Primary Department : Elective 3	---	3
	BBA 2117	Office Management Technology	BBA 1212	2+1(Lab)			Primary Department : Elective 4	---	3
	BBA 2118	Global Languages	BBA 1210	3			Primary Department : Elective 5	---	3
			Total	18			Total	Total	18
Semester 4	Code	Course Title	Pre Req.	Credits	Semester 8	Code	Course Title	Pre Req.	Credits
	BBA 2219	Principles of Finance	BBA 2114	3		BBA 4238	Strategic Management	BBA 4135	3
	BBA 2220	Advanced Business Statistics	BBA 2115	2+1 (Lab)			Primary Department : Elective 6	---	3
	BBA 2221	Business Law	BBA 2113	3			Primary Department : Elective 7	---	3
	BBA 2222	Macro Economics	BBA 1211	3			Primary Department : Elective 8	---	3
	BBA 2223	Basics in Natural Science	BBA 1209 and BBA 2116	3		BBA 4239	Professional Development Course	BBA 4136	1
	BBA 2224	Politics, Philosophy and Public Affairs	BBA 2116	3		BBA 4240	Internship	After Completion of 137 Credits	3
			Total	18			Total	Total	16

Total Credits: 140

Primary Departmental Specialization	8 Courses
Second Specialization	6 Courses
Minor	4 Courses

## ACCOUNTING (ACT)

Pre-Requisite: BBA 3126 Financial Management  
(For All Elective Courses)

ACT 4001 Intermediate Accounting  
ACT 4002 Cost Accounting  
ACT 4003 Financial Statement Analysis  
ACT 4004 Accounting Information Systems  
ACT 4005 Auditing  
ACT 4006 Financial and Corporate Reporting  
ACT 4007 Advanced Cost Accounting  
ACT 4008 Advanced Financial Accounting  
ACT 4009 Strategic Management Accounting  
ACT 4010 Accounting Theory and Policy  
ACT 4011 Accounting for Specialized Institutions  
FIN 4001 Corporate Finance

## BUSINESS ANALYTICS (BA)

Pre-Requisite: BBA 2117 Office Management Technology  
(For All Elective Courses)

BA 4001 Analytics for Business Professionals  
BA 4002 Technology Adoption Theories and Models  
BA 4003 Visualization and Communication of Business Data  
BA 4004 Analytics for Sports Management  
BA 4005 Legal and Ethical Issues in Data Management  
BA 4006 Analyzing Exploratory Data in Business  
BA 4007 Analytics for Healthcare and Medical Industries  
BA 4008 Data and Web Analytics  
BA 4009 Financial Analytics  
BA 4010 Retail Analytics  
BA 4011 Analytics for Talent Management  
BA 4012 Seminar (Business Analytics)  
BA 4013 Capstone Project (Business Analytics)  
MIS 4002 Database Analysis and Design  
MIS 4003 Object Oriented Programming  
MIS 4005 Data Warehouse and Data Mining  
MKT 4003 Social Media and Digital Marketing  
OSCM 4007 Supply Chain Analytics

## BUSINESS ECONOMICS (BECO)

Pre-Requisite: BBA 2222 Macro Economics  
(For All Elective Courses)

BECO 4001 Microeconomic Theory  
BECO 4002 Macroeconomics of Developing Countries  
BECO 4003 Mathematical Economics  
BECO 4004 Applied Econometric Models  
BECO 4005 Development Economics  
BECO 4006 Political Economy  
BECO 4007 Economics of Natural Resources and Environment  
BECO 4008 Comparative Economic Analysis  
BECO 4009 Bangladesh Economy  
BECO 4010 Introduction to Game Theory  
BECO 4011 Labor Economics  
BECO 4012 Health Economics

## FINANCE (FIN)

Pre-Requisite: BBA 3126 Financial Management  
(For All Elective Courses)

FIN 4001 Corporate Finance  
FIN 4002 Financial Institutions and Markets  
FIN 4003 Investment Analysis and Portfolio Management  
FIN 4004 Capital Budgeting  
FIN 4005 Bank Fund Management  
FIN 4006 Working Capital Management  
FIN 4007 Islamic Finance and Banking  
FIN 4008 Global Finance  
FIN 4009 Financial Derivatives  
FIN 4010 Comprehensive Financial Case Analysis  
ACT 4003 Financial Statement Analysis

## HUMAN RESOURCE MANAGEMENT (HRM)

Pre-Requisite: BBA 3125 Human Resource Management  
(For All Elective Courses)

HRM 4001 Human Resource Planning and Forecasting  
HRM 4002 Performance Appraisal and Management  
HRM 4003 Selection and Staffing  
HRM 4004 Training and Development  
HRM 4005 Labor Law of Bangladesh  
HRM 4006 Compensation and Benefit Management  
HRM 4007 Industrial Relations Management  
HRM 4008 Human Resource Information System (HRIS)  
HRM 4009 Human Resource in Global Business Environment  
HRM 4010 Occupational Health and Safety Management  
HRM 4011 Organizational Theory and Development  
HRM 4012 Strategic Human Resource Management

## INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT (IED)

Pre-Requisite: BBA 3234 Innovation and Entrepreneurship Development  
(For All Elective Courses)

IED 4001 Entrepreneurial Mindset and Behavior  
IED 4002 Accounting for Entrepreneurs  
IED 4003 New Venture Development  
IED 4004 Entrepreneurial Finance  
IED 4005 Economics for the Entrepreneurs  
IED 4006 Consumer Behavior and Digital Marketing  
IED 4007 E-commerce  
IED 4008 Marketing Research for Entrepreneurs  
IM 4005 Business Risk Management  
MIS 4001 Enterprise Resource Planning  
MIS 4006 Business Intelligence and Decision Support System

## INTERNATIONAL BUSINESS (IB)

Pre-Requisite: BBA 3130 International Business  
(For All Elective Courses)

IB 4001 International Banking  
IB 4002 Global Business Strategy  
IB 4003 International Enterprises and Transactions  
IB 4004 International Business Governance, Ethics and Law  
BECO 4005 Development Economics  
BECO 4011 Labor Economics  
FIN 4008 Global Finance  
HRM 4009 Human Resource in Global Business Environment  
MGT 4008 Negotiation Theory and Practice  
MIS 4001 Enterprise Resource Planning  
MKT 4006 International Marketing  
OSCM 4004 Logistics Management

## INVESTMENT MANAGEMENT (IM)

\*Mandatory 3 Courses

Pre-Requisite: BBA 3126 Financial Management  
(For All Elective Courses)

IM 4001 Regulations and Investment\*  
IM 4002 Doing Business in Bangladesh  
IM 4003 Macroeconomic Conditions for Investment  
IM 4004 Economics and Law  
IM 4005 Business Risk Management  
BECO 4005 Development Economics  
BECO 4011 Labor Economics  
FIN 4002 Financial Institutions and Markets\*  
FIN 4003 Investment Analysis and Portfolio Management  
FIN 4008 Global Finance  
FIN 4009 Financial Derivatives  
MGT4007 Agri-business Management  
MGT 4008 Negotiation Theory and Practice\*

## MANAGEMENT (MGT)

Pre-Requisite: BBA 2113 Organizational Behavior  
(For All Elective Courses)

MGT 4001 Management of Change and Technology  
MGT 4002 Public Sector Management  
MGT 4003 Environment Management  
MGT 4004 Managing of NGOs and Small Business  
MGT 4005 Cooperative Management  
MGT 4006 Disaster Management  
MGT 4007 Agri-business Management  
MGT 4008 Negotiation Theory and Practice  
HRM 4005 Labor Law of Bangladesh  
HRM 4007 Industrial Relations Management  
HRM 4010 Occupational Health and Safety Management  
HRM 4011 Organization Theory and Development  
IB 4002 Global Business Strategy  
OSCM 4002 Inventory Management  
THM 4011 Hospitality Management

## MANAGEMENT INFORMATION SYSTEMS (MIS)

Pre-Requisite: BBA 3129 Management Information Systems  
(For All Elective Courses)

MIS 4001 Enterprise Resource Planning  
MIS 4002 Database Analysis and Design  
MIS 4003 Object Oriented Programming  
MIS 4004 Digital Marketing  
MIS 4005 Data Warehouse and Data Mining  
MIS 4006 Business Intelligence and Decision Support System  
MIS 4007 Special Topic in MIS  
MIS 4008 Web Technology  
MIS 4009 Business Graphics and Animation  
MIS 4010 Network Resource Management  
MIS 4011 E-Commerce and E-Governance  
MIS 4012 Introduction to Data Science  
MIS 4013 Cyber Security  
MIS 4014 Blockchain Technologies in Business

## MARKETING (MKT)

Pre-Requisite: BBA 3127 Marketing Management  
(For All Elective Courses)

MKT 4001 Consumer Behavior  
MKT 4002 Integrated Marketing Communication  
MKT 4003 Social Media and Digital Marketing  
MKT 4004 Services Marketing  
MKT 4005 Sales Management  
MKT 4006 International Marketing  
MKT 4007 Distribution and Channel Management  
MKT 4008 Brand and Product Management  
MKT 4009 Rural Marketing  
MKT 4010 Agro-based Product Marketing  
MKT 4011 Marketing Strategy  
MKT 4012 Marketing Research  
MKT 4013 Product Innovation and Management  
THM 4002 Tourism and Hospitality Marketing

## TOURISM AND HOSPITALITY MANAGEMENT (THM)

Pre-Requisite: BBA 3127 Marketing Management  
(For All Elective Courses)

THM 4001 Introduction to Tourism and Hospitality Industry  
THM 4002 Tourism and Hospitality Marketing  
THM 4003 Housekeeping Management  
THM 4004 Recreation Management  
THM 4005 Tourism and Hospitality Law  
THM 4006 Travel Agency and Tour Operation Management  
THM 4007 Event and MICE (Meeting, Incentives, Convention and Exhibitions) Management  
THM 4008 Airline Reservation and Ticketing  
THM 4009 Food and Beverage Service Management  
THM 4010 Destination Planning and Development  
THM 4011 Hospitality Management  
MKT 4001 Consumer Behavior  
MKT 4004 Services Marketing  
MKT 4011 Marketing Strategy  
MKT 4012 Marketing Research

## OPERATIONS AND SUPPLY CHAIN MANAGEMENT (OSCM)

Pre-Requisite: BBA 3128 Operations and Supply Chain Management  
(For All Elective Courses)

OSCM 4001 Advanced Supply Chain Management  
OSCM 4002 Inventory Management  
OSCM 4003 Sourcing and Negotiation  
OSCM 4004 Logistics Management  
OSCM 4005 Managerial Forecasting  
OSCM 4006 Purchasing and Procurement  
OSCM 4007 Supply Chain Analytics  
OSCM 4008 Service Operations Management  
OSCM 4009 Total Quality Management  
OSCM 4010 Product Strategy Management  
MIS 4001 Enterprise Resource Planning  
MIS 4014 Blockchain Technologies in Business

## POINTERS

- A total of 140 credit hours is required to complete the BBA Program.
- Students can declare the departmental specialization after completion of minimum 70 credit hours.
- Each student must complete 24 credit hours (8 courses) from the primary departmental elective courses.
- To take the second departmental specialization, each student has to complete an additional 18 credit hours (6 courses) from the second departmental elective courses.
- To take the minor, each student has to complete an additional 12 credit hours (4 courses) from the specific departmental elective courses.
- The second departmental specialization /minor will increase the total credit hours and total tuition fees respectively.
- Before declaring a departmental specialization, a student has to complete all the pre-requisites of the specific department.
- Non-credit Courses (Remedial English, and Remedial Mathematics) are not included in the total credit hours.
- Each student has to take the Internship course in the last semester.

### Accreditation



### Strategic Partners



### Specialization Support



## AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH (AIUB)

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