



Faculty of Business Administration (FBA)

Academic Odyssey: FBA Undergraduate Students' Handbook

2023-2024

AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH (AIUB)



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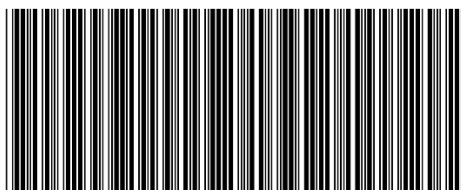
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978-984-36-0368-5

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Academic Odyssey: FBA Undergraduate Students' Handbook

The **Academic Odyssey: FBA Students' Handbook** of the Faculty of Business Administration (FBA) offers comprehensive information regarding academic programs, policies, and resources available at American International University-Bangladesh (AIUB). This student handbook and other official supplements do not constitute a contract. The catalog provisions are typically provided as outlined; however, AIUB preserves the right to amend the information, including but not limited to academic graduation requirements, without offering actual or constructive notice to individual students.

Students must ensure they complete their academic programs and fulfill all requirements. The student must remain informed about the current graduation requirements and any modifications to their specific degree program.

Why choose AIUB?

Since its inception, AIUB has been committed to providing, maintaining, and enhancing an educational environment conducive to learning, not only for those who come to learn but also for those who impart it. For three decades, we have been committed to providing students with enriching undergraduate and graduate experiences with the right combination of all the essential components required for attaining excellence in learning. All our infrastructural and research facilities and the support of competent and compassionate faculty make AIUB a truly dynamic learning environment where tomorrow's leaders are created. If you are looking for a state-of-the-art academic program and faculty that is second to none, aiming to acquire an educational experience that will propel you toward the future, then AIUB is your answer. Over 13,000 students are currently pursuing their dreams, following in the footsteps of nearly 32,000 graduates before them, who have experienced AIUB's high standard and excellence in education. Over the years, graduates have successfully placed themselves in every imaginable sphere of the career spectrum, both nationally and internationally, making their mark in the world and making us and the nation proud. So, what are you waiting for? Come, join AIUB and be a force to be reckoned with!

Vision

American International University-Bangladesh (AIUB) envisions promoting professionals and excellent leadership catering to the technological progress and development needs of the country.

Mission

American International University (AIUB) is committed to providing quality and excellent computer-based academic programs responsive to the emerging challenges of the time. It is dedicated to nurturing and producing competent world-class professionals imbued with a strong sense of ethical values ready to face the competitive world of arts, business, science, social science, and technology.

Message from the Chairperson

Nadia Anwar
Chairperson and Founder-Member
Board of Trustees
American International University-Bangladesh



The exponential growth and advancement of our esteemed university stand as a testament to a confluence of pivotal factors intricately woven into the fabric of the institution's significant structures and dimensions. A harmonious interplay between academic and non-academic elements has given rise to the university that delivers rich and substantive services to our valued stakeholders. AIUB's transformative journey spans over two decades, shaping it into a paragon of academic and professional excellence.

Within our academic landscape, the Faculty of Business Administration (FBA) stands as a beacon of dynamism and academic prowess. As a dedicated business professional, I am committed to ensuring the enduring quality and excellence of the FBA. Our vibrant faculty comprises highly educated, dedicated, and experienced members, delivering a curriculum that evolves in sync with the demands of the national and international job markets.

As the Chairman of the Board, I am privileged to lead the Faculty of Business Administration (FBA) towards sustained brilliance. My vision and strategic planning are evident in our innovative thinking and creative initiatives, which aim to produce graduates seamlessly integrated into the business sector capable of meeting the industry's evolving demands. I am actively engaged in formulating forward-thinking policies and programs that incorporate contemporary and futuristic components, aligning with the rapid advancements of the modern world.

I warmly invite you, our valued stakeholders, to join us on this exciting journey. Your trust in our foundation of excellence in business education and career development is crucial and the cornerstone of our success. Together, let us forge a path toward success and create a lasting impact on the dynamic landscape of business education.

Nadia Anwar
Chairperson and Founder-Member
Board of Trustees
American International University-Bangladesh (AIUB)

Message from the Vice Chancellor

Professor Dr. Saiful Islam
Vice Chancellor
American International University-Bangladesh



It gives me immense pleasure to extend a warm welcome to all the students at American International University-Bangladesh (AIUB). As the Vice Chancellor, I am honored to be a part of this esteemed institution, and I am excited about the academic journey that awaits each and every one of you.

Our Faculty of Business Administration (FBA) is renowned for its commitment to academic excellence, novel ideas and thoughts, and holistic development. As you embark on this educational adventure, I encourage you to embrace the opportunities for learning and personal growth that AIUB provides. The student handbook is a valuable guide, offering insights into the academic policies, resources, rules, and vibrant campus life that awaits you.

In the Faculty of Business Administration, we are dedicated to nurturing future leaders and professionals who are well-versed in their chosen fields and equipped with the skills and mindset to thrive in a dynamic global environment. Our distinguished faculty members are here to support and guide you, ensuring that your academic experience is enriching and transformative.

The handbook contains essential information about the curriculum, assessment procedures, and the various support services available. I encourage you to familiarize yourself with the contents of this handbook and utilize it as a reference throughout your academic journey. AIUB is more than just a place of learning; it is a community that values diversity, creativity, and collaboration. Make the most of your time here by engaging in extracurricular activities, networking with peers, and exploring numerous personal and professional development opportunities.

I wish each of you a successful and fulfilling academic year. Remember, your success is our success, and together, we will shape a future filled with achievements and positive contributions.

Welcome to AIUB's Faculty of Business Administration (FBA), where knowledge meets opportunity!

Professor Dr. Saiful Islam
Vice Chancellor
American International University-Bangladesh (AIUB)

Message from the Director —Undergraduate Program

The Faculty of Business Administration (FBA) began its journey with the Management Information Systems (MIS) major in 1994, established by Dr. Anwarul Abedin. The MIS degree program became popular by being proactive and keeping the national and international job market needs in mind. To sustain the development and meet stakeholders' requirements, the BBA gradually offered concentrations in Accounting (ACT), Business Economics (BECO), Business Analytics (BA), Finance (FIN), Human Resource Management (HRM), Innovation and Entrepreneurship Development (IED), International Business (IB), Investment Management (IM), Management (MGT), Management Information Systems (MIS), Marketing (MKT), Operations and Supply Chain Management (OSCM), and Tourism and Hospitality Management (THM). This BBA program with varying specializations is highly recommended to shape the future of the young generation.

BBA course curricula are OBE-based and are updated regularly by obtaining feedback from industry experts and other stakeholders. Furthermore, a strong network has been established by sharing knowledge and resources among local and international educational institutions, organizations, NGOs, and industry. A total of 140 credits, including an internship, are required to complete the Undergraduate Program (BBA). Our students receive assistance from the administration, including the Office of Placement and Alumni (OPA), Office of Student Affairs (OSA), and VUES.

The Faculty of Business Administration (FBA) maintains a strong relationship with professional institutions, including DCCI, BSHRM, ICAB, ACCA, ICMAB and others. Moreover, it has signed collaboration agreements and MoUs with numerous institutions for student exchange, internship facilities, and sandwich programs with foreign universities. The students acquire knowledge, skills, and capacity development.

The BBA program always enhances educational facilities and infrastructure that adapts to the demands of change and society's needs. The BBA program's teaching and learning quality complied with the national and international standards of quality and excellence, including those of professional bodies and organizations. Evidence of this is that graduates serve leading roles in many renowned organizations in every sector at home and worldwide. The BBA program ensures adequate quality and excellence, resulting in the international accreditation of the FBA program by an international accrediting body, PAASCU. This program is also a member of AACSB and ACBSP (USA), a premier organization for advancing business education programs.

Dr. Rezbin Nahar

Associate Professor and Director, Undergraduate Program (BBA)
Faculty of Business Administration (FBA)
American International University-Bangladesh (AIUB)

Faculty of Business Administration

Building Capacities and Competencies

In keeping with the tradition of excellence and in pursuing its mission and vision, the Faculty of Business Administration of American International University-Bangladesh (AIUB) is continuously searching for new horizons to make the learning process attuned to the emerging demands for world-class business education. The unpredictable business environment would need a strategic intervention to make the academic programs relevant and responsive to these changes and challenges. Foremost is the fast-advancing technology which has made a dramatic change in the way business is conducted throughout the world. The government has laid down policies and strategies and non-government organizations and institutions to complement the evolution of technology. The country's human resources must have knowledge and skills to keep them abreast of these continuous developments. The university plays an essential role in educating and providing relevant experiences to students in their quest for globally competitive knowledge and skills to cope with emerging challenges in the world of business. The Faculty of Business Administration is one of the prosperous faculties of the university. It is continuously restructuring its curricular program and courses, upgrading faculty competencies and facilities improvements, and adapting new teaching strategies in response to the needs and demands of the times.

Build on your Strengths

At AIUB, there is no such thing as “one size fits all.” You can tailor your programs to meet your expectations and interests. A variety of highly regarded programs and courses delivered in English provide in-depth experience that the Faculty of Business Administration competently matches.

As a student in a full-time program, you can select from several departmental specializations and minors, or complete specializations in two concentrations. You may build on existing strengths or expand your knowledge in a new business discipline. Many departmental elective courses are offered each year, along with several contemporary topics and seminars addressing the latest business trends.

Vision of Faculty of Business Administration (FBA), AIUB

The Faculty of Business Administration relentlessly pursues sustainable excellent business administration programs, whose graduates are equipped with competent learning domains and a strong sense of ethical values ready to meet the emerging demands and requirements of the Global and local markets.

Mission of Faculty of Business Administration (FBA), AIUB

The Faculty of Business Administration is committed to promoting and imparting socially relevant business-oriented curricular programs; establishing stronger and sustainable partnerships with the industry; and discovering through relevant research and technology-based innovative academic programs and strategies to respond to the ever-changing challenges of the competitive business world.

Special Features of FBA, AIUB

- First Internationally Accredited BBA, MBA, and EMBA programs by the PAASCU.
- All programs are attuned to the Outcome-based Education (OBE) curriculum according to BNQF, followed by a graduate profile.
- Research-focused KSA-based Interactive and Participative Teaching-Learning process is followed.
- Innovation and ESG-focused curriculum, Business Incubation Center, and Business club activities inspire graduates to pursue entrepreneurial careers and start-ups.
- Majority of the faculty members hold terminal degrees, such as Ph. Ds, and have expertise in different business spheres.
- Active in Community Involvement and Industry-Academia Linkages.
- Successfully arranging job fairs every year.
- More than 17,000 graduates (as of the 21st Convocation) from FBA are employed in different local and international organizations and academia.
- Faculty and Student Exchange Programs with reputed Universities across the globe.
- Offers attractive discounts, scholarships, and need-based financial aid to meritorious students.
- Equipped with modern classroom facilities, rich library resources, sports complex, gymnasium, prayer rooms, day-care center, medical and mental health support centers, etc.
- Alumni representation in the Curriculum Committee and Industry Advisory Body of FBA.

The BBA Program

Description of the Program

The BBA program prepares students to lead, build, and manage enterprises that create value for stakeholders in a dynamic and global economy. By encouraging independent thinking, self-assessment, and learning, the curriculum provides students with the tools for success in their career paths. It also instills awareness of ethical issues and sensitivity towards society and the environment. The BBA program consists of 140 credit hours. These credit hours represent general education foundation courses of (36 × 3) 108 credit hours, primary departmental elective courses (8 × 3) 24 credit hours, Capstone Course of 1 credit hour, Foundation Course of 1 Credit Hour, Professional Development Course of 1 credit hour, and Internship of 3 credit hours.

- + **Primary Departmental Specialization:** Any eight (8) courses from a primary department must be completed (8×3) 24 credit hours (mandatory).
- + **Second Specialization:** Students may select a second specialization other than their primary department. For the second specialization, any six (6) courses from the second specialization department must be completed (6×3) 18 credit hours (optional).
- + **Minor:** Students may select a minor other than their primary department or second specialization department (if applicable). Any four (4) courses from the minor department must be completed for the minor (4×3) 12 credit hours (optional).

Name of the Program Offering Department

The Departments of FBA (13) are:

- **Department of Accounting**
 - ✓ Bachelor of Business Administration in Accounting (ACT)
- **Department of Business Analytics**
 - ✓ Bachelor of Business Administration in Business Analytics (BA)
- **Department of Business Economics**
 - ✓ Bachelor of Business Administration in Business Economics (BECO)
- **Department of Finance**
 - ✓ Bachelor of Business Administration in Finance (FIN)
- **Department of Human Resource Management**
 - ✓ Bachelor of Business Administration in Human Resource Management (HRM)
- **Department of Innovation and Entrepreneurship Development**
 - ✓ Bachelor of Business Administration in Innovation and Entrepreneurship Development (IED)
- **Department of International Business**
 - ✓ Bachelor of Business Administration in International Business (IB)
- **Department of Investment Management**
 - ✓ Bachelor of Business Administration in Investment Management (IM)
- **Department of Management**
 - ✓ Bachelor of Business Administration in Management (MGT)
- **Department of Management Information Systems**

- ✓ Bachelor of Business Administration in Management Information Systems (MIS)
- **Department of Marketing**
 - ✓ Bachelor of Business Administration in Marketing (MKT)
- **Department of Operations and Supply Chain Management**
 - ✓ Bachelor of Business Administration Operations and Supply Chain Management (OSCM)
- **Department of Tourism and Hospitality Management**
 - ✓ Bachelor of Business Administration Tourism and Hospitality Management (THM)

The BBA program offers Primary Departmental Specialization/ Second Specialization/Minor concentrations in the following areas (13).

1. Accounting (ACT)
2. Business Economics (BECO)
3. Business Analytics (BA)
4. Finance (FIN)
5. Human Resource Management (HRM)
6. Innovation and Entrepreneurship Development (IED)
7. International Business (IB)
8. Investment Management (IM)
9. Management (MGT)
10. Management Information Systems (MIS)
11. Marketing (MKT)
12. Operations and Supply Chain Management (OSCM)
13. Tourism and Hospitality Management (THM)

Program Structure

SL	Types	No. of Courses	Credit Hours (Each Course)	Total Credit Hours
1	Core Courses	36	3	108
2	Primary Departmental Elective Courses	8	3	24
3	Capstone Course	1	3	3
4	Foundation Course	1	1	1
5	Professional Development Course	1	1	1
6	Internship	1	3	3
	Total	48		140

Fundamental Domain	Social Domain	Thinking Domain	Personal Domain
<ul style="list-style-type: none"> ▪ Contextualized Basic Skills ▪ ICT Skills ▪ Complex Problem-solving skills 	<ul style="list-style-type: none"> ▪ Leadership Skills ▪ People Management ▪ Coordinating with others ▪ Understanding the value of cultural diversity ▪ Contribution and service to the community 	<ul style="list-style-type: none"> ▪ Problem-solving skills ▪ Judgement and decision making ▪ Innovation and critical thinking skills 	<ul style="list-style-type: none"> ▪ Emotional Intelligence ▪ Negotiation ▪ Resilience, stress tolerance ▪ Cognitive flexibility ▪ Self-awareness and empathy ▪ Effective communication ▪ Organization and management ▪ Research and analysis ▪ Ethics

Graduate's Attributes of BBA

Program Education Objective (PEO), FBA, AIUB

The Program Education Objectives of the BBA, MBA, and EMBA program of the Faculty of Business Administration at the AIUB are as follow:

FBA Graduates are expected (within a few (3-5) years of Graduation), to have	
PEO 1	Acquired knowledge, skills, and abilities (KSA) with the aptitude of specialization in different functional areas of business thus establish stronger and sustainable partnerships with the business, industry, and employment sector
PEO 2	Attained competency to adopt the rapidly changing technological advancement and get engage in socially relevant business
PEO 3	Discovered innovative initiatives through relevant research, incorporating integrated advanced technological resources and solutions, and developed entrepreneurial skills by responding to the sustainability and ever-changing challenges of the competitive business world
PEO 4	Attained a specific foundation for business-related further studies, career development, and professional advancement with lifelong learning
PEO 5	Developed citizenship by valuing and integrating ethical, societal, economic, environmental, and community-related responsibilities and contributing to local, national, and global business arena

Program Outcome (PO)/ Program Learning Outcome (PLO) of FBA, AIUB

The program outcome of the BBA, MBA, and EMBA programs of the Faculty of Business Administration of AIUB is such that the graduates of the program will have the following knowledge, skills, and abilities at the time of Graduation:

PLOs	Differentiating Features	Description
PLO1	Business Knowledge	Apply business-related knowledge in complex business environment dynamics leading to creativity and innovation
PLO 2	Professional Competency	Demonstrate skills required in the business arena and reach substantiated conclusions by applying the skills (i.e. Communication,

		Problem Solving, Decision Making, Analytical, Leadership, Teamwork, Analytical and Critical Thinking Skills, and other generic skills.)
PLO 3	Individual Attitude and Abilities	Inculcate, design, develop innovative ideas and entrepreneurial initiatives with the ability to apply appropriate techniques through research, available resources with enhanced capacity
PLO 4	Involvement and Contribution to Community, Society and Environment	Ensure and value civic engagement, and responsibilities contributing to the community, society, and environment
PLO 5	National and Global Perspective	Understand and evaluate the impact of professional business challenges, complexities, and sustainability in the local and global context
PLO 6	Ethics, Moral Values, and Emotional Intelligence	Develop strong Emotional Intelligence, commitment to ethics, moral and global standards of norms for business practices
PLO 7	Technological Advancement and ICT	Identify, apply, and select cutting-edge ICT tools and techniques, including prediction, modelling, and simulation to complex business problems with an understanding of the limitations and cope with the rapid changes of modern technologies
PLO 8	Lifelong Learning	Have the preparation and acquire the ability to engage in independent and life-long learning thus recognizing the need for continuous professional development (CPD)
PLO 9	Specialization in functional areas of business (ACT, BA, BECO, FIN, HRM, IED, IB, IM, MGT, MIS MKT, OSCM, and THM)	Demonstrate the Knowledge, Skills, and Abilities (KSA) of Business Administration principles and theories and apply these to one's own work as a member and leader in a team to manage projects/works/tasks in multidisciplinary environments and specialized fields.

Mapping PEOs with the Mission of the Department

FBA Mission	The Faculty of Business Administration is committed to promote and imparting socially relevant business-oriented curricular programs; establishing stronger and sustainable partnerships with the industry and discovering through relevant research and technology-based innovative academic programs and strategies to respond to the ever-changing challenges of the competitive world of business.
FBA, AIUB aims to achieve the following:	
M1	To promote and impart socially relevant business-oriented curricular programs
M2	To facilitate sustainable partnerships with the industry
M3	To engage research and technology-based innovative academic programs and strategies
M4	To expedite activities with the ever-changing challenges of the competitive world of business

PLOs/Mission	M1	M2	M3	M4
PLO 1 (Business Knowledge)	√			
PLO 2 (Professional Competency)	√			√
PLO 3 (Individual Attitude and Abilities)			√	√
PLO 4 (Involvement and Contribution to Community, Society and Environment)		√		√
PLO 5 (National and Global Perspective)		√		√
PLO 6 (Ethics, Moral values, and Emotional Intelligence)		√	√	√
PLO 7 (Technological Advancement and ICT)			√	
PLO 8 (Lifelong Learning)			√	√
PLO 9 (Specialization in functional areas of business (ACT, BA, BECO, FIN, HRM, IED, IB, IM, MGT, MIS MKT, OSCM, and THM))	√	√	√	√

Mapping the PLOs with the PEOs:

PLOs/PEOs	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5
PLO 1 (Business Knowledge)	√	√	√	√	√
PLO 2 (Professional Competency)	√		√	√	
PLO 3 (Individual Attitude and Abilities)	√		√		
PLO 4 (Involvement and Contribution to Community, Society and Environment)		√	√		√
PLO 5 (National and Global Perspective)	√			√	√
PLO 6 (Ethics, Moral values, and Emotional Intelligence)		√			√
PLO 7 (Technological Advancement and ICT)		√	√		
PLO 8 (Lifelong Learning)				√	
PLO 9 (Specialization in functional areas of business (ACT, BA, BECO, FIN, HRM, IED, IB, IM, MGT, MIS MKT, OSCM, and THM))	√				

Distribution of Courses (Semester Wise)

Degree: Bachelor of Business Administration (BBA)

Faculty of Business Administration (FBA)

First Semester

Code	Course Title	Pre-requisite	Credits
BBA 1101	Foundation Course	None	1
BBA 1102	Introduction to Business	None	3
BBA 1103	Financial Accounting	None	3
BBA 1104	Business Mathematics-1	None/ BBA 1002	3
BBA 1105	English Reading	None/BBA 1001	3
BBA 1106	Bangladesh Studies	None	3
TOTAL CREDITS			16

(Non-Credit Course: If any BBA 1001: Remedial English, BBA 1002: Remedial Mathematics)

Second Semester

Code	Course Title	Pre-requisite	Credits
BBA 1207	Business Management	BBA 1102	3
BBA 1208	Principles of Marketing	BBA 1102	3
BBA 1209	Business Mathematics-2	BBA 1104	3
BBA 1210	English Writing	BBA 1105	3
BBA 1211	Microeconomics	BBA 1104	3
BBA 1212	Introduction to Information Technology	None	3
TOTAL CREDITS			18

Third Semester

Code	Course Title	Pre-requisite	Credits
BBA 2113	Organizational Behavior	BBA 1207	3
BBA 2114	Managerial Accounting	BBA 1103	3
BBA 2115	Business Statistics	BBA 1209	3
BBA 2116	Basics in Social Science	BBA 1106	3
BBA 2117	Office Management Technology	BBA 1211	2+1 (Lab)
BBA 2118	Global Languages	BBA 1210	3
TOTAL CREDITS			18

Fourth Semester

Code	Course Title	Pre-requisite	Credits
BBA 2219	Principles of Finance	BBA 2114	3
BBA 2220	Advanced Business Statistics	BBA 2115	2+1(Lab)
BBA 2221	Business Law	BBA 2113	3
BBA 2222	Macro Economics	BBA 1211	3
BBA 2223	Basics in Natural Science	BBA 1209 and BBA 2116	3
BBA 2224	Politics, Philosophy and Public Affairs	BBA 2116	3
TOTAL CREDITS			18

Fifth Semester

Code	Course Title	Pre-requisite	Credits
BBA 3125	Human Resource Management	BBA 2113	3
BBA 3126	Financial Management	BBA 2219	3
BBA 3127	Marketing Management	BBA 1208 and BBA 2222	3
BBA 3128	Operations and Supply Chain Management	BBA 2115	3
BBA 3129	Management Information Systems	BBA 2117	3
BBA 3130	International Business	BBA 2221	3
TOTAL CREDITS			18

Sixth Semester

Code	Course Title	Pre-requisite	Credits
BBA 3231	Business Research	BBA 2220 and BBA 3127	3
BBA 3232	Principles and Practices of Taxation	BBA 2219 and BBA 2221	3

BBA 3233	Ethics, Sustainability, and Communication for Development	BBA 2224	3
BBA 3234	Project Management	BBA 3128 and BBA 3129	3
	Primary Department: Elective 1	---	3
	Primary Department: Elective 2	---	3
TOTAL CREDITS			18

Seventh Semester

Code	Course Title	Pre-requisite	Credits
BBA 4135	Innovation and Entrepreneurship Development	BBA 3127 and BBA 3230	3
BBA 4136	Business Communication	BBA 2118 and BBA 3233	3
BBA 4137	Corporate Governance and Social Responsibility	BBA 3126 and BBA 3233	3
	Primary Department: Elective 3	---	3
	Primary Department: Elective 4	---	3
	Primary Department: Elective 5	---	3
TOTAL CREDITS			18

Eighth Semester

Code	Course Title	Pre-requisite	Credits
BBA 4238	Strategic Management	BBA 4135	3
	Primary Department: Elective 6	---	3
	Primary Department: Elective 7	---	3
	Primary Department: Elective 8	---	3
BBA 4239	Professional Development Course		1
BBA 4240	Internship	After Completion of 137 Credits	3
TOTAL CREDITS			18

POINTERS

- A total of 140 Credit Hours is required to complete the BBA Program.
- Students can declare the departmental specialization after completion of a 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 required pre-requisites of the specific department.
- Non-credit Courses (Remedial English and Remedial Mathematics) are not included in the total credit hours.
- Each student must take the Internship Program of 3 Credit Hours in the last semester.

COURSE DESCRIPTIONS OF FUNDAMENTAL COURSES OR COMMON CORE COURSES

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 develop communication and 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 to master 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 to study 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 groups, pairs, 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 acquire a solid knowledge base and a well-rounded comprehension of Bangladesh's history and culture, as well as 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 regarding managers making effective decisions. 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 and provides a strong foundation of microeconomic principles. It 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: BBA 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 interpretation of results. 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 them 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 beginners the Chinese language. Standard Mandarin has been prioritized as 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 and writing and composing texts using Chinese characters have been kept to a 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 to use 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. It aims to introduce 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 and 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, recession problems, 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 effectively assess politics in its broader institutional and political context. 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-oriented and market-driven. The topics covered in this course include 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 worldwide 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 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 concerning 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, is a paramount course objective.

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 lives.

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 because 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, as well as 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 investigates 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 member, 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.

ACCOUNTING (ACT)

Primary Departmental Specialization: Any eight (8) courses from a primary department must be completed (8×3) 24 credit hours (mandatory).

Second Specialization: Any six (6) courses from a second specialization must be completed (6×3) 18 credit hours.

Minor: Any four (4) courses from the minor department must be completed for the minor (4×3) 12 credit hours.

Code	Course Title	Pre-requisite
ACT 4001	Intermediate Accounting	BBA 3126 Financial Management
ACT 4002	Cost Accounting	BBA 3126 Financial Management
ACT 4003	Financial Statement Analysis	BBA 3126 Financial Management
ACT 4004	Accounting Information Systems	BBA 3126 Financial Management
ACT 4005	Auditing	BBA 3126 Financial Management
ACT 4006	Financial and Corporate Reporting	BBA 3126 Financial Management
ACT 4007	Advanced Cost Accounting	BBA 3126 Financial Management
ACT 4008	Advanced Financial Accounting	BBA 3126 Financial Management
ACT 4009	Strategic Management Accounting	BBA 3126 Financial Management
ACT 4010	Accounting Theory and Policy	BBA 3126 Financial Management
ACT 4011	Accounting for Specialized Institutions	BBA 3126 Financial Management
FIN 4001	Corporate Finance	BBA 3126 Financial Management

ACT 4001: Intermediate Accounting

Pre-requisite: BBA 3126

This course is the continuation of financial accounting with greater detail. Review of financial accounting, conceptual and historical framework underlying contemporary accounting and financial reporting; forms and contents of financial statements; revenue recognition; present value mathematics in accounting; measuring and reporting cash and receivables; inventories; property, plant, and equipment regarding international financial reporting standards and international financial reporting standards are the focuses of this course.

ACT 4002: Cost Accounting

Pre-requisite: BBA 3126

This course combines theoretical concepts underlying the computation and analysis of costs with the practical techniques of cost management. Topics include cost concepts and classification; methods and techniques of costing; codes of ethical conduct; cost statements; cost management of material costs, labor costs, and overhead costs; job order costing, process costing, joint product and by-product costing, operating costing, and the contemporary issues in cost accounting. By the end of the course, the student should be able to formulate proper cost management strategies aligning with the organizational mission and vision.

ACT 4003: Financial Statement Analysis

Pre-requisite: BBA 3126

This course is subdivided into two parts: Accounting and Financial analysis. Accounting analysis is organized around investing and operating activities. Procedures and hints for analysis and adjustments of financial statements are discussed in this part. Financial analysis includes discussions on ratio computation, cash flow measures to earnings prediction, and equity valuation models (such as the dividend discount model, residual

income model, free cash flow to equity model, etc.). Fundamental valuation multiples (PE & PB ratio) and articulating these multiples are also discussed.

ACT 4004: Accounting Information Systems

Pre-requisite: BBA 3126

This course provides introductory but comprehensive coverage of accounting information systems from a conceptual viewpoint. It offers in-depth knowledge of information systems from the accountant's perspective, transaction processing under AIS, revenue cycle, expenditure cycle, and conversion cycle under AIS, financial and management reporting under AIS, advanced technology and AIS design models, system development, security, and application controls. The students are also exposed to software modules where necessary.

ACT 4005: Auditing

Pre-requisite: BBA 3126

This course introduces audit practice and contemporary audit issues. While the focus will be primarily on the external financial audit, many aspects of relevance to internal financial audits will be considered. The course will first examine the nature of audit practice, covering audit planning, application, and reporting. It will then critically evaluate this practice by considering the contemporary debates surrounding auditor responsibilities and liabilities. So, the essential contents of the course are understanding of auditing, primary process, planning and control of audit, materiality, audit techniques, the appointment of auditors and engagement letter, audit techniques, evaluation of internal control system, audit of payments, audit of receipts, and audit reports.

ACT 4006: Financial and Corporate Reporting

Pre-requisite: BBA 3126

This course provides coverage of financial accounting standards, which is crucial for corporate external reporting. It offers in-depth knowledge on material such as changes in accounting policy, revenue recognition principle, revenue recognition under long-term construction contracts, provision, and contingent liabilities, reporting current and deferred taxes, lease, financial instruments presentation, reporting particular circumstances such as related party transactions and operating segments, and non-annual reporting such as interim financial statements.

ACT 4007: Advanced Cost Accounting

Pre-requisite: BBA 3126

This course is the continuation of cost accounting with greater detail. Recent cost accounting tools and techniques, cost management systems, activity-based costing, target costing, throughput accounting, environmental accounting, quality costing, operation and backflush costing, inventory management systems, and limiting factor analysis are discussed in detail and relevant to manufacturing sectors.

ACT 4008: Advanced Financial Accounting

Pre-requisite: BBA 3126

This course has been designed to introduce students to advanced areas of financial accounting in complex organizational settings. The course aims to provide in-depth knowledge of prevalent reporting regulations in complex business scenarios such as inter-corporate investments, business combination acquisition, parent-subsidiary relationships, and partnership organizational structure. Hands-on accounting procedures will be taught, including reporting techniques. This includes the preparation of a complete set of consolidated financial statements. Partnership accounting procedures will also be thoroughly covered. Other areas that will be briefly introduced include foreign currency transactions, translation of foreign subsidiaries' financial statements, and operating and segment reporting. This course will enable students to apply accounting standards and critical judgments in complex reporting situations.

ACT 4009: Strategic Management Accounting

Pre-requisite: BBA 3126

This course places management accounting within the context of the strategic management of a business and provides a framework for applying management accounting techniques and concepts in the strategic environment. The fundamental objective of the subject is the evaluation, design, and application of management accounting and decision systems that reinforce firm strategies. This course briefly revises contemporary management accounting techniques and then focuses on management accounting techniques supporting the strategy.

ACT 4010: Accounting Theory and Policy

Pre-requisite: BBA 3126

This course allows students to understand normative, positive, and critical accounting theories. The course begins by examining the nature of theories and alternative forms of logic and their relation to the development of accounting and reporting regulations. Next, the conceptual framework and key contemporary and historical accounting issues are examined, highlighting the role of theory in understanding current accounting standards, accounting practice, and the use of accounting information by myriad stakeholders in reporting entities.

ACT 4011: Accounting for Specialized Institutions

Pre-requisite: BBA 3126

This course provides an overview of the business environment of specialized institutions in Bangladesh concerning the applicable accounting standards, relevant legal framework, and the financial reporting environment of specialized institutions such as banking and non-banking financial institutions, leasing companies, government organizations, NGO accounting, etc.

FIN 4001: Corporate Finance

Pre-requisite: BBA 3126

This course deals with investment and financing decisions. Hence, this course aims to familiarize students with the corporate investment and financing decision-making process. This course covers alternative investment rules, NPV and capital budgeting, Capital market theory, capital structure, dividend policy, mergers, acquisitions, divestitures, etc. As stipulated in the university catalog, students should have completed required accounting, business mathematics & statistics, and economics courses.

BUSINESS ANALYTICS (BA)

Primary Departmental Specialization: Any eight (8) courses from a primary department must be completed (8×3) 24 credit hours (mandatory).

Second Specialization: Any six (6) courses from a second specialization must be completed (6×3) 18 credit hours.

Minor: Any four (4) courses from the minor department must be completed for the minor (4×3) 12 credit hours.

Code	Course Title	Pre-requisite
BA 4001	Analytics for Business Professionals	BBA 2117 Office Management Technology
BA 4002	Technology Adoption Theories and Models	BBA 2117 Office Management Technology
BA 4003	Visualization and Communication of Business Data	BBA 2117 Office Management Technology
BA 4004	Analytics for Sports Management	BBA 2117 Office Management Technology
BA 4005	Legal and Ethical Issues in Data Management	BBA 2117 Office Management Technology
BA 4006	Analyzing Exploratory Data in Business	BBA 2117 Office Management Technology
BA 4007	Analytics for Healthcare and Medical Industries	BBA 2117 Office Management Technology
BA 4008	Data and Web Analytics	BBA 2117 Office Management Technology
BA 4009	Financial Analytics	BBA 2117 Office Management Technology
BA 4010	Retail Analytics	BBA 2117 Office Management Technology
BA 4011	Analytics for Talent Management	BBA 2117 Office Management Technology
BA 4012	Seminar (Business Analytics)	BBA 2117 Office Management Technology
BA 4013	Capstone Project (Business Analytics)	BBA 2117 Office Management Technology
MIS 4002	Database Analysis and Design	BBA 3129 Management Information Systems
MIS 4003	Object Oriented Programming	BBA 3129 Management Information Systems
MIS 4005	Data Warehouse and Data Mining	BBA 3129 Management Information Systems
MKT 4003	Social Media and Digital Marketing	BBA 3127 Marketing Management
OSCM 4007	Supply Chain Analytics	BBA 3128 Operations and Supply Chain Management

BA 4001: Analytics for Business Professionals

Pre-requisite: BBA 2117

This course aims to enhance the quantitative skills and knowledge required to progress in analytics. Information has emerged as a crucial asset in contemporary society, elevating the significance of professionals specializing in business analytics, rendering it one of the most coveted vocations. The acquisition of skills in data analysis enables students to effectively derive insights, spearhead data-oriented initiatives, and generate significant outcomes in corporate settings. Students can use five tracks to enhance their expertise in a particular field: big data, cloud computing, technology consulting, financial technology, marketing analytics, and supply chain analytics.

BA 4002: Technology Adoption Theories and Models

Pre-requisite: BBA 2117

With the increasingly complex and ubiquitous data available through modern technology, information science continues to be profoundly influenced by various theories and perspectives developed in the pre-digital age, which focus on how individuals identify their information needs and meet them. This course will explore Technology adoption models (Such as TAM, TPB, TTF, TOE, UTAUT, Diffusion of Innovation) relevant to information systems and information technology studies on the latest technologies such as ERP, AI, Blockchain,

RFID, 3D printing, Augmented Reality, Virtual Reality, cloud computing, and other systems implemented in business organizations. The study could assist in analyzing the acceptance and utilization of new technologies. Students of this course will also contribute to improving such models and theories in adopting new technologies.

BA 4003: Visualization and Communication of Business Data

Pre-requisite: BBA 2117

The utilization of business analytics has the potential to reveal concealed insights within data, thereby providing organizations with a strategic edge over their competitors. Numerous enterprises possess substantial amounts of data about their clientele and business activities, necessitating the expertise of proficient analysts to reveal valuable insights and formulate well-informed prognostications. The present module employs the technique of data visualization to investigate and scrutinize data sets of varying magnitudes. Additionally, it acquaints the learner with specific business analytic models that facilitate the process of interpretation and prediction. The course will provide an adequate software platform for data visualization and analytics, encompassing visualization and analysis methods for both categorical and numerical variables. The visualization techniques that will be addressed include Box-and-whisker plots, Mosaics, Rotatable 3D scatter plots, Heat maps, Motion charts, cluster and association charts. The models that will be discussed comprise linear regression models, classification and regression trees, and random forests. The discourse will encompass an examination of techniques utilized in appraising the efficacy of models. Illustrative instances from marketing, finance, economics, and their associated domains shall be incorporated.

BA 4004: Analytics for Sports Management

Pre-requisite: BBA 2117

The course will engage in an academic discourse on the theoretical underpinnings, evolutionary trajectory, and practical implementation of analytics in sports. The curriculum will cover the implementation of analytics in sports concerning various aspects such as in-game tactics, player proficiency, team administration, sports logistics, and fantasy contests, among other areas. The course will comprise didactic sessions and presentations by distinguished speakers from the sports industry and academic circles and culminate in a collaborative project undertaken by the class.

BA 4005: Legal and Ethical Issues in Data Management

Pre-requisite: BBA 2117

This course delves into the legal and ethical frameworks that govern the practice of counseling and psychotherapy, focusing on the regulations and principles that apply to professional counseling. It scrutinizes the contents of these codes and the fundamental values that underpin them.

BA 4006: Analyzing Exploratory Data in Business

Pre-requisite: BBA 2117

The Content of this course encompasses fundamental exploratory methodologies aimed at providing a concise representation of data. Preceding the initiation of formal modeling, these methods are commonly employed and can provide valuable insights for constructing intricate statistical models. Using exploratory techniques holds significance in refining or eliminating potential hypotheses concerning the world that can be effectively analyzed through the data. The course will provide a comprehensive overview of the plotting systems in R, along with fundamental principles of the construction of data graphics. The lectures will overview prevalent multivariate statistical methods employed for data visualization with high dimensionality.

BA 4007: Analytics for Healthcare and Medical Industries

Pre-requisite: BBA 2117

The course has been specifically tailored to cater to the needs of students who aspire to comprehensively understand the methodology involved in analyzing patient data, genomic databases, and electronic health records (EHR). The primary objective of this course is to enhance patient care and optimize the functioning of

public and private healthcare systems. This course delves into the notion of clinical intelligence and the significance of analytics in facilitating a knowledge-based healthcare system that relies on data. The primary subjects of discussion encompass the healthcare system that is driven by value, the evaluation of health system performance, the currently available frameworks for measuring quality and performance (such as HEDIS), the Analytics maturity model (DELTA), the comparison of healthcare delivery, the characteristics of healthcare systems that perform exceptionally well, and the necessary IT infrastructure and human resources required to utilize analytics for the betterment of health. In addition, an examination of open-source and web-based warehousing tools will be conducted to facilitate the practical application of healthcare analytics.

BA 4008: Data and Web Analytics

Pre-requisite: BBA 2117

Web analytics is a crucial component of online marketing that involves examining data to gain insights into user behavior on a website or multiple web pages. This encompasses the processes of monitoring, evaluating, and documenting information to quantify the extent of online engagement. Website analytics enables the monitoring of website traffic, encompassing metrics such as the volume of visitors, duration of their stay, the quantity of pages accessed, and the origin of their arrival, whether through direct access or via a hyperlink. Advanced web analytics are being utilized by businesses to establish a benchmark for their website's performance. Web analytics data can monitor performance indicators such as purchase conversion rates. Web analytics is a valuable tool for conducting market and business research to enhance the effectiveness of business websites and comprehending and quantifying web traffic volume. Web analytics enables businesses to enhance website traffic, customer retention, and revenue per customer.

BA 4009: Financial Analytics

Pre-requisite: BBA 2117

This course is focused on practical application, emphasizing utilizing real-time data for most exercises. The course will review fundamental principles in computational finance, followed by practical application of these concepts utilizing current data. This course aims to provide a comprehensive introduction to the diverse capabilities of the R environment and its computational routines for finance.

BA 4010: Retail Analytics

Pre-requisite: BBA 2117

This course will give students an overview of the diverse research methodologies utilized in consumer, apparel, and retailing. The approach prioritizes the identification and formulation of research inquiries, the establishment of research frameworks, and the implementation of analytical methodologies to tackle said research inquiries. It should be noted that the extent of this course's coverage does not encompass comprehensive statistical analysis methods.

BA 4011: Analytics for Talent Management

Pre-requisite: BBA 2117

This course equips HR Students with the terminology, skills, and knowledge to navigate data and analytics proficiently. Students will learn to think analytically, apply fundamental statistical techniques, and establish a correlation between talent management initiatives and the consequential business impact.

BA 4012: Seminar (Business Analytics)

Pre-requisite: BBA 2117

The seminar has been specifically tailored to cater to students with a robust understanding of fundamental Business analytics principles and methodologies. The seminar covers various topics, including predictive analytics, prescriptive analytics, data mining, machine learning, and optimization. The seminar's focus may vary depending on the instructor's expertise and research interests. As the final project for the semester, students are mandated to organize a seminar wherein they will extend invitations to industry experts to participate as guest speakers. These experts will be expected to share their experiences and offer valuable perspectives on the latest

trends in their respective fields. The academic requirements for students entail reading and analyzing scholarly articles, research papers, and case studies about data analytics. Additionally, students are expected to produce a research article on business analytics to be presented at a conference.

BA 4013: Capstone Project (Business Analytics)

Pre-requisite: BBA 2117

The capstone project module provides an opportunity for students to showcase their acquired knowledge and competencies from preceding modules through the execution of a medium-scale research and development initiative. The students are required to perform various tasks, including identifying project-specific problems, justifying and outlining the necessary activities to address the identified problems, developing a software-intensive solution, communicating the outcomes to different project stakeholders, and identifying additional required investigations. The outcomes of the conducted investigation ought to possess the characteristics that enable them to serve as the foundation for a scholarly article.

MIS 4002: Database Analysis and Design

Pre-requisite: BBA 3129

The contemporary economy is heavily reliant on digital data. Data plays a crucial role in facilitating transactions, informing managerial decisions, and guiding the development of organizational strategies. Databases are fundamental for creating, storing, organizing, and disseminating data. This course provides the essential principles required for proficiently designing and utilizing databases. This course aims to elucidate the concept of data and present modern methodologies and technologies for data storage, retrieval, utilization, and visualization. The aim of this course is to comprehend data modeling and design methodologies and the emerging possibilities of big data, social media, data analytics, and unstructured data. The attention of both commercial and open-source database management tools is centered on the same objective.

MIS 4003: Object Oriented Programming

Pre-requisite: BBA 3129

The course introduces object-oriented programming for individuals possessing a procedural paradigm background. The course commences with a concise overview of statements, flow control, and data types, emphasizing pointers, array processing, and structured data types. The contents of the course of the material presents the object-oriented programming paradigm, emphasizing the concepts of encapsulation, inheritance, polymorphism, and abstraction. Additionally, the section provides a gradual introduction to the fundamental principles of object-oriented analysis and design. Additional subject matters encompass the development of two-dimensional games utilizing object-oriented programming techniques, a comprehensive survey of programming language principles, and memory management.

MIS 4005: Data Warehouse and Data Mining

Pre-requisite: BBA 3129

The course provides an overview of the techniques and principles involved in constructing data warehouses and performing data analysis through data mining, data quality, and the methods and techniques utilized for preprocessing data, conceptualization and construction of data warehouses, study and implementation of algorithms utilized in classification, clustering, and association rule analysis and the pragmatic application of software in the context of data analysis.

MKT 4003: Social Media and Digital Marketing

Pre-requisite: BBA 3127

The course's primary objective is to give students a comprehensive comprehension of how digital technologies and the emergence of social media are transforming marketing strategies and tactics in diverse industries. The curriculum encompasses acquiring knowledge about marketing principles that hold significance in the digital realm, evaluating exemplary instances of effective marketing strategies, and honing proficiencies in creating,

disseminating, and articulating value through using digital marketing instruments and social media channels. The course has supplementary objectives encompassing students' comprehension of contemporary digital marketing and social media patterns and instructing them on integrating digital and traditional marketing strategies. This course expands upon conventional marketing courses and explores digital strategy and tactics through the lens of brand management. The course will comprehensively analyze the digital marketing and social media phenomena, particularly emphasizing critical aspects essential to harnessing social media's potential. These include content management, establishing a strong social media presence, mobile marketing, and viral marketing. The present discourse examines the power shift from brands to consumers, elucidates strategies for engaging consumers via social media, and explores the interrelationship between social media and other digital marketing endeavors.

OSCM 4007: Supply Chain Analytics

Pre-requisite: BBA 3128

Analytics is the science of examining data to develop market insights and draw reasonable business decisions. In the past few years, the use of analytics has become increasingly important in business in general, as well as in supply chain management. This course addresses various concerns in three broad segments: First, the theoretical foundation to build forecasting models that incorporate both the power of predictive analytics and the trends and autocorrelation patterns identified from historical data. Second, these models are used on point-of-sale information to build demand forecasts as an aggregation of models across the enterprise. Third, this course discusses using predictive dynamic models for aggregate supply chain planning, local distribution decision-making, and influencing and shaping demand.

BUSINESS ECONOMICS (BECO)

Primary Departmental Specialization: Any eight (8) courses from a primary department must be completed (8×3) 24 credit hours (mandatory).

Second Specialization: Any six (6) courses from a second specialization must be completed (6×3) 18 credit hours.

Minor: Any four (4) courses from the minor department must be completed for the minor (4×3) 12 credit hours.

Code	Course Title	Pre-requisite
BECO 4001	Microeconomic Theory	BBA 2222 Macro Economics
BECO 4002	Macroeconomics of Developing Countries	BBA 2222 Macro Economics
BECO 4003	Mathematical Economics	BBA 2222 Macro Economics
BECO 4004	Applied Econometric Models	BBA 2222 Macro Economics
BECO 4005	Development Economics	BBA 2222 Macro Economics
BECO 4006	Political Economy	BBA 2222 Macro Economics
BECO 4007	Economics of Natural Resources and Environment	BBA 2222 Macro Economics
BECO 4008	Comparative Economic Analysis	BBA 2222 Macro Economics
BECO 4009	Bangladesh Economy	BBA 2222 Macro Economics
BECO 4010	Introduction to Game Theory	BBA 2222 Macro Economics
BECO 4011	Labor Economics	BBA 2222 Macro Economics
BECO 4012	Health Economics	BBA 2222 Macro Economics

BECO 4001: Microeconomics Theory

Pre-requisite: BBA 2222

This course familiarizes the students with the conceptual understanding of microeconomic theories and business applications, and the economy. The microeconomic theory describes individual economic agents' economic behavior and decisions since a market economy depends on the price system to guide decisions about the production, distribution, and consumption of goods and services. These behaviors affect relative prices that act as signals in a market economy to drive production and consumption decisions.

BECO 4002: Macroeconomics of Developing Countries

Pre-requisite: BBA 2222

Macroeconomics was developed in and for industrialized countries. Both theory and policy concern how monetary and fiscal policy should be used in industrialized economies to attain full employment, control inflation, and stabilize economic activity. Developing countries often use this corpus of knowledge, with its competing schools of thought, without any significant modification. However, it is unclear whether applying these theories to developing countries is justified or appropriate. This course will help to understand these theories.

BECO 4003: Mathematical Economics

Pre-requisite: BBA 2222

This course provides a comprehensive exposition of basic mathematical instruments that are commonly used in all fields of economics -microeconomics, macroeconomics, econometrics, international trade and finance, public finance, money and banking, resource and environmental economics, urban and regional economics, labor and human resources and industrial organizations. In addition, static analysis, comparative static analysis, and optimization methods are introduced. The primary emphasis is on illustrating how these tools can be used to analyze theoretical and practical economic problems that arise in the behaviors of households, firms, and markets.

BECO 4004: Applied Econometric Models

Pre-requisite: BBA 2222

This course shows how econometrics can be combined with economic theory to enhance the explanatory powers of economics. In addition, the course demonstrates how economic theories can be converted into a simple mathematical form suitable for estimation.

ECO 4005: Development Economics

Pre-requisite: BBA 2222

This course focuses on the role of public policy in economic development and the political context in which policy decisions are taken. The course provides an overview of development theories and concepts. It aims to elucidate the word development's diverse meanings and explain alternative theories of why and how development occurs in each society or fails to do so. It explores the causes of why same-path-for-all development policies did not and will not bring any benefits to the different countries with diverse economic endowments.

BECO 4006: Political Economy

Pre-requisite: BBA 2222

Globalization is generally understood as the lessening of the barriers to and strengthening the exchange of economic, political, and cultural relations across different countries of the world. In this course, the various aspects and dimensions of globalization (economic and political) will be presented, analyzed, and discussed.

BECO 4007: Economics of Natural Resources and Environment

Pre-requisite: BBA 2222

Environment and sustainable economic development are among the most critical and contentious contemporary policy topics. This course will cover the interdependencies between the environment and the economy. It will offer underlying causes of environmental issues, why unregulated markets can occasionally fail in this setting, and various economic solutions, such as laws, taxes, subsidies, and pollution permit trading schemes.

BECO 4008: Comparative Economic Analysis

Pre-requisite: BBA 2222

This course compares capitalist and non-capitalist social formations and the transition of social formations from one set of prevalent characteristics to a new and radically different set. This course discusses the theoretical problems in applying current economic theories (neoclassical, Marxian, and institutionalist) to the comparative analysis of social formations. It critically discusses the basic economic concepts and logic to separate science from polemics and develop new conceptual tools to analyze and differentiate economic systems.

BECO 4009: Bangladesh Economy

Pre-requisite: BBA 2222

Development is a dynamic process of economic encroachment, which depends on the structural formation and changes of the different sectors of the economy. Therefore, it is essential to comprehend the importance and contribution of the various sectors in a country's growth process.

BECO 4010: Introduction to Game Theory

Pre-requisite: BBA 2222

Game theory is the study of multi-person decision problems. This course introduces the game-theory models that can be applied to trading processes, the firm's behavior in input and output markets, and at international levels where countries choose the tariff and other trade.

BECO 4011: Labor Economics

Pre-requisite: BBA 2222

This course provides a theoretical and empirical discussion of labor markets. Labor relations and the labor market dynamics are discussed in considerable detail. This course aims to promote the growth of independent research interests in labor economics and related areas. Topics include labor supply and the determinants of work hours, migration, human capital investments, labor demand, determination of wages and employment, discrimination, internal labor markets, trade unions, and macroeconomic issues related to wages and employment.

BECO 4012: Health Economics

Pre-requisite: BBA 2222

Health economics studies how resources are allocated to and within the health economy. The course examines the demand for health and health care, the nature of health care as a commodity and the behavior and organization of health care providers, health care financing and insurance, health care funding, innovation in health care (pharmaceuticals), methods for evaluating health care programs and interventions, and selected other topics.

FINANCE (FIN)

Primary Departmental Specialization: Any eight (8) courses from a primary department must be completed (8×3) 24 credit hours (mandatory).

Second Specialization: Any six (6) courses from a second specialization must be completed (6×3) 18 credit hours.

Minor: Any four (4) courses from the minor department must be completed for the minor (4×3) 12 credit hours.

Code	Course Title	Pre-requisite
FIN 4001	Corporate Finance	BBA 3126 Financial Management
FIN 4002	Financial Institutions and Markets	BBA 3126 Financial Management
FIN 4003	Investment Analysis and Portfolio Management	BBA 3126 Financial Management
FIN 4004	Capital Budgeting	BBA 3126 Financial Management
FIN 4005	Bank Fund Management	BBA 3126 Financial Management
FIN 4006	Working Capital Management	BBA 3126 Financial Management
FIN 4007	Islamic Finance and Banking	BBA 3126 Financial Management
FIN 4008	Global Finance	BBA 3126 Financial Management
FIN 4009	Financial Derivatives	BBA 3126 Financial Management
FIN 4010	Comprehensive Financial Case Analysis	BBA 3126 Financial Management
ACT 4003	Financial Statement Analysis	BBA 3126 Financial Management

FIN 4001: Corporate Finance

Pre-requisite: BBA 3126

This course deals with investment and financing decisions. Hence, this course aims to familiarize students with the corporate investment and financing decision-making process. This course covers alternative investment rules, NPV and capital budgeting, Capital market theory, capital structure, dividend policy, mergers, acquisitions, divestitures, etc. As stipulated in the university catalog, students should have completed required accounting, business mathematics & statistics, and economics courses.

FIN 4002: Financial Institutions and Markets

Pre-requisite: BBA 3126

This course will give students an introduction to financial markets and an evaluation of the industry's institutions, instruments, and participants involved. The mainstream markets to be evaluated include the equity, money, bond, futures, options, and exchange rate markets. The subject systematically reviews each mainstream financial market and investigates the various institutional participants and the different types of financial instruments offered.

FIN 4003: Investment Analysis and Portfolio Management

Pre-requisite: BBA 3126

The course studies financial markets, principally equity markets, from an investment decision-making perspective. First, the course develops a set of conceptual frameworks and analytical tools. Then, it applies these to investments and investment strategies from various companies, securities, and institutional contexts. The focus is on adding value across the spectrum of decisions ranging from position-taking in particular securities to

portfolio risk management and professional investment managers' delegation to oversight. The course also explores the competitive dynamics among investment organizations, products, and markets.

FIN 4004: Capital Budgeting

Pre-requisite: BBA 3126

This course is designed to focus on the in-depth theoretical framework of capital budgeting as well as an application of capital budgeting tools in long-term decisions that include acquisition of fixed assets, investment in plant and machinery, evaluation of a new project, risk and uncertainty, sensitivity analysis and analysis of selective investment decisions.

FIN 4005: Bank Fund Management

Pre-requisite: BBA 3126

This course provides a platform for understanding banking procedures and practices. Banks' various operations with emphasis on lending procedures, loan criteria, terms and conditions, fund utilization, fund management, and associated risks and returns will be discussed. The course also examines various agreements like BASEL III and rating systems.

FIN 4006: Working Capital Management

Pre-requisite: BBA 3126

This course provides thorough knowledge about managing a firm's short-term assets and liabilities, individually and in aggregate. Topics to be covered include financial working capital management and concepts, liquidity & cash management, cash forecasting and models for cash management, management of accounts receivables, accounts payable and inventory, and others.

FIN 4007: Islamic Finance and Banking

Pre-requisite: BBA 3126

This course provides a comprehensive introduction to Islamic Banking and Finance. It is one of the fastest growing and most innovative financial disciplines in the domestic and international financial markets. Yet, Islamic finance and banking are among the least understood by the Western financial communities and those in Islamic communities. This course offers a clear and understandable examination of this dynamic area of finance and banking. It will help students fully understand the fundamental principles underlying modern Islamic finance, banking, and modern practices prevailing in this industry.

FIN 4008: Global Finance

Pre-requisite: BBA 3126

This course focuses on the theoretical and practical knowledge required for managing multinational corporations' financial and investment functions. Students will discover how the international capital markets, foreign exchange markets, and derivative markets can be used to manage the transaction and operating risks facing multinational firms. Through hands-on case studies and empirical evidence, students will learn how to manage multinational companies' investment and financing activities. The relevance of country risk and international corporate governance in cross-border investments will also be examined. The general emphasis is on identifying and managing opportunities and risks relating to international investments, exchange rate fluctuations, international financial markets, and government policy changes.

FIN 4009: Financial Derivatives

Pre-requisite: BBA 3126

This course provides thorough knowledge about the management of derivative instruments. In addition, this course is designed to provide students with working knowledge of financial derivatives tools and analytical conventions.

FIN 4010: Comprehensive Financial Case Analysis

Pre-requisite: BBA 3126

This course employs a case study approach focusing on complex problems; students gain a deeper understanding of corporate forecasting, capital budgeting, cost of capital analysis, and the financing of capital investments. The impact of financial decisions on strategic investment completes the course. The course combines a theoretical approach to understanding finance with examples of how this theoretical knowledge is applied in practical situations. Students learn the analytical techniques necessary to make rational financial decisions through critical concepts such as cost of capital, term structure of interest rates, capital budgeting, optimal capital structure, and maximization of shareholder value.

ACT 4003: Financial Statement Analysis

Pre-requisite: BBA 3126

This course is subdivided into two parts: Accounting and Financial analysis. Accounting analysis is organized around investing and operating activities. Procedures and hints for analysis and adjustments of financial statements are discussed in this part. Financial analysis includes discussions on ratio computation, cash flow measures to earnings prediction, and equity valuation models (such as the dividend discount model, residual income model, free cash flow to equity model, etc.). Fundamental valuation multiples (PE & PB ratio) and articulating these multiples are also discussed.

HUMAN RESOURCE MANAGEMENT (HRM)

Primary Departmental Specialization: Any eight (8) courses from a primary department must be completed (8×3) 24 credit hours (mandatory).

Second Specialization: Any six (6) courses from a second specialization must be completed (6×3) 18 credit hours.

Minor: Any four (4) courses from the minor department must be completed for the minor (4×3) 12 credit hours.

Code	Course Title	Pre-requisite
HRM 4001	Human Resource Planning and Forecasting	BBA 3125 Human Resource Management
HRM 4002	Performance Appraisal and Management	BBA 3125 Human Resource Management
HRM 4003	Selection and Staffing	BBA 3125 Human Resource Management
HRM 4004	Training and Development	BBA 3125 Human Resource Management
HRM 4005	Labor Law of Bangladesh	BBA 3125 Human Resource Management
HRM 4006	Compensation and Benefit Management	BBA 3125 Human Resource Management
HRM 4007	Industrial Relations Management	BBA 3125 Human Resource Management
HRM 4008	Human Resource Information System (HRIS)	BBA 3125 Human Resource Management
HRM 4009	Human Resource in Global Business Environment	BBA 3125 Human Resource Management
HRM 4010	Occupational Health and Safety Management	BBA 3125 Human Resource Management
HRM 4011	Organizational Theory and Development	BBA 3125 Human Resource Management
HRM 4012	Strategic Human Resource Management	BBA 3125 Human Resource Management

HRM 4001: Human Resource Planning and Forecasting

Pre-requisite: BBA 3125

This course introduces the Strategic Planning role that Human Resource professionals now play in organizations. Students will confront the challenges and demands of rightsizing, technological change, corporate repositions, cost containment, productivity improvements, consequences such as relocation and outplacement, and retraining of staffing.

HRM 4002: Performance Appraisal and Management

Pre-requisite: BBA 3125

This course develops students' theoretical perspectives and practical experiences through the learning event by applying different learning methods that the students organize. Students will be able to identify how the performance of organizations is being managed. They will be able to develop the skills of performance management and appraisal, the art of giving and receiving feedback. Finally, they will create a research project on managing performance through Soft Skills.

HRM 4003: Selection and Staffing

Pre-requisite: BBA 3125

This course is designed to expose students to selection and staffing issues. Topics include job analysis, measurement, and legal matters related to staffing, employment testing, interviewing, and selection decision-making strategies.

HRM 4004: Training and Development

Pre-requisite: BBA 3125

The training and development course deals with training and developing employees in the organization. This course highlights the role of training and development in human resource management. It conducts training needs assessment for an organization, assesses, designs, assesses, and implements various methods, techniques, and sources of training. This course evaluates the value of the training once completed from the individual employee and the organization's viewpoint. Despite this, this course discusses trainers' skills and styles, e-learning, and the use of technology in training. In the end, the course provides a very brief idea about training and employee development issues and the future of training and development.

HRM 4005: Labor Law of Bangladesh

Pre-requisite: BBA 3125

The Bangladesh Labor Act, 2006, is one of the fundamental laws for completing this course. Before 2006, the old labor laws were primarily made during the British colonial regime and Pakistan period, and there were as many as 50 in number. These laws were often outdated, scattered, inconsistent, and often overlapped. Therefore, in 1992, a Labor Law Commission was formed by the Government of the day, which examined 44 labor laws and recommended repealing 27 laws. It prepared a draft Labor Act in 1994. As a result, the 2006 Bangladesh Labor Act is relatively sweeping and progressive. The comprehensive nature of the law can immediately be gleaned from its coverage, such as the conditions of service and employment, youth employment, maternity benefit, health hygiene, safety, welfare, working hours and leave, wages and payment, workers' compensation for injury, trade unions and industrial relations, disputes, labor court, workers' participation in companies' profits, regulation of employment and safety of dock workers, provident funds, apprenticeship, penalty and procedure, administration, inspection, and others.

HRM 4006: Compensation and Benefit Management

Pre-requisite: BBA 3125

Today's HR experts are directors of progress where developing, implementing, and evaluating attractive and effective compensation packages is a must that helps the organization attract and sustain highly qualified employees for an extended period. In addition, they should react to the difficulties activated by new patterns in innovation and technology, expanding government involvement in the business representative relationship, work environment diversity, and globalization. In such a domain, the future has a place with associations with experts that can bring down work costs, enhance profitability, increase responsiveness to customers' needs, and fabricate employee commitment. This course is intended to build up this ability.

HRM 4007: Industrial Relations Management

Pre-requisite: BBA 3125

This course offers a multidisciplinary, theoretical, and practical introduction to key concepts, processes, practices, and debates associated with employment relationships across industries. In addition, we examine the organizational, institutional, and market contexts that affect employment relations in any industrial society. Adopting a robust and critical approach, our discussions will always seek to provide students with an understanding of the key participants in any industrial relations system – workers, employers, trade unions, employer organizations, and the state – and how they interact, sometimes cooperatively and sometimes in conflict.

HRM 4008: Human Resource Information System (HRIS)

Pre-requisite: BBA 3125

This course provides the student with an understanding of Human Resources Information Systems (HRIS) and how it facilitates the effective management of an organization's human resources. Through a series of hands-on lectures and exercises, students will explore the various components of an HRIS and examine how information

can be used to enhance HR functions and the steps required to implement an HRIS. In addition, it covers issues and techniques related to human resource information systems and the integration of technology to create and sustain effective HRM practices that contribute to the effectiveness of organizations.

HRM 4009: Human Resources in Global Business Environment

Pre-requisite: BBA 3125

This course focuses on the impact of Human Resource Management on national and global contexts, and comparison of HRM across different countries, the linkage between HRM and global business strategy and structure, the diffusion of global HRM in multinational corporations, expatriation and repatriation management, and global aspects of the core Human Resource Management issues such as recruitment and selection, compensation and rewards, training and development, performance management, and labor relations.

HRM 4010: Occupational Health and Safety Management

Pre-requisite: BBA 3125

This course focuses on introducing students to the broad field of occupational health & safety (OHS) management under the conceptual framework of a healthy workplace. Students will learn about hazard recognition, assessment, and control techniques (physical, chemical, biological, ergonomic, and psychosocial) in the context of occupational health and safety legislation. In addition, current issues in OHS and the Environment will be discussed. The goal is to provide a relatively non-technical approach to OHS that applies to students in human resources and those seeking careers in other areas, such as business or health and safety management.

HRM 4011: Organizational Theory and Development

Pre-requisite: BBA 3125

This course deals with the genesis and development of organizational theories comprehensively. This course covers all the different theoretical approaches to organization, starting with classical, neo-classical, and behavioral techniques. It also deals with the theories, practices, and problems of an organization and its environment, function, structure of authority and responsibility, formal and informal organization and social system, organizational behavior, organizational control, research and development, and changing corporate structure.

HRM 4012: Strategic Human Resource Management

Pre-requisite: BBA 3125

This course focuses on the organization's strategy and human resources management program development. This course emphasizes developing a strategic HRM wheel to achieve the organization's strategic goals. The activities and programs of HRM are designed according to the organization's goals, not according to the industry's norms.

INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT (IED)

Primary Departmental Specialization: Any eight (8) courses from a primary department must be completed (8×3) 24 credit hours (mandatory).

Second Specialization: Any six (6) courses from a second specialization must be completed (6×3) 18 credit hours.

Minor: Any four (4) courses from the minor department must be completed for the minor (4×3) 12 credit hours.

Code	Course Title	Pre-requisite
IED 4001	Entrepreneurial Mindset and Behavior	BBA 3234 Innovation and Entrepreneurship Development
IED 4002	Accounting for Entrepreneurs	BBA 3234 Innovation and Entrepreneurship Development
IED 4003	New Venture Development	BBA 3234 Innovation and Entrepreneurship Development
IED 4004	Entrepreneurial Finance	BBA 3234 Innovation and Entrepreneurship Development
IED 4005	Economics for the Entrepreneurs	BBA 3234 Innovation and Entrepreneurship Development
IED 4006	Consumer Behavior and Digital Marketing	BBA 3234 Innovation and Entrepreneurship Development
IED 4007	E-commerce	BBA 3234 Innovation and Entrepreneurship Development
IED 4008	Marketing Research for Entrepreneurs	BBA 3234 Innovation and Entrepreneurship Development
IM 4005	Business Risk Management	BBA 3126 Financial Management
MIS 4001	Enterprise Resource Planning	BBA 3129 Management Information Systems
MIS 4006	Business Intelligence and Decision Support System	BBA 3129 Management Information Systems

IED 4001: Entrepreneurial Mindset and Behavior

Pre-requisite: BBA 3234

This course is designed to introduce students to the mindset and behavior of successful entrepreneurs. Students will learn to cultivate an entrepreneurial mindset, including creativity, innovation, risk-taking, and opportunity recognition. They will explore the characteristics and traits of successful entrepreneurs and how to develop these qualities in themselves. The course covers entrepreneurial decision-making, problem-solving, leadership, and the importance of networking and building relationships in the entrepreneurial ecosystem. They will learn to identify market opportunities and develop innovative solutions to meet customer needs. This course aims to give students a foundation in entrepreneurial thinking and behavior, preparing them to pursue entrepreneurship careers or contribute entrepreneurial thinking to existing organizations.

IED 4002: Accounting for Entrepreneurs

Pre-requisite: BBA 3234

This course provides students with a solid understanding of accounting principles and practices for entrepreneurs. Students will learn how to develop and analyze financial statements, including balance sheets, income statements, and cash flow statements. They will also explore financial analysis, budgeting, forecasting, and financing options for new ventures. The course covers various business structures and tax implications, including sole proprietorships, partnerships, corporations, and limited liability companies. Students will gain practical experience using accounting software and tools to manage financial data and make informed business decisions. They will also explore the impact of financial decisions on the overall business strategy and goals. In short, this course provides students with the knowledge and skills to understand and manage the financial aspects of starting and growing a new venture.

IED 4003: New Venture Development

Pre-requisite: BBA 3234

This course focuses on the practical aspects of developing a new venture, including ideation, business planning, and launch strategies. Students will learn how to identify and evaluate market opportunities, conduct market research, and develop a business plan that includes a marketing plan, financial projections, and operational strategies. They will explore various funding and financing options, including venture capital, angel investors, and crowdfunding. The course covers legal considerations, such as intellectual property rights, contracts, and regulatory compliance. Students will gain practical experience in developing a business plan, pitching to investors, and launching a new venture. Therefore, this course aims to provide students with the tools and skills to start and grow a new business successfully. Students will develop an understanding of the critical aspects of new venture development, including market analysis, financial planning, and fundraising, and gain practical experience in developing a business plan and pitching to investors.

IED 4004: Entrepreneurial Finance

Pre-requisite: BBA 3234

This course gives students an in-depth understanding of financial management for entrepreneurial ventures. Students will learn about the different sources of financing available to entrepreneurs, such as venture capital, angel investors, and traditional bank loans. They will explore how to develop and evaluate financial projections, assess financial risks, and make informed financial decisions. The course covers financial statement analysis, cash flow management, valuation, and exit strategies. Students will gain practical experience using financial modeling software to develop financial projections and create investor pitch decks. Students will learn how to develop and execute financial strategies that support their business objectives and ensure long-term sustainability. This course provides students with the financial management skills necessary to start and grow a new venture successfully.

IED 4005: Economics for the Entrepreneurs

Pre-requisite: BBA 3234

This course introduces students to the fundamental principles of micro and macroeconomics and how they apply to entrepreneurship. Students will learn about supply and demand, market structures, pricing strategies, and international trade. They will explore how economic policies and regulations impact the business environment and how entrepreneurs can adapt to changing economic conditions. The course covers cost analysis, market research, competitive analysis, and strategic planning. Students will gain practical experience using economic principles to make informed business decisions and develop effective business strategies. Students will learn how to identify and evaluate market opportunities, assess the feasibility of new ventures, and make informed decisions about pricing, production, and distribution. This course aims to give students a solid understanding of economic principles and how they apply them to entrepreneurial ventures.

IED 4006: Consumer Behavior and Digital Marketing

Pre-requisite: BBA 3234

This course provides students with an understanding of the fundamental principles of consumer behavior and how to develop effective digital marketing strategies. Students will learn about the different stages of the consumer decision-making process, such as problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. The course covers market segmentation, targeting and positioning, brand management, search engine optimization, social media marketing, and email marketing. Students will gain practical experience in developing digital marketing campaigns, analyzing consumer data, and evaluating the effectiveness of marketing strategies. Students will learn to use digital marketing tools and platforms to reach their target audience and build brand awareness.

IED 4007: E-commerce

Pre-requisite: BBA 3234

This course gives students an understanding of electronic commerce (e-commerce) and its role in modern business operations. Students will learn about the different types of e-commerce models, such as business-to-business (B2B), business-to-consumer (B2C), and consumer-to-consumer (C2C). They will explore the other e-commerce components, such as payment systems, security, and logistics. The course covers e-commerce platforms, e-commerce marketing, and e-commerce analytics. Students will gain practical experience using e-commerce platforms to create and manage online stores, develop e-commerce marketing strategies, and analyze e-commerce data. Lastly, this course aims to provide students with the knowledge and skills necessary to leverage e-commerce to support business growth and success.

IED 4008: Marketing Research for Entrepreneurs

Pre-requisite: BBA 3234

This course focuses on the importance of marketing research in entrepreneurship and new venture development. Students will learn about different research methods, such as surveys, focus groups, and observation. They will explore how to develop research questions, collect data, and analyze data to inform marketing decisions. The course covers market segmentation, targeting and positioning, product development, and pricing strategies. Students will gain practical experience in conducting market research to support marketing decision-making. This course aims to give students the skills to conduct marketing research and use the insights gained to develop effective marketing strategies for new ventures.

IM 4005: Business Risk Management

Pre-requisite: BBA 3126

This course focuses on identifying and managing entrepreneurship and new venture development risks. Students will learn how to identify and evaluate different types of risks, including financial, operational, legal, and strategic risks. They will explore various risk management techniques and strategies, such as risk avoidance, risk transfer, and reduction. The course covers topics such as risk assessment, risk analysis, risk communication, and risk monitoring. Students will gain practical experience using risk management and techniques to identify, evaluate, and manage risks in a new venture. They will also learn how to develop risk management plans that mitigate the impact of potential risks on the business. This course will give students the skills to identify and manage entrepreneurship and new venture development risks.

MIS 4001: Enterprise Resource Planning

Pre-requisite: BBA 3129

Today's business requires integrating information systems within and across the organization to ensure visibility, transparency, and effective decisions. This course introduces students to the main ideas and fundamental technology underlying the development, implementation, and use of integrated enterprise information systems within the value chain of organizations. Topics include SAP R/3 application modules, technical architecture of R/3, SAP application development and system management, ERP implementation issues and business engineering in R/3, accelerated SAP, going live, post-implementation issues, next-generation enterprise, and others.

MIS 4006: Business Intelligence and Decision Support System

Pre-requisite: BBA 3129

This course introduces the technologies that are generally called business analytics. The core technology consists of DSS, BI, and various decision-making techniques. Students are provided examples of use cases and hands-on exercises to analyze and tackle multiple business situations with computerized tools and techniques.

INTERNATIONAL BUSINESS (IB)

Primary Departmental Specialization: Any eight (8) courses from a primary department must be completed (8×3) 24 credit hours (mandatory).

Second Specialization: Any six (6) courses from a second specialization must be completed (6×3) 18 credit hours.

Minor: Any four (4) courses from the minor department must be completed for the minor (4×3) 12 credit hours.

Code	Course Title	Pre-requisite
IB 4001	International Banking	BBA 3130 International Business
IB 4002	Global Business Strategy	BBA 3130 International Business
IB 4003	International Enterprises and Transactions	BBA 3130 International Business
IB 4004	International Business Governance, Ethics and Law	BBA 3130 International Business
ECO 4005	Development Economics	BBA 2222 Macro Economics
ECO 4011	Labor Economics	BBA 2222 Macro Economics
FIN 4008	Global Finance	BBA 3126 Financial Management
HRM 4009	Human Resource in Global Business Environment	BBA 3125 Human Resource Management
MGT 4008	Negotiation Theory and Practice	BBA 2113 Organizational Behavior
MIS 4001	Enterprise Resource Planning	BBA 3129 Management Information Systems
MKT 4006	International Marketing	BBA 3127 Marketing Management
OSCM 4004	Logistics Management	BBA 3128 Operations and Supply Chain Management

IB 4001: International Banking

Pre-requisite: BBA 3130

‘International Banking’ and ‘Multinational Banking’ are often used interchangeably. Theoretically, international banking is broader than multinational banking as the former deals with ‘cross-border and cross-currency facets of the banking business. At the same time, the latter involves an element of foreign direct investment, and MNBs are a type of multinational enterprise (MNE). Physical banking presence offshore is not necessary for the operation of international banking and foreign banking. This course aims to equip students with the background and current knowledge of international banking. This course covers all aspects of banking, including foreign exchanges, transfers, withdrawals, loans, and more across countries.

IB 4002: Global Business Strategy

Pre-requisite: BBA 3130

This course focuses on future developments, changing environments, and creativity in global business. Students will develop new, original, global strategies establishing unique competitive advantages for selected firms and organizations. Environmental, industry, and core competency analyses will be presented and adapted to global regions and countries. In addition, this course examines grand strategies focusing on international mergers, acquisitions, and other business combinations.

IB 4003: International Enterprises and Transactions

Pre-requisite: BBA 3130

This course examines international organizational structures and functions. It also examines strategic planning components, formal control, business/government relationships, strategic alliances, and related problems such as international agreements and cross-cultural and transactional questions.

IB 4004: International Business Governance, Ethics, and Law

Pre-requisite: BBA 3130

This course will introduce the students to the differences in culture, laws, and politics among countries and their impact on business. Second, the course will examine the mechanisms that govern and regulate international business. Third, it will review national laws and international agreements and their impact on trade. Fourth, the course will examine how trade treaties are negotiated and the mechanisms created to implement and monitor them. Finally, it will examine the role of ethics in international business and its importance.

BECO 4005: Development Economics

Pre-requisite: BBA 2222

This course focuses on the role of public policy in economic development and the political context in which policy decisions are taken. The course provides an overview of development theories and concepts. It aims to elucidate the word development's diverse meanings and explain alternative theories of why and how development occurs in each society or fails to do so. It explores the causes of why same-path-for-all development policies did not and will not bring any benefits to the different countries with diverse economic endowments.

BECO 4011: Labor Economics

Pre-requisite: BBA 2222

This course provides a theoretical and empirical discussion of labor markets. Labor relations and the labor market dynamics are discussed in considerable detail. This course aims to promote the growth of independent research interests in labor economics and related areas. Topics include labor supply and the determinants of work hours, migration, human capital investments, labor demand, determination of wages and employment, discrimination, internal labor markets, trade unions, and macroeconomic issues related to wages and employment.

FIN 4008: Global Finance

Pre-requisite: BBA 3126

This course focuses on the theoretical and practical knowledge required for managing multinational corporations' financial and investment functions. Students will discover how the international capital markets, foreign exchange markets, and derivative markets can be used to manage the transaction and operating risks facing multinational firms. Through hands-on case studies and empirical evidence, students will learn how to manage multinational companies' investment and financing activities. The relevance of country risk and international corporate governance in cross-border investments will also be examined. The general emphasis is on identifying and managing opportunities and risks relating to international investments, exchange rate fluctuations, international financial markets, and government policy changes.

HRM 4009: Human Resources in Global Business Environment

Pre-requisite: BBA 3125

The course is designed to explore an organization's vision and mission, examine principles, techniques, and organizational and environmental analysis models, and discuss the theory and practice of strategy formulation and implementation, such as corporate governance and business ethics, to develop effective strategic leadership.

MGT 4008: Negotiation Theory and Practice

Pre-requisite: BBA 2113

This course explores significant negotiation theory and practice themes, including distributive versus integrative bargaining, personality styles, multi-party negotiation, and ethical issues. Students are encouraged to reflect on the theoretical foundations that underlie our actions and the many considerations that influence effective and ethical negotiation practice.

MIS 4001: Enterprise Resource Planning

Pre-requisite: BBA 3129

Today's business requires integrating information systems within and across the organization to ensure visibility, transparency, and effective decisions. This course introduces students to the main ideas and fundamental technology underlying the development, implementation, and use of integrated enterprise information systems within the value chain of organizations. Topics include SAP R/3 application modules, technical architecture of R/3, SAP application development and system management, ERP implementation issues and business engineering in R/3, accelerated SAP, going live, post-implementation issues, next-generation enterprise, and others.

MKT 4006: International Marketing

Pre-requisite: BBA 3127

This course provides an overview of the global strategy and process of marketing goods and services. National market, review of international trade theory, analysis of the balance of payment position and foreign currency market, export market, international joint ventures, licensing and licensing arrangements, patents and copyrights, international trade arrangements and regional trade grouping, the generalized system of preferences, packaging, shipping, and financing practices in the international market are discussed in this course.

OSCM 4004: Logistics Management

Pre-requisite: BBA 3128

This course provides an opportunity to study and apply logistics management knowledge and skill sets in different business settings that students need for a successful professional career. Topics include fundamental concepts of logistics management, lean logistics, customer demand, operational integration, transportation, logistics network design, reverse logistics, warehousing, packaging, and material handling. The course focuses on essential design and development of global logistics management knowledge, problem-solving skills, case studies analysis, and software use. In addition, the students will be assigned to various problems related to logistics management that will help them better understand and apply techniques in real-world practical situations.

INVESTMENT MANAGEMENT (IM)

Primary Departmental Specialization: All the Mandatory Courses (3) and any five (5) courses from a primary department must be completed (8×3) 24 credit hours (mandatory).

Second Specialization: All the Mandatory Courses (3) and any three (6) courses from a second specialization must be completed (6×3) 18 credit hours.

Minor: Any one (1) course from the Mandatory course and any three (3) courses from the minor department must be completed for the minor (4×3) 12 credit hours.

Code	Course Title	Pre-requisite
IM 4001	Regulations and Investment*	BBA 3126 Financial Management
IM 4002	Doing Business in Bangladesh	BBA 3126 Financial Management
IM 4003	Macroeconomic Conditions for Investment	BBA 3126 Financial Management
IM 4004	Economics and Law	BBA 3126 Financial Management
IM 4005	Business Risk Management	BBA 3126 Financial Management
ECO 4005	Development Economics	BBA 2222 Macro Economics
ECO 4011	Labor Economics	BBA 2222 Macro Economics
FIN 4002	Financial Institutions and Markets*	BBA 3126 Financial Management
FIN 4003	Investment Analysis and Portfolio Management	BBA 3126 Financial Management
FIN 4008	Global Finance	BBA 3126 Financial Management
FIN 4009	Financial Derivatives	BBA 3126 Financial Management
MGT 4007	Agri-business Management	BBA 2113 Organizational Behavior
MGT 4008	Negotiation Theory and Practice*	BBA 2113 Organizational Behavior

***Mandatory 3 Courses**

IM 4001: Regulation and Investment

Pre-requisite: BBA 3126

This course provides an opportunity for students concerning the character and structure of different relevant institutions influencing investment and competition. The major topics of this course are the following: The Role of Bangladesh Bank, i.e., the Central Bank, in creating an investment climate; the Role of the Securities and Exchange Commission (SEC) as a regulator of capital markets, the Role of the Board of Investment (BOI) in affecting local and foreign investment in the country; the Role of various Ministries and Departments of the government, and the Role of Parliament in influencing investment in the country: the Company Act, Register of Joint Stock Companies, Professional Institutions.

IM 4002: Doing Business in Bangladesh

Pre-requisite: BBA 3126

This course acquaints students with cultural, historical, and language-related issues that must be understood in doing business in Bangladesh. The major topics of this course include the following: Basic Cultural Differences, Bangladesh's History and Language, the Relationship of Chinese Culture to Doing Business in Bangladesh, Bangladesh's Current Business Environment and Economic Issues, Business Relationships and Regulations in Bangladesh, Alternative Venture Formats for Doing Business in Bangladesh and Corporate Governance in Bangladesh, Summary of Current Perspectives of Bangladesh, Constitution, Government Industrial Policy, Labor Code and Individual Policy.

IM 4003: Microeconomic Conditions for Investment

Pre-requisite: BBA 3126

This course helps in learning different macroeconomic policies that influence investment in an economy. It deals with policies such as fiscal policies, monetary policies, foreign exchange policies, Trade and Tariff policies, and a quick review of the political economy.

IM 4004: Economic and Law

Pre-requisite: BBA 3126

This course familiarizes students with the elements of economics most helpful in legal analysis. From an economic perspective, it explores the fundamental aspects of several substantive areas of law, such as property, torts, contracts, and criminal law. This course also concentrates on the economic analysis of law by asking whether economic reasoning can better understand the legal system and the integration process. It examines the efficiency and inefficiency of laws, regulations, and court decisions in all legal fields. This course gives special attention to accident law, product liability, and insurance by understanding how the law can minimize the total sum of accident costs. It also determines the criteria for government regulation and the differences between tort liability and regulation concerning environmental pollution. Other topics include the economics of contract law, the economics of crime, intellectual property rights, subsidiary principles, insurance markets, and competition law.

IM 4005: Business Risk Management

Pre-requisite: BBA 3126

This course focuses on identifying and managing entrepreneurship and new venture development risks. Students will learn how to identify and evaluate different types of risks, including financial, operational, legal, and strategic risks. They will explore various risk management techniques and strategies, such as risk avoidance, risk transfer, and reduction. The course covers topics such as risk assessment, risk analysis, risk communication, and risk monitoring. Students will gain practical experience using risk management and techniques to identify, evaluate, and manage risks in a new venture. They will also learn how to develop risk management plans that mitigate the impact of potential risks on the business. This course will teach students to identify and manage entrepreneurship and new venture development risks.

BECO 4005: Development Economics

Pre-requisite: BBA 2222

This course focuses on the role of public policy in economic development and the political context in which policy decisions are taken. The course provides an overview of development theories and concepts. It aims to elucidate the word development's diverse meanings and explain alternative theories of why and how development occurs in each society or fails to do so. It explores the causes of why same-path-for-all development policies did not and will not bring any benefits to the different countries with diverse economic endowments.

BECO 4011: Labor Economics

Pre-requisite: BBA 2222

This course provides a theoretical and empirical discussion of labor markets. Labor relations and the labor market dynamics are discussed in considerable detail. This course aims to promote the growth of independent research interests in labor economics and related areas. Topics include labor supply and the determinants of work hours, migration, human capital investments, labor demand, determination of wages and employment, discrimination, internal labor markets, trade unions, and macroeconomic issues related to wages and employment.

FIN 4002: Financial Institutions and Markets

Pre-requisite: BBA 3126

This course will give students an introduction to financial markets and an evaluation of the industry's institutions, instruments, and participants involved. The mainstream markets to be evaluated include the equity, money,

bond, futures, options, and exchange rate markets. The subject systematically reviews each mainstream financial market and investigates the various institutional participants, and the different types of financial instruments offered.

FIN 4003: Investment Analysis and Portfolio Management

Pre-requisite: BBA 3126

The course studies financial markets, principally equity markets, from an investment decision-making perspective. First, the course develops a set of conceptual frameworks and analytical tools. Then, it applies these to investments and investment strategies from various companies, securities, and institutional contexts. The focus is on adding value across the spectrum of decisions ranging from position-taking in particular securities to portfolio risk management and professional investment managers' delegation to oversight. The course also explores the competitive dynamics among investment organizations, products, and markets.

FIN 4008: Global Finance

Pre-requisite: BBA 3126

This course focuses on the theoretical and practical knowledge required for managing multinational corporations' financial and investment functions. Students will discover how the international capital markets, foreign exchange markets, and derivative markets can be used to manage the transaction and operating risks facing multinational firms. Through hands-on case studies and empirical evidence, students will learn how to manage multinational companies' investment and financing activities. The relevance of country risk and international corporate governance in cross-border investments will also be examined. The general emphasis is on identifying and managing opportunities and risks relating to international investments, exchange rate fluctuations, international financial markets, and government policy changes.

FIN 4009: Financial Derivatives

Pre-requisite: BBA 3126

This course provides thorough knowledge about the management of derivative instruments. In addition, this course is designed to provide students with working knowledge of financial derivatives tools and analytical conventions.

MGT 4007: Agri-Business Management

Pre-requisite: BBA 2113

This course is designed to develop student skills in advanced agricultural business procedures, establishing agricultural businesses, managing agri-business, finance agri-business, marketing, advertising, sales techniques, and strategies. In addition, product knowledge is stressed as it relates to the regional agricultural economic base.

MGT 4008: Negotiation Theory and Practice

Pre-requisite: BBA 2113

This course explores significant negotiation theory and practice themes, including distributive versus integrative bargaining, personality styles, multi-party negotiation, and ethical issues. Students are encouraged to reflect on the theoretical foundations that underlie our actions and the many considerations that influence effective and ethical negotiation practice.

MANAGEMENT (MGT)

Primary Departmental Specialization: Any eight (8) courses from a primary department must be completed (8×3) 24 credit hours (mandatory).

Second Specialization: Any six (6) courses from a second specialization must be completed (6×3) 18 credit hours.

Minor: Any four (4) courses from the minor department must be completed for the minor (4×3) 12 credit hours.

Code	Course Title	Pre-requisite
MGT 4001	Management of Change and Technology	BBA 2113 Organizational Behavior
MGT 4002	Public Sector Management	BBA 2113 Organizational Behavior
MGT 4003	Environment Management	BBA 2113 Organizational Behavior
MGT 4004	Managing of NGOs and Small Business	BBA 2113 Organizational Behavior
MGT 4005	Cooperative Management	BBA 2113 Organizational Behavior
MGT 4006	Disaster Management	BBA 2113 Organizational Behavior
MGT 4007	Agri-business Management	BBA 2113 Organizational Behavior
MGT 4008	Negotiation Theory and Practice	BBA 2113 Organizational Behavior
HRM 4005	Labor Law of Bangladesh	BBA 3125 Human Resource Management
HRM 4007	Industrial Relations Management	BBA 3125 Human Resource Management
HRM 4010	Occupational Health and Safety Management	BBA 3125 Human Resource Management
HRM 4011	Organization Theory and Development	BBA 3125 Human Resource Management
IB 4002	Global Business Strategy	BBA 3130 International Business
OSCM 4002	Inventory Management	BBA 3128 Operations and Supply Chain Management
THM 4011	Hospitality Management	BBA 3127 Marketing Management

MGT 4001: Management of Change and Technology

Pre-requisite: BBA 2113

This course offers a detailed overview of the introduction, importance, impact, transitions, tailoring, and initialization of a change in an organization. In contemporary organizations, change and technological innovation are inevitable and interrelated. Through this course, students will understand how to handle change in an organization effectively by developing an awareness of technological innovation's range, scope, complexity, and the issues related to managing technological change.

MGT 4002: Public Sector Management

Pre-requisite: BBA 2113

This course deals with managing the public sector and analyzing the internal and external environment for adopting effective management programs and policies. The issues of planning, organizing, directing, and controlling the public sector workforce under rigid government rules and regulations will be the subject matter of the courses.

MGT 4003: Environment Management

Pre-requisite: BBA 2113

This course introduces the students to environmental ecology and human living. The course starts with discussing growth, environmental restriction, and sustainability. Different components of environments, ecological principles, factors, pollution aspects, hazards, natural disasters, etc., are emphasized in the course. The course's

primary focus is identifying and analyzing the major environmental parameters and changes, assessing and identifying environmental issues and trends, managing the environment, analyzing different strategy options, etc. The course also covers various laws, legislatures, and other legal frameworks for environmental protection and their implementation strategies, including environmental policy and action plans.

MGT 4004: Managing of NGOs and Small Business

Pre-requisite: BBA 2113

In the context of developing nations, alliances between NGOs and businesses help strengthen the legitimacy and social acceptability of companies and make essential goods and services accessible to a broader population. The course covers various topics, including sustainable development, strategic management and planning, operational planning, communication, leadership, fundraising, and project management. In addition, it focuses on the goals, objectives, execution, and business model management of NGOs and small businesses to establish mutually sustainable and beneficial alliances.

MGT 4005: Cooperative Management

Pre-requisite: BBA 2113

This course aims to provide more effective and equitable systems of resource management. In cooperative management, representatives of user groups, the scientific community, and government agencies should share knowledge, power, and responsibility. Cooperative management is closely allied with collaborative, participatory, community, joint, and stakeholder management.

MGT 4006: Disaster Management

Pre-requisite: BBA 2113

The course develops disaster management training activities with a practical emphasis. The goal is to help improve the emergency management performance of non-governmental organizations, local and national governments, and international organizations through a comprehensive professional development program in disaster management. Comprehensive training seminars and workshops have also been organized worldwide for governmental groups, non-governmental organizations, and inter-governmental agencies, including the United Nations.

MGT 4007: Agri-Business Management

Pre-requisite: BBA 2113

This course is designed to develop student skills in advanced agricultural business procedures, establishing agricultural businesses, managing agri-business, finance agri-business, marketing, advertising, sales techniques, and strategies. In addition, product knowledge is stressed as it relates to the regional agricultural economic base.

MGT 4008: Negotiation Theory and Practice

Pre-requisite: BBA 2113

This course explores significant negotiation theory and practice themes, including distributive versus integrative bargaining, personality styles, multi-party negotiation, and ethical issues. Students are encouraged to reflect on the theoretical foundations that underlie our actions and the many considerations that influence effective and ethical negotiation practice.

HRM 4005: Labor Law of Bangladesh

Pre-requisite: BBA 3125

The Bangladesh Labor Act, 2006, is one of the fundamental laws for completing this course. Before 2006, the old labor laws were primarily made during the British colonial regime and Pakistan period, and there were as many as 50 in number. These laws were often outdated, scattered, inconsistent, and often overlapped. Therefore, in 1992, a Labor Law Commission was formed by the Government of the day, which examined 44 labor laws and recommended repealing 27 laws. It prepared a draft Labor Act in 1994. As a result, the 2006 Bangladesh Labor

Act is relatively sweeping and progressive. The comprehensive nature of the law can immediately be gleaned from its coverage, such as the conditions of service and employment, youth employment, maternity benefit, health hygiene, safety, welfare, working hours and leave, wages and payment, workers' compensation for injury, trade unions and industrial relations, disputes, labor court, workers' participation in companies' profits, regulation of employment and safety of dock workers, provident funds, apprenticeship, penalty and procedure, administration, inspection, and others.

HRM 4007: Industrial Relations Management

Pre-requisite: BBA 3125

This course offers a multidisciplinary, theoretical, and practical introduction to key concepts, processes, practices, and debates associated with employment relationships across industries. In addition, we examine the organizational, institutional, and market contexts that affect employment relations in any industrial society. Adopting a robust and critical approach, our discussions will always seek to provide students with an understanding of the key participants in any industrial relations system – workers, employers, trade unions, employer organizations, and the state – and how they interact, sometimes cooperatively and sometimes in conflict.

HRM 4010: Occupational Health and Safety Management

Pre-requisite: BBA 3125

This course focuses on introducing students to the broad field of occupational health & safety (OHS) management under the conceptual framework of a healthy workplace. Students will learn about hazard recognition, assessment, and control techniques (physical, chemical, biological, ergonomic, and psychosocial) in the context of occupational health and safety legislation. In addition, current issues in OHS and the Environment will be discussed. The goal is to provide a relatively non-technical approach to OHS that applies to students in human resources and those seeking careers in other areas, such as business or health and safety management.

HRM 4011: Organizational Theory and Development

Pre-requisite: BBA 3125

This course deals with the genesis and development of organizational theories comprehensively. This course covers all the different theoretical approaches to organization, starting with classical, neo-classical, and behavioral techniques. It also deals with the theories, practices, and problems of an organization and its environment, function, structure of authority and responsibility, formal and informal organization and social system, organizational behavior, organizational control, research and development, and changing corporate structure.

IB 4002: Global Business Strategy

Pre-requisite: BBA 3130

This course focuses on future developments, changing environments, and creativity in global business. Students will develop new, original, global strategies establishing unique competitive advantages for selected firms and organizations. Environmental, industry, and core competency analyses will be presented and adapted to global regions and countries. In addition, this course examines grand strategies focusing on international mergers, acquisitions, and other business combinations.

OSCM 4002: Inventory Management

Pre-requisite: BBA 3128

This course is designed for market demand fulfillment and efficient stock management. Many changes in market demand, new opportunities due to worldwide marketing, global sourcing of materials, and new manufacturing technology-based companies to change their inventory management approach and the process for inventory control. This course will provide an overview of inventory systems and their impact on materials management. This course also covers economic order quantity, just-in-time inventory systems, and inventory strategy and

policies. The inventory management system and the inventory control process provide information to manage the flow of materials efficiently, effectively utilize people and equipment, coordinate internal activities, and communicate with customers.

THM 4011: Hospitality Management

Pre-requisite: BBA 3127

This course provides a theoretical and conceptual introduction to the tourism and hotel industry and studies. Your career choice is the most essential management decision you will ever make from your point of view. The knowledge learners gain from this course will be relevant to all units in this qualification. Learners will develop an overview of the importance of the hospitality industry within the economy in terms of its scale and diversity. They will investigate the hospitality industry and develop an understanding of businesses that provide accommodation, catering, and related services. Learners will explore the diverse types of ownership, products, services, and customer types and will develop an understanding of trends within the industry. The course allows learners to explore the internal structure of hospitality businesses. They will learn about the operational areas, staffing structures, hierarchies, and job roles within the various parts.

MANAGEMENT INFORMATION SYSTEMS (MIS)

Primary Departmental Specialization: Any eight (8) courses from a primary department must be completed (8×3) 24 credit hours (mandatory).

Second Specialization: Any six (6) courses from a second specialization must be completed (6×3) 18 credit hours.

Minor: Any four (4) courses from the minor department must be completed for the minor (4×3) 12 credit hours.

Code	Course Title	Pre-requisite
MIS 4001	Enterprise Resource Planning	BBA 3129 Management Information Systems
MIS 4002	Database Analysis and Design	BBA 3129 Management Information Systems
MIS 4003	Object Oriented Programming	BBA 3129 Management Information Systems
MIS 4004	Digital Marketing	BBA 3129 Management Information Systems
MIS 4005	Data Warehouse and Data Mining	BBA 3129 Management Information Systems
MIS 4006	Business Intelligence and Decision Support System	BBA 3129 Management Information Systems
MIS 4007	Special Topic in MIS	BBA 3129 Management Information Systems
MIS 4008	Web Technology	BBA 3129 Management Information Systems
MIS 4009	Business Graphics and Animation	BBA 3129 Management Information Systems
MIS 4010	Network Resource Management	BBA 3129 Management Information Systems
MIS 4011	E-Commerce and E-Governance	BBA 3129 Management Information Systems
MIS 4012	Introduction to Data Science	BBA 3129 Management Information Systems
MIS 4013	Cyber Security	BBA 3129 Management Information Systems
MIS 4014	Blockchain Technologies in Business	BBA 3129 Management Information Systems

MIS 4001: Enterprise Resource Planning

Pre-requisite: BBA 3129

Today's business requires integrating information systems within and across the organization to ensure visibility, transparency, and effective decisions. This course introduces students to the main ideas and fundamental technology underlying the development, implementation, and use of integrated enterprise information systems within the value chain of organizations. Topics include SAP R/3 application modules, technical architecture of R/3, SAP application development and system management, ERP implementation issues and business engineering in R/3, accelerated SAP, going live, post-implementation issues, next-generation enterprise, and others.

MIS 4002: Database Analysis and Design

Pre-requisite: BBA 3129

The contemporary economy is heavily reliant on digital data. Data plays a crucial role in facilitating transactions, informing managerial decisions, and guiding the development of organizational strategies. Databases are fundamental for creating, storing, organizing, and disseminating data. This course provides the essential principles required for proficiently designing and utilizing databases. This course aims to elucidate the concept of data and present modern methodologies and technologies for data storage, retrieval, utilization, and visualization. The aim of this course is on comprehending data modeling and design methodologies and the emerging possibilities of big data, social media, data analytics, and unstructured data. The attention of both commercial and open-source database management tools is centered on the same objective.

MIS 4003: Object Oriented Programming

Pre-requisite: BBA 3129

The course introduces object-oriented programming for individuals possessing a procedural paradigm background. The course commences with a concise overview of statements, flow control, and data types, emphasizing pointers, array processing, and structured data types. The contents of the course of the material presents the object-oriented programming paradigm, emphasizing the concepts of encapsulation, inheritance, polymorphism, and abstraction. Additionally, the section provides a gradual introduction to the fundamental principles of object-oriented analysis and design. Additional subject matters encompass the development of two-dimensional games utilizing object-oriented programming techniques, a comprehensive survey of programming language principles, and memory management.

MIS 4004: Digital Marketing

Pre-requisite: BBA 3129

Digital marketing has become essential to any firm's marketing strategy, but managers are still grappling with this continuously evolving medium. In this course, we will develop a systematic understanding of digital marketing. The starting point will be to understand certain fundamental ideas and concepts applicable to the study of digital marketing. Course will then obtain a deep understanding of display advertising, search advertising, and social media marketing. Next, this course will invest significant time in outcome and effectiveness measurement methods and campaign evaluation metrics. Toward the end of the course, we will discuss various topics, such as mobile marketing, media planning, privacy issues, and digital ad fraud.

MIS 4005: Data Warehouse and Data Mining

Pre-requisite: BBA 3129

The course provides an overview of the techniques and principles involved in constructing data warehouses and performing data analysis through data mining, data quality, and the methods and techniques utilized for preprocessing data, conceptualization and construction of data warehouses, study and implementation of algorithms utilized in classification, clustering, and association rule analysis and also the pragmatic application of software in the context of data analysis.

MIS 4006: Business Intelligence and Decision Support System

Pre-requisite: BBA 3129

This course introduces the technologies that are generally called business analytics. The core technology consists of DSS, BI, and various decision-making techniques. Students are provided examples of use cases and hands-on exercises to analyze and tackle multiple business situations with computerized tools and techniques.

MIS 4007: Special Topic in MIS

Pre-requisite: BBA 3129

The course provides students with advanced knowledge of applying approaches to types of information systems, knowledge of managerial decision-making, and an in-depth understanding of administrative assistance. The learners are expected to have expertise in using different information system tools and software for various business activities and processes related to covering types of Information Systems. This course will expose students to real-life scenarios by solving relevant cases and practical interfacing situations.

MIS 4008: Web Technology

Pre-requisite: BBA 3129

This course introduces students to the technology and trends pervasive in business, delivering goods and services online. Students will get comprehend with web content delivery technologies such as HTML, XHTML, XML, XSL, XSLT, XQuery, Schema, XPATH, XLINK, JavaScript, PHP, and Database Connectivity. The interplay between technologies is emphasized so that students grasp the opportunities and limitations intending to understand the prevailing trend.

MIS 4009: Business Graphics and Animation

Pre-requisite: BBA 3129

This course introduces the essential knowledge and skills required to produce commercial multimedia graphics and corporate identity and marketing assets through use of standard industry software: Adobe Photoshop, Illustrator, Animate, and After Effects, following industry-standard practices on current technology.

MIS 4010: Network Resource Management

Pre-requisite: BBA 3129

This course gives a comprehensive view of data and computer communications. It explores critical issues in the field in the general categories of principles, design approaches, and business applications over networks and the Internet. Conceptual foundations of integrated office systems that include data, text, voice, and video transmission are covered in this course. Issues of network design and current trends in LAN, communication technology and its management, network protocols and computer interfaces, applications for distributed computing and office automation, network file and device management, as well as an in-depth study on the Internet communication process, transmission media, and communication technologies used over the net, are the major topics of this course.

MIS 4011: E-Commerce and E-Governance

Pre-requisite: BBA 3129

This course provides the tools, skills, and understanding of technological concepts and issues surrounding the emergence and future directions of electronic business practices, with a strong focus on electronic commerce initiatives. The student develops an understanding of the current business models, strategies, and opportunities in electronic publishing, communication, distribution, collaboration, and online payment options. The focus is on innovative strategic thinking concerning using these techniques in successful new business ventures. This course also provides methods and techniques for the holistic design of information systems for IT applications in the public sector for e-government and public participation and IT in strategic decision-making and public governance E-procurement, Cyber Security, Legacy Automation, etc. Under this course, MIS graduates play a pivotal role in introducing e-commerce and e-governance within their organization, providing a platform to demonstrate their capabilities and secure their growth and progression.

MIS 4012: Introduction to Data Science

Pre-requisite: BBA 3129

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 will learn how to process and use the processed data, which will provide them with a productive outcome and learn the essential programming language as well as their use in the practical field. This course has a weekly laboratory session; each week, the students will build on their skills and be allowed to practice what they have learned.

MIS 4013: Cyber Security

Pre-requisite: BBA 3129

This course introduces the students to real-world cybersecurity challenges that organizations face and learn to apply knowledge and skills gained through other courses to address them. The challenges will be examined from the attacker's perspective (how systems are exploited) and the defender's perspective (how to secure systems or respond to threats). Common attack and defense strategies for software, web applications, networks, operating systems, cryptographic systems, and humans will be explored. The course will also introduce cybersecurity management concepts, including security operations, risk management, security engineering, and security architecture, and guide different career paths specializing in cybersecurity. This course focuses on hands-on activities, and students are encouraged to participate in public and industry cybersecurity challenges, including capture-the-flag competitions.

MIS 4014: Blockchain Technologies in Business

Pre-requisite: BBA 3129

This course gives students a basic understanding of blockchain technology, its history, and how it relates to the new digital economy. Covering essential areas and using cases regarding blockchain technology, how it's disrupting domains such as Fintech, Digital government activities, eHealth, E-procurement, Smart Cities, etc., and how to use blockchain technology to create new business opportunities. The students will learn to analyze and quantify blockchain's changes in various industries, understanding blockchain technology, its challenges, and limitations. The teaching methodology includes business cases and lectures by industry thought leaders.

MARKETING (MKT)

Primary Departmental Specialization: Any eight (8) courses from a primary department must be completed (8×3) 24 credit hours (mandatory).

Second Specialization: Any six (6) courses from a second specialization must be completed (6×3) 18 credit hours.

Minor: Any four (4) courses from the minor department must be completed for the minor (4×3) 12 credit hours.

Code	Course Title	Pre-requisite
MKT 4001	Consumer Behavior	BBA 3127 Marketing Management
MKT 4002	Integrated Marketing Communication	BBA 3127 Marketing Management
MKT 4003	Social Media and Digital Marketing	BBA 3127 Marketing Management
MKT 4004	Service Marketing	BBA 3127 Marketing Management
MKT 4005	Sales Management	BBA 3127 Marketing Management
MKT 4006	International Marketing	BBA 3127 Marketing Management
MKT 4007	Distribution and Channel Management	BBA 3127 Marketing Management
MKT 4008	Brand and Product Management	BBA 3127 Marketing Management
MKT 4009	Rural Marketing	BBA 3127 Marketing Management
MKT 4010	Agro-based Product Marketing	BBA 3127 Marketing Management
MKT 4011	Marketing Strategy	BBA 3127 Marketing Management
MKT 4012	Marketing Research	BBA 3127 Marketing Management
MKT 4013	Product Innovation and Management	BBA 3127 Marketing Management
THM 4002	Tourism and Hospitality Marketing	BBA 3127 Marketing Management

MKT 4001: Consumer Behavior

Pre-requisite: BBA 3127

To be successful in marketing a product or service, the marketer needs to understand and evaluate the behavior of the consumers - the purchase of any product or service by the consumer results from the complex purchase decision process. The consumer behavior course will enable the students to understand theories, concepts, and environmental and individual influences that determine the consumer's purchase decisions. So, this consumer behavior course is essential to develop the students' marketing skills and expertise. In addition, this course focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology, motivation, and economics. Emphasis will be on how internal and external influences shape behavior.

MKT 4002: Integrated Marketing Communication

Pre-requisite: BBA 3127

The course primarily discusses and develops a solid foundation based on Integrated Marketing Communications (IMC) elements. The course explores the different IMC tools, from advertising to direct marketing, personal selling, sales promotion, and public relations. Another segment that this course is concerned with is the relatively new and trending practices of digital and interactive media. Overall, this concentration considers the importance of IMC and its role in marketing, relating existing issues to the planning and executing different marketing campaigns and programs aligned with the firm's strategic objectives. The course provides an in-depth understanding of managing, evaluating, and controlling the brand's IMC activities.

MKT 4003: Social Media and Digital Marketing

Pre-requisite: BBA 3127

The course's primary objective is to give students a comprehensive comprehension of how digital technologies and the emergence of social media are transforming marketing strategies and tactics in diverse industries. The curriculum encompasses acquiring knowledge about marketing principles that hold significance in the digital realm, evaluating exemplary instances of effective marketing strategies, and honing proficiencies in creating, disseminating, and articulating value through using digital marketing instruments and social media channels. The course has supplementary objectives encompassing students' comprehension of contemporary digital marketing and social media patterns and instructing them on integrating digital and traditional marketing strategies. This course expands upon conventional marketing courses and explores digital strategies and tactics through the lens of brand management. The course will comprehensively analyze the digital marketing and social media phenomena, particularly emphasizing critical aspects essential to harnessing social media's potential. These include content management, establishing a strong social media presence, mobile marketing, and viral marketing. The present discourse examines the power shift from brands to consumers, elucidates strategies for engaging consumers via social media, and explores the interrelationship between social media and other digital marketing endeavors.

MKT 4004: Services Marketing

Pre-requisite: BBA 3127

This course examines the marketing strategies for intangible products organizations and individuals offer. The organization's effectiveness and efficiency regarding services, the control of service standards, and the consumers' satisfaction level are described in the course. This course focuses on the nature and characteristics of the market and consumer behavior for various services, structures, and development of institutions involved in selling services, e.g., financial institutions, banks, insurance companies, transportation firms, hotels, and various travel and tour industry agencies.

MKT 4005: Sales Management

Pre-requisite: BBA 3127

The course has been divided into different discussions, including the fundamentals of sales and marketing, functions of sales management and the manager, different types of sales strategies & practices, consumer & corporate sales and profitable relationships, the types of the sales force and sales force network management, steps of sales recruitments and training for the sales forces, motivation, and retention policies for the salespeople, etc. Using many real-life examples in regular class discussions and case studies, along with sessions by people from the industry will supplement the textbook learning. Moreover, the short in-class exercises followed by individual student presentations and role-playing will help them develop their selling skills and real-life experiences.

MKT 4006: International Marketing

Pre-requisite: BBA 3127

This course provides an overview of the global strategy and process of marketing goods and services. National market, review of international trade theory, analysis of the balance of payment position and foreign currency market, export market, international joint ventures, licensing and licensing arrangements, patents and copyrights, international trade arrangements and regional trade grouping, the generalized system of preferences, packaging, shipping, and financing practices in the international market are discussed in this course.

MKT 4007: Distribution and Channel Management

Pre-requisite: BBA 3127

The course deals with managing the flow of goods (inventory), services, and related information among members in the supply chain (i.e., suppliers, manufacturers, distributors, retailers, logistics service providers, and the end customer). Emphasis is placed on such managerial responsibility logistics aspects of these flows, especially as

they relate to the flow of goods to markets (or physical distribution). Attention is given to such managerial responsibilities as customer service, transportation, inventory management, order processing and information, warehousing, materials management, decision support systems, financial control of logistics performance, international logistics, strategic planning, and supply chain integration. Recognition is also given to essential interrelationships between logistics and production, marketing, and financial management.

MKT 4008: Brand and Product Management

Pre-requisite: BBA 3127

The course aims to introduce students to aspects related to the design of the marketing of products and services in the marketplace. In addition, it provides students with the skills necessary to develop and administer policies and strategies for the company's existing and new products with a competitive edge. The topics covered in this course include a framework for product management structure in an organization, an overview of the need for introducing new products, the importance of an innovation policy, a new product strategy, a productive new product development process, a focus on the importance of the consumer, product positioning, testing and improving new products to meet competition, product introduction, and profit management; implementing the new product development process; the imperative need for the customer and after-sales service as a competitive edge strategy in both domestic and foreign markets.

MKT 4009: Rural Marketing

Pre-requisite: BBA 3127

Rural markets comprise a substantial portion of the Global Marketplace. Despite vast perspectives, most multinationals from advanced countries and local large-scale manufacturers of packaged products have traditionally ignored rural markets. With their immense size and demand base, rural markets offer a vast opportunity for business entities. There is no denying that rural consumers want to access brands if they offer value for money and a promise of quality. The course extensively studies the importance of rural markets in developing economies. It makes students aware of the rural marketing environment, the special needs in rural marketing research, and the study of consumer behavior in the rural segment. Furthermore, the course analyzes the economics of cost involved in rural distribution coverage, rural product, pricing strategy, rural marketing challenges, rural innovation, and rural consumer behavior, which provides students with knowledge, understanding, and techniques related to marketing in a rural environment.

MKT 4010: Agro-Based Product Marketing

Pre-requisite: BBA 3127

The course will provide a basic framework for agricultural marketing and how the different agro-based products can be marketed in the local markets. It will also enhance the students' learning of how Agro-based products can be effectively processed and marketed to the international markets. Due to development in the logistical sector and enhancement of storage functions, local products have enhanced demand in foreign countries. Therefore, the course will cover aspects of the different markets, supply chain, financing, marketing agencies, standardization and grading, transportation, packaging, storage and warehousing, and other important factors essential for students to understand and comprehend the diversity of the course and its contents.

MKT 4011: Marketing Strategy

Pre-requisite: BBA 3127

Marketing strategy is based on one simple but powerful premise. As a practice, Marketing strategy differs from other forms of marketing in that it recognizes the long-term value of marketing efforts and organizational success and extends communication beyond intrusive advertising and sales promotional messages. Marketing strategy is a broadly recognized, widely implemented strategy for managing and nurturing a company's business interactions with clients and sales prospects. Marketing strategies are the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. As a result, marketing strategy

aims to identify business alternatives, establish challenging goals, determine the optimal marketing mix to attain these goals, and detail implementation.

MKT 4012: Marketing Research

Pre-requisite: BBA 3127

The course deals with planning, collecting, organizing, interpreting, and presenting marketing information to aid decision-makers. These include the strategic role of marketing research, managerial issues in the research process, qualitative and quantitative research designs, data analysis methods, and the future of marketing research.

MKT 4013: Product Innovation and Management

Pre-requisite: BBA 3127

The development of products, including services, continues to be described as a “risky business,” and yet, no foolproof formula for new product success has been discovered. This new course will draw on industry experience and academic research to give the students a balanced view of theory versus practice in managing and successfully commercializing new products. Bangladesh market represents a dynamic and competitive marketing environment that includes a fast pace of technology development, the convergence of industries, and the increasing sophistication of consumers. This course will instill in business students a passion for innovation whilst giving them the skills to examine the likely market success of these products.

THM 4002: Tourism and Hospitality Marketing

Pre-requisite: BBA 3127

This course aims to apply marketing principles to tourism and hospitality products and services. The course also examines the relationship between the motivations and behavior of tourism and hospitality consumers and the distribution and delivery of tourism and hospitality products and services. In addition, the course covers purchase decisions as applied to tourism and hospitality products and services, factors influencing the decision-making process, the role of information and communications technology in tourism and hospitality marketing, and electronic communication and distribution strategies.

OPERATIONS AND SUPPLY CHAIN MANAGEMENT (OSCM)

Primary Departmental Specialization: Any eight (8) courses from a primary department must be completed (8×3) 24 credit hours (mandatory).

Second Specialization: Any six (6) courses from a second specialization must be completed (6×3) 18 credit hours.

Minor: Any four (4) courses from the minor department must be completed for the minor (4×3) 12 credit hours.

Code	Course Title	Pre-requisite
OSCM 4001	Advanced Supply Chain Management	BBA 3128 Operations and Supply Chain Management
OSCM 4002	Inventory Management	BBA 3128 Operations and Supply Chain Management
OSCM 4003	Sourcing and Negotiation	BBA 3128 Operations and Supply Chain Management
OSCM 4004	Logistics Management	BBA 3128 Operations and Supply Chain Management
OSCM 4005	Managerial Forecasting	BBA 3128 Operations and Supply Chain Management
OSCM 4006	Purchasing and Procurement	BBA 3128 Operations and Supply Chain Management
OSCM 4007	Supply Chain Analytics	BBA 3128 Operations and Supply Chain Management
OSCM 4008	Service Operations Management	BBA 3128 Operations and Supply Chain Management
OSCM 4009	Total Quality Management	BBA 3128 Operations and Supply Chain Management
OSCM 4010	Product Strategy Management	BBA 3128 Operations and Supply Chain Management
MIS 4001	Enterprise Resource Planning	BBA 3129 Management Information Systems
MIS 4014	Blockchain Technologies in Business	BBA 3129 Management Information Systems

OSCM 4001: Advanced Supply Chain Management

Pre-requisite: BBA 3128

Today, more than ever before, supply chain management has become an integral part of business and is essential to any company's success and customer satisfaction. Supply chain management has the power to optimize customer service, reduce operating costs, and improve the financial standing of a company, but how does this work? In this course, students are expected to develop the ability to conceptualize, design, and implement supply chains aligned with the product, market, and customer characteristics. Business competition is now between supply networks rather than individual corporations. Managing the flow of products, information, and revenue across supply chains differentiates the ability of supply networks to fulfill customer needs. Students will develop the capability to evaluate how information flows can substitute for the stock of physical resources, such as inventory, and why such systems succeed or fail. They will assess how internet technologies, dynamic markets, and globalization impact supply chain strategies and practices, including logistics, digital coordination of decisions and resources, inventory and risk management, procurement and supply contracting, product and process design, and revenue management.

OSCM 4002: Inventory Management

Pre-requisite: BBA 3128

This course is designed for market demand fulfillment and efficient stock management. Many changes in market demand, new opportunities due to worldwide marketing, global sourcing of materials, and new manufacturing technology-based companies to change their inventory management approach and the process for inventory control. This course will provide an overview of inventory systems and their impact on materials management. This course also covers economic order quantity, just-in-time inventory systems, and inventory strategy and policies. The inventory management system and the inventory control process provide information to manage the flow of materials efficiently, effectively utilize people and equipment, coordinate internal activities, and communicate with customers.

OSCM 4003: Sourcing and Negotiation

Pre-requisite: BBA 3128

Due to the global expansion of various businesses and the significant effort given to source materials and services from low-cost yet reliable suppliers, this course has a substantial role in today's companies. The course will provide students with fundamental knowledge of sourcing strategies from the global market context. The course will demonstrate the process, principles, tools, and techniques involved in the management of efficient sourcing and negotiation practices in a different business environment. Therefore, this course prepares the students in three categorical areas: (a) fundamental knowledge of sourcing and negotiation, (b) psychomotor skills for the application of that knowledge, and (c) affective skills for developing appropriate management strategies. Therefore, the course meets the students' needs for all conceptual, analytical, and organizational skills for current professional domains. This course lets the students analyze various practical case studies covering sourcing and negotiation.

OSCM 4004: Logistics Management

Pre-requisite: BBA 3128

This course provides an opportunity to study and apply logistics management knowledge and skill sets in different business settings that students need for a successful professional career. Topics include fundamental concepts of logistics management, lean logistics, customer demand, operational integration, transportation, logistics network design, reverse logistics, warehousing, packaging, and material handling. The course focuses on essential design and development of global logistics management knowledge, problem-solving skills, case studies analysis, and software use. In addition, the students will be assigned to various problems related to logistics management that will help them better understand and apply techniques in real-world practical situations.

OSCM 4005: Managerial Forecasting

Pre-requisite: BBA 3128

This course meets the students' needs for all conceptual, analytical, and organizational knowledge and skills related to demand projection for current professional domains. This course lets the students analyze various practical studies covering quantitative and qualitative forecasting processes in business for organizations. This course also needs to understand the importance of different forecasting techniques and their applicability in supply chain management operations for manufacturing and services industries. The students also understand how to use basic concepts, strategies, and techniques of forecasting such as averaging, seasonal multiplicative, linear trend, and regression analysis to forecast the demand, profit, cost, etc., for the organization.

OSCM 4006: Purchasing and Procurement

Pre-requisite: BBA 3128

Traditional functions such as buying and sourcing have been considered tactical areas within the firm. However, Purchasing and Procurement (PP) has become a strategic function that manages supplier relationships, enables network innovation, reduces cost, and mitigates the impact on society and the natural environment. The course provides fundamental knowledge of purchasing and procurement functions to the students. The course demonstrates the process, principles, tools, and techniques involved with efficient management of purchasing and procuring practices in different business environments. Additionally, the focus is on purchasing and procurement operations in creating value for the supply chain.

OSCM 4007: Supply Chain Analytics

Pre-requisite: BBA 3128

Analytics is the science of examining data to develop market insights and draw reasonable business decisions. In the past few years, the use of analytics has become increasingly important in business in general, as well as in supply chain management. This course addresses various concerns in three broad segments: First, the theoretical foundation to build forecasting models that incorporate both the power of predictive analytics, and the trends and autocorrelation patterns identified from historical data. Second, these models are used on point-of-sale

information to build demand forecasts as an aggregation of models across the enterprise. Third, this course discusses using predictive dynamic models for aggregate supply chain planning, local distribution decision-making, and influencing and shaping demand.

OSCM 4008: Service Operations Management

Pre-requisite: BBA 3128

Service Operations Management is about improving organizations to make them better for customers and service providers. This course introduces different concepts and tools to help the students grasp the key ideas to manage an organization efficiently and effectively while maintaining key competitiveness in the market. The course provides information on the latest developments in information and technology to aid the organization in making better decisions. This course discusses key operational aspects such as service strategy & design, Service gap models, Scheduling, Yield Management, Quality Management, Capacity Planning, Decision Theories, Location design, etc. Various case studies are introduced from time to time to make students understand different business contexts and relate to the theories. The course is divided into small work groups to solve various problems in the real world.

OSCM 4009: Total Quality Management

Pre-requisite: BBA 3128

Total quality management (TQM) is a philosophy, methodology, and system that aims to create and maintain mechanisms of an organization's continuous improvement. It involves all departments and employees in the organization's value chain processes. It helps to reduce costs and meet/exceed the expectations of customers and other stakeholders of an organization. TQM encompasses business and social excellence, a sustainable approach to an organization's competition, efficiency improvement, leadership, and partnership. The objectives of this course are to introduce the main principles of business and social excellence and to generate knowledge and skills for students to use models and quality management methodology to implement total quality management in any sphere of business and the public sector. The course gives students the fundamental knowledge, skills, and exposure to Total Quality Management (TQM). The course demonstrates the principles, tools, and techniques of TQM. The course is designed to teach theory and its applications in management systems to improve manufacturing and service industries' productivity and performance.

OSCM 4010: Product Strategy Management

Pre-requisite: BBA 3128

This course provides an opportunity to study and explore how different product strategies can be managed and integrated with other business domains. Students need these for a successful professional career, especially in the supply chain arena. Topic includes product and its basic concepts, new product development, product design process, buyer behavior, introduction to brand mgt, managing global and service in the broader buyer decision process. This course lets the students analyze various product strategy-oriented decisions and develop simple strategy managing models from a business perspective. In addition, the students can complete classroom tasks, word sheets, and case studies individually and in groups to help them integrate product strategy management principles in dealing with diverse academic and industry needs. In summary, students are developed as confident resource persons to add value to life operations and the supply chain environment.

MIS 4001: Enterprise Resource Planning

Pre-requisite: BBA 3129

Today's business requires integrating information systems within and across the organization to ensure visibility, transparency, and effective decisions. This course introduces students to the main ideas and fundamental technology underlying the development, implementation, and use of integrated enterprise information systems within the value chain of organizations. Topics include SAP R/3 application modules, technical architecture of R/3, SAP application development and system management, ERP implementation issues and business

engineering in R/3, accelerated SAP, going live, post-implementation issues, next-generation enterprise, and others.

MIS 4014: Blockchain Technologies in Business

Pre-requisite: BBA 3129

This course gives students a basic understanding of blockchain technology, its history, and how it relates to the new digital economy. Covering essential areas and using cases regarding blockchain technology, how it's disrupting domains such as Fintech, Digital government activities, eHealth, E-procurement, Smart Cities, etc., and how to use blockchain technology to create new business opportunities. The students will learn to analyze and quantify blockchain's changes in various industries, understanding blockchain technology, its challenges, and limitations. The teaching methodology includes business cases and lectures by industry thought leaders.

TOURISM AND HOSPITALITY MANAGEMENT (THM)

Primary Departmental Specialization: Any eight (8) courses from a primary department must be completed (8×3) 24 credit hours (mandatory).

Second Specialization: Any six (6) courses from a second specialization must be completed (6×3) 18 credit hours.

Minor: Any four (4) courses from the minor department must be completed for the minor (4×3) 12 credit hours.

Code	Course Title	Pre-requisite
THM 4001	Introduction to Tourism and Hospitality Industry	BBA 3127 Marketing Management
THM 4002	Tourism and Hospitality Marketing	BBA 3127 Marketing Management
THM 4003	Housekeeping Management	BBA 3127 Marketing Management
THM 4004	Recreation Management	BBA 3127 Marketing Management
THM 4005	Tourism and Hospitality Law	BBA 3127 Marketing Management
THM 4006	Travel Agency and Tour Operation Management	BBA 3127 Marketing Management
THM 4007	Event and MICE (Meeting, Incentives, Convention and Exhibitions) Management	BBA 3127 Marketing Management
THM 4008	Airline Reservation and Ticketing	BBA 3127 Marketing Management
THM 4009	Food and Beverage Service Management	BBA 3127 Marketing Management
THM 4010	Destination Planning and Development	BBA 3127 Marketing Management
THM 4010	Destination Planning and Development	BBA 3127 Marketing Management
THM 4011	Hospitality Management	BBA 3127 Marketing Management
MKT 4001	Consumer Behavior	BBA 3127 Marketing Management
MKT 4004	Service Marketing	BBA 3127 Marketing Management
MKT 4011	Marketing Strategy	BBA 3127 Marketing Management
MKT 4012	Marketing Research	BBA 3127 Marketing Management

THM 4001: Introduction to Tourism and Hospitality Industry

Pre-requisite: BBA 3127

This course provides a theoretical and conceptual introduction to the tourism and hotel industry and studies. Career choice is the most essential management decision you will ever make from your point of view. The knowledge learners gain from this course will be relevant to all units in this qualification. Learners will develop an overview of the importance of the hospitality industry within the economy in terms of its scale and diversity. They will investigate the hospitality industry and develop an understanding of businesses that provide accommodation, catering, and related services. Learners will explore the diverse types of ownership, goods, services, and customer types and will develop an understanding of trends within the industry. The course allows learners to explore the internal structure of hospitality businesses. They will learn about the operational areas, staffing structures, hierarchies, and job roles within the various parts.

THM 4002: Tourism and Hospitality Marketing

Pre-requisite: BBA 3127

This course aims to apply marketing principles to tourism and hospitality products and services. The course also examines the relationship between the motivations and behavior of tourism and hospitality consumers and the distribution and delivery of tourism and hospitality products and services. In addition, the course covers purchase decisions as applied to tourism and hospitality products and services, factors influencing the decision-making process, the role of information and communications technology in tourism and hospitality marketing, and electronic communication and distribution strategies.

THM 4003: Housekeeping Management

Pre-requisite: BBA 3127

This course aims to demonstrate the need to integrate various planning approaches in the development of the housekeeping department and to examine different areas of housekeeping management. Emphasis is given to essential elements of housekeeping procedure and maintenance and operations.

THM 4004: Recreation Management

Pre-requisite: BBA 3127

This course introduces the nature and scope of leisure and the influence of leisure pursuits on personal and social growth. This course examines the relationships between personal leisure lifestyle behaviors and wellness. It also investigates the contributions of play, leisure, and recreation to individuals' and groups' social, psychological, and economic well-being, incorporating local, regional, national, and international perspectives. Finally, this course introduces the recreational use of outdoor/natural areas, both past and present, that create changing patterns of use, including an overview of human, animal, and technological impacts on outdoor recreation resources.

THM 4005: Tourism and Hospitality Law

Pre-requisite: BBA 3127

This course introduces the students to the core principles and practices of laws impacting the hospitality industry. Topics include An Introduction to Law, Court Systems, Civil Rights Law, Employment Law, Contracts, Torts, Regulations Governing the Sale of Food and Alcohol, Responsibility for Guests' Property, Legal Rights of Innkeepers and Restaurateurs, and Casino Law.

THM 4006: Travel Agency and Tour Operation Management

Pre-requisite: BBA 3127

This course will demonstrate the need to integrate various planning approaches in developing travel agencies and tour operations. It also examines the rules and regulations of different tourist locations. Emphasis is given to economic/market, physical/environmental, community, and travel associations. This course also aims to develop and update tourism industry knowledge, standard transport and vehicle rules, rent-a-car operation system, work with colleagues and customers, work in a socially diverse environment that deals with conflict situations, follow health, safety, and security procedures, and prepare and present tour commentaries.

THM 4007: Event and MICE (Meeting, Incentives, Convention, and Exhibitions) Management

Pre-requisite: BBA 3127

Event and MICE Management will give students an overview of the MICE (Meetings, Incentives, Conventions, and Exhibitions) management. It focuses on the principles, practices, and critical success factors of meetings, incentives, travel, conventions, and exhibitions. Emphasis will be placed on evaluating needs and the management processes to ensure the successful organization of such events. Students learn in a 100% digital environment from the get-go of this bachelor's program. To facilitate a successful learning experience, students will have access to the University's Virtual Campus, Face-to-face and online tutorials with teachers, and practical sessions focused on event and travel program management.

THM 4008: Airline Reservation and Ticketing

Pre-requisite: BBA 3127

This course studies domestic and international airline history and ticketing. The impacts of world events (terrorism, consolidation, and economics) on the airline industry are analyzed. Creating passenger name records and inquiries into seat availability, airline schedules, fares, and reservations are executed through computer simulation. Students learn industry-specific terms and jargon used by airlines, travel agents, and tour operators. Finally, current events in the airline industry are discussed.

THM 4009: Food and Beverage Service Management

Pre-requisite: BBA 3127

To introduce students to the core principles and practices of Food and beverage service systems, which optimize food production facilities' managerial and operational efficiency. Topics include an introduction to food production, the menu as a core management tool, food commodities, recipe development and standard recipes, food production systems, evaluation methods of food production, storage and inventory control, kitchen-to-table food supplies, and time reduction.

THM 4010: Destination Planning and Development

Pre-requisite: BBA 3127

This course aims to demonstrate the need to integrate various planning approaches in tourism development and examine the planning and development of tourism for different destinations. It also emphasizes tourism planning, such as tourism development and sustainable tourism impacts. Emphasis is given to economic/market, physical/environmental, community, and integrated approaches to tourism planning. Planning and development issues at national, regional, and local levels and for urban and rural destinations are also examined.

THM 4011: Hospitality Management

Pre-requisite: BBA 3127

This course provides a theoretical and conceptual introduction to the tourism and hotel industry and studies. Your career choice is the most essential management decision you will ever make from your point of view. The knowledge learners gain from this course will be relevant to all units in this qualification. Learners will develop an overview of the importance of the hospitality industry within the economy in terms of its scale and diversity. They will investigate the hospitality industry and develop an understanding of businesses that provide accommodation, catering, and related services. Learners will explore the diverse types of ownership, products, services, and customer types and will develop an understanding of trends within the industry. The course allows learners to explore the internal structure of hospitality businesses. They will learn about the operational areas, staffing structures, hierarchies, and job roles within the various parts.

MKT 4001: Consumer Behavior

Pre-requisite: BBA 3127

To be successful in marketing a product or service, the marketer needs to understand and evaluate the behavior of the consumers - the purchase of any product or service by the consumer results from the complex purchase decision process. The consumer behavior course will enable the students to understand theories, concepts, and environmental and individual influences that determine the consumer's purchase decisions. So, this consumer behavior course is essential to develop the students' marketing skills and expertise. In addition, this course focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology, motivation, and economics. Emphasis will be on how internal and external influences shape behavior.

MKT 4004: Services Marketing

Pre-requisite: BBA 3127

This course examines the marketing strategies for intangible products organizations and individuals offer. The organization's effectiveness and efficiency regarding services, the control of service standards, and the consumers' satisfaction level are described in the course. This course focuses on the nature and characteristics of the market and consumer behavior for various services, structures, and development of institutions involved in selling services, e.g., financial institutions, banks, insurance companies, transportation firms, hotels, and various travel and tour industry agencies.

MKT 4011: Marketing Strategy

Pre-requisite: BBA 3127

Marketing strategy is based on one simple but powerful premise. As a practice, Marketing strategy differs from other forms of marketing in that it recognizes the long-term value of marketing efforts and organizational success and extends communication beyond intrusive advertising and sales promotional messages. Marketing strategy is a broadly recognized, widely implemented strategy for managing and nurturing a company's business interactions with clients and sales prospects. Marketing strategies are the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. As a result, marketing strategy aims to identify business alternatives, establish challenging goals, determine the optimal marketing mix to attain these goals, and detail implementation.

MKT 4012: Marketing Research

Pre-requisite: BBA 3127

The course deals with planning, collecting, organizing, interpreting, and presenting marketing information to aid decision-makers. These include the strategic role of marketing research, managerial issues in the research process, qualitative and quantitative research designs, data analysis methods, and the future of marketing research.

Different Services & Features of AIUB

- It is essential to provide additional services outside the classroom to help students realize their potential.
- The Office of Student Affairs controls, coordinates, and initiates external and internal student activities.
- The Office of Probation and Guidance Counseling provides special academic counseling to students with academic problems or deficiencies.
- The Office of Placement & Alumni provides support and information to the graduating students and alumni regarding internship, employment opportunities, and employment networking.
- The **Office of Research & Publication** undertakes supervision of all academic research and publications in the AIUB Journal of Business and Economics (AJBE), the AIUB Journal of Science and Engineering (AJSE), and the AIUB-BUS-ECON-WP-SERIES, the first nationwide online series of working papers for business and economics.
- Each faculty member must provide academic assistance and guidance outside class hours as their academic counseling.
- Scholarships and waivers are awarded based on needs, merit, and talent, with special consideration for the children of freedom fighters. Another noteworthy scholarship is the Dr. Anwarul Abedin Scholarship for Women, named in honor of the founder chairman of AIUB, awarded to promising female students of academic and co-curricular excellence.
- Streamlined processes using the Online Course Registration System, the University Management System (UMS), the Virtual University Expert System (VUES), and the AIUB Portal App.
- Every student also has their ID/Password at the AIUB Portal (www.aiub.edu) to access their emails, class schedules, notes, registrations, payments, etc.
- One of the most extensive virtual computer lab setups of this region.
- AIUB is an authorized testing center for GMAT, UKCAT, and LNET. It also provides the IT Vendor Certification for CISCO, SUN, and Microsoft, with designated labs for all three.
- Pro-actively participative in various national and international programs, in different collaborative capacities, while organizing their annual international conferences like the AIUB International Conference on Business and Management (AICBM), the International Conference on Robotics, Electrical, and Signal Processing Techniques (ICREST) and International Conference on Computing Advancements (ICCA).
- Actively participative in various international cultural and academic exchange programs through established strategic affiliations to several universities across the globe, along with numerous linkages with national, regional, and international professional organizations such as AACSB, AAUA, AIESEC, AMDISA, AmCham, APQN, AUAP, DANIDA, Duke of Edinburgh Awards, Education USA, Erasmus+, GUNI, IEEE, IAU, IAU, Oracle, PAASCU, UNESCO, etc.
- AIUB is the first among all public and private universities in Bangladesh to have its academic programs internationally accredited, with a pro-active Institutional Quality Assurance Cell that ensures higher quality and progressive development. AIUB's Management practices are also ISO 9001:2008 Certified by SGS-UKAS, providing a benchmark amongst educational institutions in the country.
- Wi-Fi connectivity is available throughout the campus, with ample open-architecture seating arrangements, both indoors and outdoors
- Classrooms are fully air-conditioned with Wi-Fi internet connectivity and multimedia projector.
- Printing facilities are available at designated areas around the campus.
- The central library, located in the iconic dome building on campus, boasts a collection of about 59,000 volumes, including books, references, printed and online journals, and other articles, periodicals, and audiovisual materials covering more than 80 academic areas.
- There are 25 computer labs with 40 workstations in each Lab and 20 servers to support the IT infrastructure.
- There are several additional facilities on campus, including an in-house cafeteria, food carts, a bookstore, and a medical center. There is a fully equipped gymnasium on campus to encourage the physical fitness and well-being of the students, faculties, and officials.
- Fully operational MAC Lab with 41 workstations and an Animation Lab with state-of-the-art technology for honing skills in editing, graphics, animation, and visual effects software.

- Media Studio with professional-grade facilities for shooting, online editing, and live broadcasting, including a studio console, audio recording booth, video cameras (including options with Full HD Resolution), DSLR cameras, light & sound system, full-time studio personnel, set stage, dressing room, etc. with a seating capacity of 120.
- International standard Moot Court facilitates overall clinical legal education through practical applications of the rules, regulations, and procedures of the legal system to develop advocacy skills amongst students beyond the theoretical borders of a classroom.
- State-of-the-art Auditorium and Multipurpose Hall, with built-in acoustics, world-class sound systems, P3 LED projection screens, and a seating capacity of around 1000.
- Secular prayer facilities on campus, housing Muslim prayer rooms, a Christian chapel, a Hindu mandir, and a Buddhist prayer room, to empower everyone on campus to practice their faith freely.
- Outsourced world-class security solutions, with CCTV surveillance, archway scanners, metal detectors, luggage scanners, etc., along with specialized automated flap gates and turnstile barriers accessible by designated student, faculty, and official IDs, to ensure a safe environment on campus 24/7.
- A 2-storied underground car park and open outdoor parking capacity of 160 and 210, respectively.
- Engaging sports facilities are sprawling across the campus with a full-length football field, cricket practice-pitch, basketball, tennis, badminton, volleyball courts, and an open gallery with a seating capacity of around 500.

International Partnerships and Linkages

Partnerships and Linkages of FBA, AIUB

Accreditations

- + The Philippine Accrediting Association of Schools, Colleges and Universities (PAASCU) [2012] 
- + Accreditation Council for Business Schools and Programs (ACBSP) – Candidate for Accreditation 
- + Association to Advance Collegiate Schools of Business (AACSB) – Member 
- + Association of Management Development Institutions in South Asia (AMDISA) 

Strategic Partners

- + Dhaka Chamber of Commerce & Industry (DCCI) 
- + The Institute of Chartered Accountants of Bangladesh (ICAB) 
- + The Institute of Cost and Management Accountants of Bangladesh (ICMAB) 
- + The Association of Chartered Certified Accountants (ACCA)  Think Ahead
- + International Advertising Association (IAA) Bangladesh 
- + Bangladesh Society for Human Resources Management (BSHRM) 
- + Bangladesh Brand Forum (BBF) 
- + Bangladesh Institute of Capital Markets (BICM) 
- + Huawei ICT Academy 
- + City Alo Certification Program, jointly by AIUB and The City Bank Limited  

Specialization Support

- + 'Katalyst' project supported by Swisscontact, funded by UK AID, Swiss Agency for Development and Cooperation SDC and Embassy of Denmark, DANIDA, the International Development Cooperation in introducing three new Marketing Specialization elective courses, 'Rural Marketing', 'Agro-based Product Marketing,' and 'Product Innovation Management' in the BBA Program.  
- + The 'Investment Management' specialization is supported by the International Financial Corporation (IFC).  

The Placement Success



Placement Success represents the bottom line for AIUB's Faculty of Business Administration (FBA). Because the school produces high-caliber business graduates that recruiters seek, the FBA focuses on honing students' socially relevant employability skills, encouraging them to form relationships with businesses and create new knowledge.

Graduates seek challenges and the promise of continued professional development. For the students, the Office of Placement and Alumni (OPA) plays a vital role in arranging the Annual Job Fair for the existing

students and graduates, where many local and multinational companies actively participate and recruit AIUB graduates. It continues to build a strong network with the public and private sectors to facilitate Internship and placement opportunities for its graduates.

As of the 21st convocation, the faculty has produced a total of 17,442 graduates. FBA conducts regular tracer studies through the AIUB Office of Placement to track the employment status of its graduates. According to the last tracer study, 77% of graduates are working full-time, with 9% being self-employed in different sectors at home and abroad. Additionally, 12% work in family enterprises, and 11% pursue higher education while employed. FBA constantly updates its curriculum, faculty strengths, facilities, and teaching methods to reflect industrial transformation and technological growth. The faculty provides career-relevant skills training through workshops, international exchange programs, service-learning, internships, and interactive classroom management.

Contact Us

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To know more about the Faculty of Business Administration (FBA), AIUB, scan the QR Code.



*If your actions create a legacy that inspires others to dream more,
learn more, do more, and achieve more, then you are a leader...*