

Syllabus

BBA Program (Common Courses)

First Semester	Second Semester
Introduction to Business	Principles of Management
Basic Accounting	Taxation in Bangladesh
Business Mathematics	Computer & Information Technology
Business Communication & Report Writing	Theory and Practices of Banking
History of the Emergence of Independent Bangladesh (In Bangla)	Micro Economics
Third Semester	Fourth Semester
Business Statistics-I	Risk Management & Insurance
Organizational Behavior	Business Statistics-II
Legal Environment of Business	Human Resource Management
E-Commerce	Export-Import Management
Macro Economics	Supply Chain Management
Fifth Semester	Sixth Semester
Principles of Finance	Financial Management
Principles of Marketing	Marketing Management
Cost Accounting	Management Accounting
Tourism & Hospitality Management	Enterprise Resource Planning
Entrepreneurship & Small Business Management	Research Methodology

BBA Major in Accounting & Information Systems

Seventh Semester	Eighth Semester
Intermediate Accounting	Accounting and Information Systems
Advanced Accounting	Auditing
Working Capital Management	Advanced Cost & Management Accounting
Financial Statement Analysis and Business Valuation	Accounting Theory
Corporate Governance	Accounting for Government and Non-Profit Organization

BBA Major in Management Studies

Seventh Semester	Eighth Semester
Organization Development	Industrial Relations
Global Management	Management Information Systems
Conflict Management	Operations Management
Management Thought	Strategic Management
Career Planning and Development	Total Quality Management

BBA Major in Marketing

Seventh Semester	Eighth Semester
Customer Relationship Management	Selling & Salesmanship
Consumer Behavior	Integrated Marketing Communication
Brand Management	SME Marketing
E-Marketing	International Economics
Service Marketing	Agricultural & Food Marketing

BBA Major in Finance & Banking

Seventh Semester	Eighth Semester
Corporate Finance	Financial Markets & Institutions
Working Capital Management	Financial Analysis and Business Valuation
Bank Management	Fiscal and Monetary Policy
E-Banking	Security Analysis and Portfolio Management
Fundamentals of Investments	Real Estate Finance

