

# SUBJECTS OF BBA PROGRAM

The basic structure of the Four-year BBA program will be as follows:

## FIRST YEAR /FIRST SEMESTER

Course no.	Course Title-	Marks	Remarks
1101	Introduction to Business	100	3 Credit
1102	Principles of Accounting	100	3 Credit
1103	Introduction to Computer	100	3 Credit
1104	Business Mathematics	100	3 Credit
1105	English	100	3 Credit

## FIRST YEAR /SECOND SEMESTER

Course no.	Course Title	Marks	Remarks
1201	Business Communication	100	3 Credit
1202	Intermediate Accounting	100	3 Credit
1203	Principles of Management	100	3 Credit
1204	Micro Economics	100	3 Credit
1205	Business Statistics-1	100	3 Credit

## SECOND YEAR /THIRD SEMESTER

Course No.	Course Title	Marks	Remarks
2101	Principles of Finance	100	3 Credit
2102	Principles of Marketing	100	3 Credit
2103	Organizational Behavior	100	3 Credit
2104	Macro Economics	100	3 Credit
2105	Business Statistics- 11	100	3 Credit

## SECOND YEAR /FOURTH SEMESTER

Course No.	Course Title	Marks	Remarks
2201	Insurance and Risk Management	100	3 Credit
2202	Cost Accounting	100	3 Credit
2203	Computer Programming	100	3 Credit
2204	Commercial Law	100	3 Credit
2205	Theory and Practice of Banking	100	3 Credit

## THIRD YEAR/FIFTH SEMESTER

Course No.	Course Title	Marks	Remarks
3101	Business and Society	100	3 Credit
3102	Auditing	100	3 Credit
3103	Taxation in Bangladesh	100	3 Credit
3104	Industrial Law	100	3 Credit
3105	Bangladesh Studies	100	3 Credit

**THIRD YEAR /SIXTH SEMESTER**

<b>Course No.</b>	<b>Course Title</b>	<b>Marks</b>	<b>Remarks</b>
3201	Financial Management	100	3 Credit
3202	Entrepreneurship Development	100	3 Credit
3203	International Business	100	3 Credit
3204	Marketing Management	100	3 Credit
3205	Production Management	100	3 Credit

**FOURTH YEAR /SEVENTH SEMESTER**

<b>Course No.</b>	<b>Course Title</b>	<b>Marks</b>	<b>Remarks</b>
4101	Human Resource Management	100	3 Credit
4102	Management Accounting	100	3 Credit
4103	Project Management	100	3 Credit
4104	Strategic Management	100	3 Credit
4105	Management Information	100	3 Credit

**FOURTH YEAR / EIGHTH SEMESTER**  
**(MAJOR COURSES)**

**MARKETING MAJOR**

Course No.	Course Title	Marks	Remarks
MKT:4231	Consumer Behavior	100	3 Credit
MKT:4232	Marketing Research	100	3 Credit
MKT:4233	Marketing Promotion	100	3 Credit
MKT:4234	Brand Management	100	3 Credit
<b>MKT:4235</b>	<b><i>Viva and Project Paper Defense</i></b>	<b>100</b>	<b>3 Credit</b>

**FINANCE MAJOR**

Course No.	Course Title	Marks	Remarks
FIN:4241	Financial Analysis	100	3 Credit
FIN:4242	Security Analysis and Portfolio Management	100	3 Credit
FIN:4243	Financial Markets and	100	3 Credit
FIN:4244	Public Finance	100	3 Credit
<b>FIN:4245</b>	<b><i>Viva and Project Paper Defense</i></b>	<b>100</b>	<b>3 Credit</b>

**MANAGEMENT MAJOR**

Course No.	Course title	Marks	Remarks
MGT:4251	Management Thought	100	3 Credit
MGT:4252	Industrial Relations and	100	3 Credit
MGT:4253	Comparative Management	100	3 Credit
MGT:4254	Industrial Psychology	100	3 Credit
<b>MGT:4255</b>	<b><i>Viva and Project Paper</i></b>	<b>100</b>	<b>3 Credit</b>

**ACCOUNTING MAJOR**

Course No.	Course Title	Marks	Remarks
ACC:4261	Accounting Theory	100	3 Credit
ACC:4262	Financial Statement Analysis	100	3 Credit
ACC:4263	Specialized Accounting	100	3 Credit
ACC:4264	Corporate Reporting and	100	3 Credit
<b>ACC:4205</b>	<b><i>Viva and Project Paper Defense</i></b>	<b>100</b>	<b>3 Credit</b>