

SYLLABUS FOR BACHELOR OF BUSINESS ADMINISTRATION (BBA)

The Department of Business Administration offers a 4-years bachelor degree of Bachelor of Business Administration. To become a graduate in this field one has to complete 129 credits.

The Bachelor of Business Administration degree program is designed to provide students with business and management skills necessary to become effective leaders, innovators, and entrepreneurs in today's competitive society. The degree offers both an academic management education and enough breadth in complementary academic subjects to prepare students to function effectively in complex organizations, small to medium enterprise in the private, public & NGO sectors.

Objectives:

The objectives of this program is to develop a students intellectual ability, executive personality and managerial skills through an appropriate blending of business and general education, to provide learners with the knowledge and skills necessary to understand and function effectively in a business and administrative organization, to familiarize learners with the fundamental bodies of theoretical and applied knowledge of business, for business and other organizations and to prepare students or higher studies in business at home and abroad.

Career Scope:

The degree offers students the opportunity of pursuing careers in the business world such an managers, entrepreneurs of functional specialists in, for example, finance, banking, marketing, human resource management, etc.

Program Duration:

PUST introduces three semesters (each semester of 4 month) in an academic year. Therefore, the whole program can be completed in 12 semesters, (i.e. 4 years).

- In certain cases, student may be allowed to complete the program in maximum 6 years (i.e. 18 semesters) including leave of absence/semester leave.
- If any student fails to complete his/her program of study within the above mentioned maximum length of period, then consequently his/her studentship at PUST will be cancelled.

Entry Requirements:

Minimum 2nd division or GPA 2.5 in both SSC and HSC or equivalent examinations of 'O' Level in five subjects and 'A' Level in two major subjects with minimum 'C' in each or US high school diploma.

Course Structure with Credit Hour:

The required courses for this program are stated below:

SI No.	Course Type	No. of Courses	Credit Hour Per Course	Total Credit Hour
1	Core Courses	32	3	96
2	Specialization/Major Courses	08	3	24
3	Internship or Project Work	01	3	3
4	Viva Voce	02	3	6
	Total	43		129

In addition, students may required to take one/two non-credit remedial courses depending on their level of proficiency in English and Mathematics. They also require to complete internship/project work towards the end of their completion of degree requirements.

Academic Year and Semester System

There will be adoption of the semester system in view of yearly system. An academic year will be of three semesters, 4 months duration under each semester which will be allotted on the following system:

Semester	Duration
Spring	January-April
Summer	May-August
Fall	September-December

Grading System

PUST follows the following letter grade and grade point system introduced by the UGC as a uniform grading system for all public and private universities:

Range	Letter Grade	Grade Point
80% and above	A+	4.0
75% to less than 80%	A	3.75
70% to less than 75%	A –	3.5
65% to less than 70%	B+	3.25
60% to less than 65%	B	3.0
55% to less than 60%	B –	2.75
50% to less than 55%	C+	2.5
45% to less than 50%	C	2.25
40% to less than 45%	D	2.0
Less than 40%	F	0.0

Evaluation Procedure:

Total credit hour for each course is 3 and total marks for each course is 100.

Total Marks: 100

First Phase

Marks – 40

	<u>Marks</u>
Presentation of the Students -I	- 7
Home Assignment – I	- 3
Class Test – I	- 5
Mid Term Examination	- 25
	40

Final Phase

Marks – 60

	<u>Marks</u>
Class Attendance	- 10
Presentation of the Students-II	- 7
Home Assignment – II	- 3
Class Test – II	- 5
Final Examination	- 35
	60

Course Distribution for BBA Program:**1st Semester**

Course Code	Course Title	Credit
ENG 1101	English-I (Intermediate)	3.00
BBA 1102	Introduction to Business	3.00
BBA 1103	Financial Accounting	3.00
BBA 1104	Principles of Management	3.00

2nd Semester

Course Code	Course Title	Credit
CIT 1105	Introduction to Computer	3.00
MATH 1106	Business Mathematics	3.00
BBA 1107	Business Communication	3.00
BBA 1108	Principles of Marketing	3.00

3rd Semester

Course Code	Course Title	Credit
ECO 1109	Microeconomics	3.00
BBA 1110	Principle of Finance	3.00
ENG 1111	English- II (Advanced)	3.00
BBA 1112	Intermediate Financial Accounting	3.00

4th Semester

Course Code	Course Title	Credit
BBA 2101	General Commercial Law	3.00
ECO 2102	Macroeconomics	3.00
STAT 2103	Business Statistics	3.00
BBA 2104	Insurance and Risk Management	3.00

5th Semester

Course Code	Course Title	Credit
ECO 2105	Bangladesh Economics	3.00
BBA 2106	Cost and Management Accounting	3.00
BBA 2107	Marketing Management	3.00
BBA 2108	Financial Management	3.00

6th Semester

Course Code	Course Title	Credit
BBA 2109	Auditing and Taxation	3.00
CIT 2110	Computer application in Business	3.00
BBA 2111	Entrepreneurship Development and Small Business Management	3.00
	Viva Voce	3.00

7th Semester

Course Code	Course Title	Credit
BBA 3101	Business Ethics and Corporate Social Responsibility	3.00
BBA 3102	Management Information Systems	3.00
BBA 3103	International Business	3.00

8th Semester

Course Code	Course Title	Credit
BBA 3104	Organizational Behavior	3.00
BBA 3105	Operations Management	3.00
BBA 3106	Strategic Management	3.00

9th Semester

Course Code	Course Title	Credit
BBA 3107	Project Management	3.00
BBA 3108	Human Resources Management	3.00
BBA 3109	Research Methodology	3.00

10th Semester

Course Code	Course Title	Credit
4101	Major	3.00
4102	Major	3.00
4103	Major	3.00
4104	Major	3.00

11th Semester

Course Code	Course Title	Credit
4105	Major	3.00
4106	Major	3.00
4107	Major	3.00
4108	Major	3.00

12th Semester

Course Code	Course Title	Credit
	Internship	3.00
	Viva Voce	3.00

Major (Specialization) Courses

Each student is required to take any one of the following areas of major from 10th semester which includes eight courses.

Major Areas for BBA Program are:

- a. Human Resource Management (HRM)
- b. Accounting
- c. Finance
- d. Marketing
- e. Management Information System (MIS)

Major in HRM**10th Semester**

Course Code	Course Title	Credit
HRM 4101	Human Resource Policy and Strategy	3.00
HRM 4102	Training and Development	3.00
HRM 4103	Industrial Relations	3.00
HRM 4104	Conflict Management and Negotiation	3.00

11th Semester

Course Code	Course Title	Credit
HRM 4105	HRM Challenges and Strategic HRM	3.00
HRM 4106	International HRM and Challenges	3.00
HRM 4107	Stress & Change Management	3.00
HRM 4108	Career Planning and Development	3.00

Major in Accounting**10th Semester**

Course Code	Course Title	Credit
ACC 4101	Advanced Taxation	3.00
ACC 4102	Advanced Financial Accounting-I	3.00
ACC 4103	Advanced Cost Accounting	3.00
ACC 4104	Accounting for Govt. and Non-profit Organizations	3.00

11th Semester

Course Code	Course Title	Credit
ACC 4105	Advanced Financial Accounting- II	3.00
ACC 4106	Accounting Information System	3.00
ACC 4107	Strategic Management Accounting	3.00
ACC 4108	Advanced Auditing	3.00

Major in Finance**10th Semester**

Course Code	Course Title	Credit
FIN 4101	Financial Institutions and Markets	3.00
FIN 4102	Working Capital Management	3.00
FIN 4103	Investment & Portfolio Management	3.00
FIN 4104	Financial Analysis & Control	3.00

11th Semester

Course Code	Course Title	Credit
FIN 4105	International Financial Management	3.00
FIN 4106	Corporate Finance	3.00
FIN 4107	Bank Management	3.00
FIN 4108	Capital Expenditure Decision	3.00

Major in Marketing**10th Semester**

Course Code	Course Title	Credit
MKT 4101	Marketing Research	3.00
MKT 4102	Service Marketing	3.00
MKT 4103	International Marketing	3.00
MKT 4104	Network Relationship & Supply Chain Management	3.00

11th Semester

Course Code	Course Title	Credit
MKT 4105	Retail Marketing	3.00
MKT 4106	Customer Relations	3.00
MKT 4107	Brand Management	3.00
MKT 4108	Consumer Behavior	3.00

Major in MIS

10th Semester

Course Code	Course Title	Credit
MIS 4101	Management Information Systems	3.00
MIS 4102	Decision Support System	3.00
MIS 4103	Computer Programming & Application	3.00
MIS 4104	Database Management System	3.00

11th Semester

Course Code	Course Title	Credit
MIS 4105	System Design & Development	3.00
MIS 4106	E-business	3.00
MIS 4107	Data base design & Application Development	3.00
MIS 4108	Data Communication and Networking	3.00