



North Bengal International University

Faculty of Business Studies Department of Business Studies

ACADEMIC CURRICULUM OF BACHELOR OF BUSINESS ADMINISTRATION (BBA) 4-Year Program (Semester: 12)

AREAS OF SPECIALIZATION IN BBA PROGRAM

1. Major in Finance
2. Major in Banking and Insurance
3. Major in International Business
4. Major in Marketing
5. Major in Human Resource Management
6. Major in Accounting and Information System
7. Major in Management Studies
8. Major in Tourism and Hospitality Management

COURSE AND CREDIT STRUCTURE

	COURSES	CREDITS
Common Courses	36	36 x 3 = 108
Major Courses	6	06 x 3 = 18
Internship	1	01 x 3 = 03
Viva voce	1	01 x 3 = 03
Total	44	= 132

Course-Wise Marks Distribution

Course (Final Term)	:	50%
Course (Mid Term)	:	20%
Class Test/Tutorial/Presentation:		10%
Class Attendance	:	10%
Assignment	:	<u>10%</u>
		Total=100%

SEMESTER-WISE DISTRIBUTION OF COURSES

Course Code	Course Title	Credit Hour
ENG 1101	Foundation English - 1 (Grammar, Listening & Speaking)	3
BBA 1101	Introduction to Business	3
BBA 1102	Business Mathematics	3
BBA 1103	Microeconomics	3

Course Code	Course Title	Credit Hour
ENG 1201	Foundation English - 2 (Reading, Writing & Speaking)	3
BBA 1202	Principles of Accounting	3
BBA 1203	Principles of Finance	3
BBA 1204	Principles of Management	3

Course Code	Course Title	Credit Hour
BBA 1301	Principles of Marketing	3
BBA 1302	Statistics for Business	3
BBA 1303	Macroeconomics	3
BBA 1304	Fundamentals of Computer	3

Course Code	Course Title	Credit Hour
BBA 2101	Insurance and Risk Management	3
BBA 2102	Principles of Cost and Management Accounting	3
BBA 2103	Business Communication	3
BBA 2104	Money and Banking	3

Course Code	Course Title	Credit Hour
BBA 2201	Entrepreneurship Development	3
BBA 2202	Financial Management	3
BBA 2203	Marketing Management	3
GED 108	Bangladesh Studies	3

Course Code	Course Title	Credit Hour
BBA 2301	Organizational Behavior	3
BBA 2302	Industrial Psychology	3
BBA 2303	Financial Analysis and Control	3
BBA 2304	Business Law	3

Course Code	Course Title	Credit Hour
BBA 3101	International Business	3
BBA 3102	Management Information System	3
BBA 3103	Auditing	3
BBA 3104	Human Resource Management	3

Course Code	Course Title	Credit Hour
BBA 3201	Management of Financial Services	3
BBA 3202	Project Management	3
BBA 3203	Foreign Exchange Management	3
BBA 3204	Operations Management	3

Course Code	Course Title	Credit Hour
BBA 3301	Bank Management	3
BBA 3302	Strategic Management	3
BBA 3303	Research Methodology	3
BBA 3304	Taxation	3

Course Code	Course Title	Credit Hour
	Major-4101	3
	Major-4102	3
	Major-4103	3

Course Code	Course Title	Credit Hour
	Major-4201	3
	Major-4202	3
	Major-4203	3

Course Code	Course Title	Credit Hour
BBA/Major 4301	Internship	3
BBA 4302	Viva – Voce (Comprehensive)	3

MAJOR COURSES

1. Major in Finance

Course Code	Course Title	Credit Hour
FIN 4101	Financial Institutions and Markets	3
FIN 4102	Investment and Portfolio Management	3
FIN 4103	International Financial Management	3

Course Code	Course Title	Credit Hour
FIN 4201	Working Capital Management	3
FIN 4202	Corporate Finance	3
FIN 4203	Real Estate and Lease Financing	3

Course Code	Course Title	Credit Hour
FIN 4301	Internship	3
FIN 4302	Viva – Voce (Comprehensive)	3

2. Major in Banking and Insurance

Course Code	Course Title	Credit Hour
BNK 4101	Principles and Practices of Banking	3
BNK 4102	Practices of Life Insurance	3
BNK 4103	Bank Funds Management	3

Course Code	Course Title	Credit Hour
BNK 4201	Islamic Banking	3
BNK 4202	Practices of General Insurance	3
BNK 4203	Computer and Software Applications in Banks	3

Course Code	Course Title	Credit Hour
BNK 4301	Internship	3
BNK 4302	Viva – Voce (Comprehensive)	3

3. Major in International Business

Course Code	Course Title	Credit Hour
INB 4101	International Trade Operations	3
INB 4102	International Business Law	3
INB 4103	Cross Cultural Issues and International Business Negotiations	3

Course Code	Course Title	Credit Hour
INB 4201	International Financial Management	3
INB 4202	International Financial Markets and Investment Banking	3
INB 4203	International Competitiveness	3

Course Code	Course Title	Credit Hour
INB 4301	Internship	3
INB 4302	Viva – Voce (Comprehensive)	3

4. Major in Marketing

Course Code	Course Title	Credit Hour
MKT 4101	Services Marketing	3
MKT 4102	Sales Force Management	3
MKT 4103	Supply Chain Management	3

Course Code	Course Title	Credit Hour
MKT 4201	International Marketing	3
MKT 4202	Marketing Research	3
MKT 4203	Brand Management	3

Course Code	Course Title	Credit Hour
MKT 4301	Internship	3
MKT 4302	Viva – Voce (Comprehensive)	3

5. Major in Human Resource Management

Course Code	Course Title	Credit Hour
HRM 4101	Strategic Human Resource Management	3
HRM 4102	Compensation Management	3
HRM 4103	Industrial Relations	3

Course Code	Course Title	Credit Hour
HRM 4201	Performance Management	3
HRM 4202	Conflict Management and Negotiations	3
HRM 4203	Training and Management Development	3

Course Code	Course Title	Credit Hour
HRM 4301	Internship	3
HRM 4302	Viva – Voce (Comprehensive)	3

6. Major in Accounting and Information System

Course Code	Course Title	Credit Hour
ACC 4101	Intermediate Financial Accounting	3
ACC 4102	Advanced Cost Accounting	3
ACC 4103	Advanced Management Accounting	3

Course Code	Course Title	Credit Hour
ACC 4201	Advanced Financial Accounting	3
ACC 4202	Budgeting and Budgetary Control	3
ACC 4203	Accounting Information Systems	3

Course Code	Course Title	Credit Hour
ACC 4301	Internship	3
ACC 4302	Viva – Voce (Comprehensive)	3

7. Major in Management Studies

Course Code	Course Title	Credit Hour
MGT 4101	Management Theory	3
MGT 4102	Comparative Management	3
MGT 4103	Cross Cultural Management	3

Course Code	Course Title	Credit Hour
MGT 4201	Knowledge Management	3
MGT 4202	Total Quality Management	3
MGT 4203	Organizational Development and Change	3

Course Code	Course Title	Credit Hour
MGT 4301	Internship	3
MGT 4302	Viva – Voce (Comprehensive)	3

8. Major in Tourism and Hospitality Management

Course Code	Course Title	Credit Hour
THM 4101	Introduction to Tourism Industry	3
THM 4102	Housekeeping Management	3
THM 4103	Hospitality Sales and Marketing	3

Course Code	Course Title	Credit Hour
THM 4201	Tourism Impact and Sustainability	3
THM 4202	Club and Resort Management	3
THM 4203	Tourists Behavior	3

Course Code	Course Title	Credit Hour
THM 4301	Internship	3
THM 4302	Viva – Voce (Comprehensive)	3