

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Departments

- Accounting
- Business Economics
- Finance
- Marketing
- Management
- Business Analytics
- Human Resource Management
- International Business
- Investment Management
- Management Information Systems
- Operations and Supply Chain Management
- Tourism and Hospitality Management
- Innovation and Entrepreneurship Development

Semester 1

Code	Course Title	Pre Req.	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			16

*Non-Credit Courses: If any
BBA 1001: Remedial English and
BBA 1002: Remedial Mathematics*

Semester 5

Code	Course Title	Pre Req.	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			18

Semester 2

Code	Course Title	Pre Req.	Credits
BBA 1207	Business Management	BBA 1101 and 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	Micro Economics	BBA 1104	3
BBA 1212	Introduction to Information Technology	BBA 1102	3
Total			18

Semester 6

Code	Course Title	Pre Req.	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	Innovation and Entrepreneurship Development	BBA 2113	3
	<i>Primary Department : Elective 1</i>	---	3
	<i>Primary Department : Elective 2</i>	---	3
Total			18

Semester 3

Code	Course Title	Pre Req.	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 1212	2+1(Lab)
BBA 2118	Global Languages	BBA 1210	3
Total			18

Semester 7

Code	Course Title	Pre Req.	Credits
BBA 4135	Project Management	BBA 3128 and BBA 3129	3
BBA 4136	Business Communication	BBA 2118 and BBA 3233	3
BBA 4137	Corporate Governance and Social Responsibility	BBA 3126 and BBA 3233	3
	<i>Primary Department : Elective 3</i>	---	3
	<i>Primary Department : Elective 4</i>	---	3
	<i>Primary Department : Elective 5</i>	---	3
Total			18

Semester 4

Code	Course Title	Pre Req.	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			18

Semester 8

Code	Course Title	Pre Req.	Credits
BBA 4238	Strategic Management	BBA 4135	3
	<i>Primary Department : Elective 6</i>	---	3
	<i>Primary Department : Elective 7</i>	---	3
	<i>Primary Department : Elective 8</i>	---	3
BBA 4239	Professional Development Course	BBA 4136	1
BBA 4240	Internship	After Completion of 137 Credits	3
Total			16

Total Credits: 140

Primary Departmental Specialization	8 Courses
Second Specialization	6 Courses
Minor	4 Courses

ACCOUNTING (ACT)

Pre-Requisite: BBA 3126 Financial Management
(For All Elective Courses)

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

BUSINESS ANALYTICS (BA)

Pre-Requisite: BBA 2117 Office Management Technology
(For All Elective Courses)

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

BUSINESS ECONOMICS (BECO)

Pre-Requisite: BBA 2222 Macro Economics
(For All Elective Courses)

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

FINANCE (FIN)

Pre-Requisite: BBA 3126 Financial Management
(For All Elective Courses)

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

HUMAN RESOURCE MANAGEMENT (HRM)

Pre-Requisite: BBA 3125 Human Resource Management
(For All Elective Courses)

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

INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT (IED)

Pre-Requisite: BBA 3234 Innovation and Entrepreneurship Development
(For All Elective Courses)

IED 4001 Entrepreneurial Mindset and Behavior
IED 4002 Accounting for Entrepreneurs
IED 4003 New Venture Development
IED 4004 Entrepreneurial Finance
IED 4005 Economics for the Entrepreneurs
IED 4006 Consumer Behavior and Digital Marketing
IED 4007 E-commerce
IED 4008 Marketing Research for Entrepreneurs
IM 4005 Business Risk Management
MIS 4001 Enterprise Resource Planning
MIS 4006 Business Intelligence and Decision Support System

INTERNATIONAL BUSINESS (IB)

Pre-Requisite: BBA 3130 International Business
(For All Elective Courses)

IB 4001 International Banking
IB 4002 Global Business Strategy
IB 4003 International Enterprises and Transactions
IB 4004 International Business Governance, Ethics and Law
BECO 4005 Development Economics
BECO 4011 Labor Economics
FIN 4008 Global Finance
HRM 4009 Human Resource in Global Business Environment
MGT 4008 Negotiation Theory and Practice
MIS 4001 Enterprise Resource Planning
MKT 4006 International Marketing
OSCM 4004 Logistics Management

INVESTMENT MANAGEMENT (IM)

*Mandatory 3 Courses

Pre-Requisite: BBA 3126 Financial Management
(For All Elective Courses)

IM 4001 Regulations and Investment*
IM 4002 Doing Business in Bangladesh
IM 4003 Macroeconomic Conditions for Investment
IM 4004 Economics and Law
IM 4005 Business Risk Management
BECO 4005 Development Economics
BECO 4011 Labor Economics
FIN 4002 Financial Institutions and Markets*
FIN 4003 Investment Analysis and Portfolio Management
FIN 4008 Global Finance
FIN 4009 Financial Derivatives
MGT4007 Agri-business Management
MGT 4008 Negotiation Theory and Practice*

MANAGEMENT (MGT)

Pre-Requisite: BBA 2113 Organizational Behavior
(For All Elective Courses)

MGT 4001 Management of Change and Technology
MGT 4002 Public Sector Management
MGT 4003 Environment Management
MGT 4004 Managing of NGOs and Small Business
MGT 4005 Cooperative Management
MGT 4006 Disaster Management
MGT 4007 Agri-business Management
MGT 4008 Negotiation Theory and Practice
HRM 4005 Labor Law of Bangladesh
HRM 4007 Industrial Relations Management
HRM 4010 Occupational Health and Safety Management
HRM 4011 Organization Theory and Development
IB 4002 Global Business Strategy
OSCM 4002 Inventory Management
THM 4011 Hospitality Management

MANAGEMENT INFORMATION SYSTEMS (MIS)

Pre-Requisite: BBA 3129 Management Information Systems
(For All Elective Courses)

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

MARKETING (MKT)

Pre-Requisite: BBA 3127 Marketing Management
(For All Elective Courses)

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

TOURISM AND HOSPITALITY MANAGEMENT (THM)

Pre-Requisite: BBA 3127 Marketing Management
(For All Elective Courses)

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

OPERATIONS AND SUPPLY CHAIN MANAGEMENT (OSCM)

Pre-Requisite: BBA 3128 Operations and Supply Chain Management
(For All Elective Courses)

OSCM 4001 Advanced Supply Chain Management
OSCM 4002 Inventory Management
OSCM 4003 Sourcing and Negotiation
OSCM 4004 Logistics Management
OSCM 4005 Managerial Forecasting
OSCM 4006 Purchasing and Procurement
OSCM 4007 Supply Chain Analytics
OSCM 4008 Service Operations Management
OSCM 4009 Total Quality Management
OSCM 4010 Product Strategy Management
MIS 4001 Enterprise Resource Planning
MIS 4014 Blockchain Technologies in Business

POINTERS

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

Accreditation



Strategic Partners



Specialization Support



AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH (AIUB)

408/1 (Old KA 66/1), Kuratoli, Khilkhet, Dhaka 1229, Bangladesh
Admission Information Office : +88 02 841 4046 - 50, Ext : 201, 202
Hotline: +88 01844415000, +88 01886566666, +88 01844515912, FBA Dean's Office: +88 01844115002, Fax: +88 02 8412255
Email: info@aiub.edu, Web: www.aiub.edu, https://fba.aiub.edu, Facebook: www.facebook.com/aiub.edu, www.facebook.com/fba.aiub



Curriculum Spring 2022-23