

# BBA (Business Administration)

## BBA 1103 Financial Accounting I

The objective of this course is to deal with fundamentals of book-keeping and accounting. The course covers the basic accounting concepts, double entry system of book-keeping, recording of transactions, preparation of trial balance, treatment of adjustment entries, preparation of financial statements, accounting for assets and liabilities, accounting system and accounting practices in different types of organizations. A spreadsheet program is used as a tool in undertaking various accounting tasks.

## BBA 1108 Introduction to Business

This course deals with introductory concepts of business, such as history, objectives and forms of business, different forms of ownership, entrepreneurship, business ethics, international business, management and organization.

## BBA 1201 Principles of Management

This course deals with fundamentals of management, with an emphasis on interrelation of organizational functions. Topics include management perspectives, human factors in management, planning, decision making, management and delegation, personnel, communication, leadership, motivation and controls.

## BBA 1203 Macroeconomics

This course aims to give students knowledge of the basic working of mixed economies at the aggregate level. It takes into account the critical view of Islam on some aspects of conventional discussion. Topics covered include basic concepts in macroeconomics, measurement of national income and output, inflation and unemployment, fiscal policy, monetary policy, commercial and central banking, working of commodity and money markets, stabilization policy, and international trade.

## BBA 1204 Microeconomics

The central objective of this course is to provide a fundamental knowledge of the economic organizations of human societies and the underlying problems, principles and policies. The course attempts to make students understand how economic principles govern the behavior of consumers, producers and various kinds of markets and how the national income is distributed among the participants of productive processes. The Islamic principle of distribution (Zakat, Fitr, 'Ushr, etc.) is also discussed. The course aims to provide an elementary analysis of the role of market, the role of government and the role of Islamic ethics wherever warranted in solving basic economic problems. Other topics covered include markets and government in a modern economy, demand and supply, elasticity of demand, market structure (monopoly, perfect competition, oligopoly, etc.) and factor markets.

## BBA 1301 Introduction to Finance

This is the introductory course of finance. It includes the concepts of finance and business finance, functions of finance, concepts of risk and return, business risk and financial risk, time value of money and its applications | present value and future value, annuity due, perpetuity, growing perpetuity, loan amortization, valuation (components and process), sources of financing, short term financing, long term financing through common stock, preferred stock and issuance of bonds and convertibles, lease financing and term loan, introductory concepts on working capital, financial ratios and their interpretations.

## BBA 1302 Principles of Marketing

This course integrates basic concepts of corporate planning into the study of marketing. Major emphasis is given to the study of the firm and on the marketing manager's role in strategy formulation, marketing management, and decision making. Topics include market management, market opportunities, marketing strategy, and re-marketing control systems.

### BBA 1303 Business Statistics I

The objective of this course is to serve as an introduction to mathematical methods and statistics. Topics include collection and presentation of data, measures of central tendency and measures of dispersion, correlation and regression, and probability and probability distributions.

### BBA 1304 Business Mathematics I

This is an introductory course that provides a general understanding of mathematics to students of business, economics and commerce. It includes a few selected topics of mathematics that are applicable to business problems. Special emphasis is given to understanding business situations and finding suitable mathematical formulations and solutions. Topics include the number system, set theory, functions and equations, exponential and logarithmic functions, and differential and integral calculus.

### BBA 2401 Business Communication

The main objective of this course is to enable students to write the following documents with appropriate tone and style: letters of adjustment, application letters, reports, curriculum vitae, and memos. Other topics covered include applying for a job, fact-finding reports, memoranda, writing persuasively, feasibility reports with recommendations, grammar and proof-reading, paragraphing, and writing styles.

### BBA 2402 Business Law

This course provides students with in-depth knowledge in applying existing laws to business establishments and industries. Laws relating to contracts, sale of goods, negotiable instruments, partnerships, companies and industries are emphasized. The course begins with an introduction to the legal system of Bangladesh. Relevant acts of Bangladesh are discussed. The legal framework of securities, exchange commissions and stock exchanges are also studied.

### BBA 2403 Organizational Behavior

The objective of this course is to deal with individual and group behavior models in the context of different organizations and social systems. It deals with the concepts of motivation, perception, learning and analysis of human behavior, individual differences and job satisfaction, attitude change, group process, team work, role theory, power and authority along with the analysis of small group behavior, group dynamics, leadership, decision, development of organizations and the influence of groups.

### BBA 2404 Cost Accounting

The objective of this course is to provide the students with an introductory knowledge of cost and management accounting. The course covers managerial accounting and the business environment, cost terms and classifications, cost behavior, cost-volume-profit relationships, direct costing and absorption costing, relevant costs for decision making, pricing of products and services, budgeting and budgetary concepts, functional budget, flexible budget and master budget.

### BBA 2413 Business Transaction in Islam

The objective of this course is to provide students with general knowledge of various types of transactions in an Islamic economy. Topics covered are those related to economics and business with citations from the Quran and Sunnah. The discussion will include the opinions of major schools of Fiqh. The course starts with an introduction to Islam; Shari'ah and Fiqh in relation to Economics. The major topics covered include 'Aqd in Islamic Fiqh with special reference to 'Aqd of sale of purchase; Riba, its prohibition and application to modern times; Islamic ruling on Riba; Sharikah and its classifications; Sharikat-ul-amwaal; Sharikat-ul-mudharabah; Loan; Hiwaala; Ijaara; Rahn; Wadi'aah.

### BBA 2501 Financial Accounting II

This course provides an introduction to financial accounting and reporting. Topics include inventories, current & other fixed assets, liabilities, owner's equity, financial statement analysis, and financial position, and company & partnership accounts.

### BBA 2502 Financial Management

This course covers the functions of the comptroller and the treasurer, the firm and its financial environment, types of financial claims, accounting and cash flow measurement, agency costs, risk and return, capital market theory, financial leverage, capital structure theory, cost of capital, dividend and policy, and market efficiency.

### BBA 2503 Human Resource Management

Topics covered include personnel and human resource management (HRM), recruitment and placement, training and development, compensation, labor relations, employee security and safety, human resource management from Islamic perspective, and challenges of human resource management.

### BBA 2504 Business Statistics II

This course exposes students to general statistical techniques and their application to analyze practical problems usually encountered by professional economists and business analysts. Topics include graphical and numerical descriptive methods, sampling techniques, time series analysis, interpolation and extrapolation, statistical inferences, analysis of variance and chi-square tests.

### BBA 2601 Business Mathematics II

This course applies the concepts learned in BBA 1304 to real life business situations, such as quantitative techniques for decision-making. Topics include coordinate geometry, matrix algebra, calculus and linear programming, transportation and assignment problems, game theory, and non-linear programming.

### BBA 2602 Production and Operation Management

Principles of effective product innovations and management are covered. Major emphasis is placed on product concepts and tools relevant to product management, development of meaningful criteria for decision making in product areas, new product development and processes, management of existing products, and organizational considerations.

### BBA 2603 Taxation

The objective of the course is to provide the students with a basic knowledge in tax laws. The course covers general theories of taxation, income tax assessment of individuals, partnerships and companies and value added tax.

### BBA 2604 Marketing Management

This course familiarizes the students with integrating basic concepts of corporate planning into the study of marketing. It also gives emphasis on the firm's and the marketing manager's role in strategy formulation, marketing management and decision making. Major topics to be covered are analyzing market opportunities, marketing aids/tools for decision making, planning marketing strategy, the marketing mix strategy and marketing control system.

### BBA 3701 Money and Banking

The course includes topics such as money in a barter economy, money and credit creation, money market in the LDCs, money inflation and growth, debt, credit and financial instruments, monetary institutions, the central bank, commercial banks, and creation of bank deposits. Topics in Islamic banking will also be covered, including history and evolution of Islamic banking and insurance, role of Islamic bank in economic development, Islamic financial institutions, Islamic insurance, and a case study of the Malaysian experience.

### BBA 3702 Bangladesh Economy

A historical survey of the economy of Bangladesh from the colonial period to the present is presented in this course. It includes consideration of development strategies, agricultural, industrial, and service sector contributions to GDP and employment, and domestic and international trade.

### BBA 3703 Entrepreneurship Development

This is a premier course for those considering the formation or acquisition of their own businesses at some point in their careers. The course involves lectures, case analyses, presentations by students, guest lectures by successful entrepreneurs, and projects on the evaluation of business opportunities and preparation of formal business plans. Lectures cover the major areas of interest to the entrepreneur, nature and importance of entrepreneurial activities and alternatives, launching and start-up issues and challenges, market and financial planning, finance and control of the enterprise, qualitative and quantitative evaluation, acquisitions/mergers, start-ups, buyouts, family operation, management succession, franchising, expansion, bankruptcy, business failures and risks.

### BBA 3704 International Business

The objective of this course is to provide the students with in-depth knowledge of the nature, financial environment, sources of mechanism and instruments of international business along with studying the new international economic order, international financial markets, agencies, and other monetary systems. The course covers international business concepts and organization, economic theories of international business, the dynamics of international organizations like IMF, WB, IDB, ADB, GATT, WTO, OPEC, EU, EFTA, EEA, AFA, ASEAN, NAFTA, FATT, and SAPTA, business environment, forces influencing international business, international export and import practices, foreign exchange and financial markets controlling the international business.

### BBA 3801 Insurance & Risk Management

This course helps the students to attain knowledge in the management of various insurance companies. This course mainly covers management of life insurance and general insurance, reinsurance, marine insurance, accident and property insurance, education insurance, health insurance, marriage insurance, crop insurance, etc. It also includes insurance accounts relating to premium, claims, insurance fund, profits etc. How to Islamize the insurance business is also the subject-matter of this course.

### BBA 3802 Corporate Law

The course deals with the different aspects of company law relating to the formation of a company, its memorandum and articles of association, management, audit and accounts, company meeting, winding up of a company, etc. The course also provides knowledge of the Securities and Exchange Commission's rules and regulations, listing agreements of stock exchanges, etc. The course strives to help the students organize and understand the increasing legislation and regulation which influence the general management and financial aspect of a company.

### BBA 3803 E-Commerce and E-Banking

This course aims at developing students' knowledge about e-commerce, its history, web-based businesses, network economics (real and virtual), supply-side versus demand-side scale economies, Internet and www, value chains, strategic business and industry value chains, packet switched networks, TCP/IP protocol, Internet utility programs, SGML, HTML and XML, web client and servers, web client/server architecture, intranet and extranets, web server, web server software feature sets, web server software and tools, web protocol, search engines, intelligent agents, EC software, web hosting, cost analysis, intellectual property, computer security, threats to electronic commerce threats, protecting client computers, electronic payment systems, electronic cash, strategies for marketing, sales and promotion, cryptography, web based marketing, search engines and directory registration, online advertisements, portables and info mechanics, and web site design issues.

### BBA 3804 Information Technology

This course emphasizes the technological merger of the computer, communications, consumer electronics, and entertainment industries through the exchange of information in the digital format used by computers. This new phenomenon is known as digital convergence. The theme of convergence covers much of technology currently found under terms such as the information superhighway, the multimedia revolution, the digital age and the Internet. The objective of this course is to enable students to identify, explain and apply these important computer concepts in society, business and their own lives.

#### BBA 3805 Business Ethics and Policy

This course aims at giving the students knowledge about ethics related to business. The topics include ethics, philosophy and business, importance of ethics in business, making ethical egoism, truth, ethical relativism and morality, competition and its role in business, competition and equal opportunity, self regulation, government regulation, and business and society.

#### BBA 3806 Industrial Psychology

This course will expose students to psychology related to industries. The topics include organizational psychology, workers' mental health, frustration, fatigue, absenteeism, industrial counseling, boss-subordinate relations and performance appraisal.

#### BBA 3807 Management Information Systems

The objective of this course is to highlight to students the issues involved in managing information resources in an organizational context. Students will understand the benefits that information systems can bring to organizations.

#### BBA 4110 Advanced Accounting I

The objective of the course is to provide the students with a detailed knowledge of principles and practices of accounting concepts, techniques and their applications in various practical situations. The course includes financial statements from incomplete information, accounting for joint venture and consignment, accounting for bank and insurance company and branch accounting.

#### BBA 4111 Advanced Accounting II

This course includes accounting for utilities, branch accounting, accounting for insolvency, accounting for royalties, disclosure procedures of accounting, accounting for business combination, valuation of goodwill and share.

#### BBA 4112 Auditing

The objective of the course is to provide the students with a detailed knowledge of theory and practice of auditing for different types of organizations. The course comprises topics such as introduction to auditing, errors and fraud, internal audit, audit sampling, verifications, concepts of cost and management audit.

#### BBA 4113 Advanced Cost Accounting

The objective of the course is to provide the students with in-depth knowledge of cost accounting concepts, principles and methods. The course includes introduction to cost accounting, cost concepts, classifications and statement, service department cost allocation, activity-based costing and job order costing, process costing, standard costing, service costing, operating costing, quality costing, pro t planning, segment reporting, and responsibility accounting.

#### BBA 4114 Managerial Accounting

The objective of managerial accounting is to show the students how to use accounting information in managerial decision-making and in formulating policy and strategy for the organization. It provides the students with some selective cost accounting techniques in estimating and controlling costs, and advanced analytical tools for using accounting information in planning, decision making and performance evaluation.

#### BBA 4115 Financial Reporting and Information Systems

The objective of this course is to provide the students with a detailed knowledge of accounting information systems and technology with special reference to electronic accounting, date recording, procession, reporting, analyzing and interpreting.

#### BBA 4116 Accounting Thought

The objective of this course is to review discussions and theories related to accounting behavior conceptualized on the economies in UK and US. By the end of the course students should have an overview of the major theories used in current accounting research and ideas for their own dissertations or pa-pers. The main contents of this course are politicization of accounting, history of accounting, economic consequences of accounting standards, and positive and normative theory of accounting.

#### BBA 4117 Research Methodology

The objective of the course is to provide the students with a basic knowledge of research study. The course encompasses introduction to research, research design, collection of data, preparation and pre-testing of questionnaires, measurement and scaling, data analysis and testing of hypotheses.

#### BBA 4118 International Accounting

As the economic ties between countries continue to improve, students will need to understand different accounting practices around the world. It provides the background necessary to analyze foreign financial statements, introduces the financial and managerial accounting aspects of multinational corporations and acquaints students with the international dimensions of accounting.

#### BBA 4119 Corporate Finance

This course deals with the concept of corporate firm and its goals, agency costs, set of contract perspective, managerial goals, separation of ownership and control, capital market, capital structure, issue of corporate securities, financial planning, forecasting financial statements, mergers and acquisitions, value of the firm after acquisitions, reduction of risk, bad reasons for mergers, financial distress, bankruptcy, liquidation and reorganization and corporate restructuring.

#### BBA 4120 Financial Institutions and Market

The objective of this course is to train students in money and capital market with special emphasis on the study of institutions supplying funds of various categories. Focus will be on the financial institutions with a view to acquainting the students with potential source of funds of various types, fund vitalization and the terms and conditions under which institutions and financial intermediaries like commercial banks, BSB, ICB and other institution like World Bank, IMF, ADB, Stock Markets function.

#### BBA 4121 International Finance

The course deals with the nature of the international business and financial environment and their implications for a firm. Topics covered include exchange rates and policy, transitions in exchange, spot and forward exchanges and swap operations, instruments of international payments, inter-relationships in the balance of payment, balance of payment disequilibria, international liquidity, the new international economic order, international financial markets, international agencies and institutions, and the international monetary system.

#### BBA 4122 Working Capital Management

This course covers concepts and needs for working capital, importance of working capital management, working capital development, cycle, policy, and estimation, cash management, cash management cycle, steps in cash management, model for determining cash requirement, management of accounts receivables and inventory, EOQ, and techniques of inventory management.

#### BBA 4123 Real Estate Finance

This course covers characteristics of real estate finance, real estate valuation techniques, income property cash flow analysis, financing and underwriting principles and practice, real estate capital market, REITs and debt securitization, investment decision making, leasing and managing, and building systems and structures.

#### BBA 4124 Financial Information System & IT

This course covers the impact of IT on various parts of the financial services industry including the broker-age industry, financial markets, the banking industry, the insurance industry, and financial information services. In addition, this course will also examine various technologies that facilitate secure business-to-business (B2B) financial transactions, secure business-to-consumer (B2C) financial services such as online bill payment and credit card transactions, and secure consumer-to-consumer (C2C) transactions.

#### BBA 4125 Capital Investment Decisions

The purpose of this course is to analyze the basic techniques and principles of investment in long-term capital assets. The course presupposes a familiarity of the basic topics in financial management. Topics covered include the criteria for the evaluation of capital investment such as NPV, IRR, PI, payback, and accounting rate of return, capital asset pricing model (CAPM), capital budgeting under risk, efficient market hypothesis, effect of tax and inflation upon capital budgeting, capital rationing, etc.

#### BBA 4126 Theory of Finance

This course consists of two modules. The first module is "Asset Pricing and Derivatives" and the second is "Corporate Finance". The first module deals with economic theory of derivative asset pricing and general equilibrium models of financial markets. Topics include no-arbitrage conditions, state price deflator, equivalent martingale measure, complete markets, Pareto optimality, representative agent, capital asset pricing model, options, optimal exercise policy of American options, futures and forward contract, futures-forward equivalence theorem, binomial model, Brownian motion, stochastic integral, and Black-Scholes option pricing formula. The second module deals with economic theory of the firm's financial decision making, often making use of recent developments in contract theory. Topics include Modigliani-Miller theorem, agency costs, capital structure, dividend policy, debt overhang problem, takeover, and corporate control.

#### BBA 4127 Law and Practice of Banking

This course covers the banker-customer relationship, banker as agent, trustee, executor and administrator, negotiable instruments act, payments and collections of promissory notes, bills and checks, investment in securities, loans and advances, cash credit, overdrafts, different forms of loans with and without collateral, securities and guarantees, securities and conditions for acceptable securities.

#### BBA 4128 Bank Fund Management

This course deals with the bank's dilemma of liquidity vs. profitability, estimating liquidity requirement, theories of bank's liquidity, management of capital funds, management of deposits, sources of invisible funds, loan vs. investment, loan and investment policy, analysis of credit, investment proposals, investment portfolio, and bank accounting.

#### BBA 4129 Interest-free Banking

This course has been designed to prepare and familiarize the students in the field of Islamic banking and insurance. Major topics to be covered are the history and evaluation of Islamic banking, Islamic philosophy of ownership of financial resources, problem of interest, basic features of the conventional banking system, Islamic banking models, case studies of the practice of Islamic banking in Pakistan, Sudan, Malaysia and Bangladesh, role of Islamic banks in economic development, Islamic financial instruments and institutions, Islamic banks (central, commercial, development and others), Islamic financial markets, and Islamic insurance.

#### BBA 4130 Electronic Banking/Online Banking

This course deals with foundations of electronic banking, the reasons for the enormous growth of electronic banking, its impact particularly upon costs, pricing policies, system efficiency gains and likely future directions of banking including financial globalization and convergence of technologies. It also examines related issues concerning regulation, bank interchange issues, banking products and delivery platforms.

#### BBA 4131 Investment Banking

The course describes how banking affects the aggregate level of economic activity. This course helps students understand bank fund management, especially the utilization of bank funds. The course covers asset liability management (ALM), different hedging devices against interest rate risk derivative such as options, futures and swap, and management of the bank.

#### BBA 4132 Actuary and Pricing of Insurance

This course is aimed at applying understanding of the principles of professional behavior to the work of a general insurance actuary. It will assess the purposes and apply methods to determine appraisal values of general insurance companies and portfolios. It covers the vast area of life, re, marine and miscellaneous insurance and determines the price (premium) of those insurance policies.

#### BBA 4133 Central Banking Regulation and Supervision

This course provides the students with different controlling devices that regulate the commercial banks and other financial institutions that implement the economic policies of the government. It also covers the supervision mechanism of different risk assessment procedures such as lending risk analysis and credit rating of commercial banks' lending.

#### BBA 4134 International Marketing and Business Operations

Topics covered include international economics and trade, theories of international trade, barter trade and counter trade, international marketing environment, modes of international trade, entry strategy, formulation of international marketing strategy, international marketing research, international marketing strategy, product, promotion, price, logistics and distribution, organization structure and control, trends and perspectives.

#### BBA 4135 Consumer Behavior

Topics include importance of consumer behavior, bases and rational for segmenting consumer markets, and key determinants of consumer behavior. An Islamic perspective on theoretical and practical aspects of consumer behavior is also presented.

#### BBA 4136 Export and Import Management

The purpose of the course is to provide thorough knowledge and its application in order to develop the capability to start, execute and control a complete export and import business. It includes the role of different government and nongovernmental organizations in export and import marketing, export procedures, export documentation, risk in export marketing, insurance policy and claims for loss and damage, export finance, roles and functions of shipping and forwarding agents, legal aspects of export marketing, types of import, import license, shipping documents and making payments and marking claims for loss and damage of imports.

#### BBA 4137 Bank Marketing

This course provides a thorough grounding in basic marketing principles and theory and their practical application to the banking industry. It integrates public relations, advertising, sales promotion, selling and service distribution functions in the bank's overall marketing plan. Topics covered include financial service marketing, monitoring organization and management, consumer behavior, marketing planning, marketing research, pricing, public relations, advertising, personal selling, financial service marketing and online marketing.

#### BBA 4138 Marketing Research

The objective of this course is to introduce the students to the different sources from which marketing researchers can obtain information and to identify the different kinds of research that companies under-take. Topics include the scientific method, exploratory and conclusive research, attitude measurement, sampling, and test of significance.

#### BBA 4139 Strategic Marketing



Topics covered include the strategic role of marketing strategy, components of strategy, hierarchy of strategies, strategic analyses, market strategies, and implementing and controlling marketing strategies.

#### BBA 4140 Brand Management

The objective of this course is to provide vast knowledge about the brand management process and how to integrate this with other marketing decisions. It includes brand and other marketing decisions, concepts of brand competition, brand and consumers, brand selection, brand protection, brand strategies, brand positioning, perceptual mapping, brand building, brand equity, brand and the firm, brand evaluation and analysis of relevant cases.

#### BBA 4141 Advertising and Sales Management

The objective of this course is to enrich students with the knowledge of sales force recruitment, selection process, sales force planning, training, and management of the sales force including motivation and retention of the sales force. Emphasis is also given on management of the advertising function and its integration with other forms of promotion including advertising, MIS, selection of an advertising agency, forms of advertising and planning the advertising program.

#### BBA 4142 Service Marketing

The main objectives of this course are to provide knowledge of service marketing with a view to prepare students to work in the modern service industry of the 21st century. The course is designed to give the students the latest knowledge available in service marketing and the functions that necessarily interact with various service-rendering organizations.

#### BBA 4143 Management Thought

Management, as we see today, is the result of consistent, coordinated and persistent efforts of scholars, industrialists and practicing managers in developing concepts, principles, theories and methods that are universally followed in order to enhance efficiency and effectiveness, both at the micro and macro levels. As a branch of social science, however, there are differences in the way management is viewed and defined. This is natural since management is multidisciplinary and multi-dimensional. This course gives a thorough idea as to how management has developed successively to its present position and what major authorities have contributed to it and to what extent and direction.

#### BBA 4144 Project Appraisal and Management

The objective of this course is to highlight the concepts of project appraisal, identification, management of implementation and post-project evaluation. Organization and control aspects of project implementation in relation to resources, and timing are emphasized.

#### BBA 4145 Management of Service Industries

This course is designed to acquaint students with different service-rendering organizations. It deals with strategies and policies required to assess the need of services and providing these services to the appropriate market segments.

#### BBA 4146 Business Policy and Strategic Management

The objective of this course is to acquaint the students with the problems, practices and methods of taking and implementing top-level managerial decisions. It explores the problems of environment and the decision rules involving policy formulation and administration, business risks and opportunities, strategies and alternatives. The course utilizes mainly cases, group discussions and selected outside readings to articulate the knowledge in other courses on functional areas of management

#### BBA 4147 Management of NGOs

This course is offered in two modules. Module I introduces the management functions and types of planning and organizing processes in NGOs. Module II is devoted to human resources management, leadership and NGO control functions. The course covers management functions and roles of NGO managers, strategy development and project planning in NGOs, strategic planning and the logical framework analysis (LFA) tool, organizational structures, key concepts and principles in structuring an NGO, recruitment and staff management, staff recruitment principles, process and application of

policies, leadership in the NGO context, leadership and management of self and others, monitoring and controlling NGO performance, and key issues in NGO control functions.

#### BBA 4148 Industrial Relations

This course deals with the theories and models of industrial relations. The nature and characteristics of different factors in the field of industrial relations are discussed critically in their proper perspective. Industrial discipline and industrial disputes along with their causes, consequences and modes of settlement comprise a part of this course. The emphasis of this course is on highlighting the development of trade unionism and collective bargaining for ensuring healthy industrial relations in our country.

#### BBA 4149 Business Applications and Software

This course provides an overview of the software packages most often used in the workplace. By the end of the course, students will have a sound understanding of the basic features and business applications for word processors, spreadsheets, databases, and presentation software's. Students will also learn to use the Internet and email.

#### BBA 4150 Small Business Management

Managing small firms is a multidisciplinary activity. Planning activity binds all other activities together. Besides planning, this course covers topics such as setting up, business basics, finance, control and the growing business.

#### BBA 4151 Business Research

This course provides an analytical approach to developing research methods in business and emphasis on how effective planning of research design can help an organization. The students are exposed to an in-depth analysis of the market using analytical research tools. During this course, students will develop their analytical and creative thinking skills. Upon completion, they should be able to design a research methodology for their own market situation. Topics include nature, objectives and types of research, research processes and design, sources and methods of collecting data, survey research and sampling design, field work, processing of data, scaling and measurement techniques, methods of data analysis, hypothesis, and report writing.

#### BBA 4152 System Analysis and Design

The aim of this course is to acquaint the students with system analysis and design. Topics covered include information, general concepts of formal information systems, analysis of information requirements for modern organizations, modern data processing technology and its application, information systems structures, designing information outputs, classifying and coding data, physical storage media considerations, logical data organization, systems analysis, general systems design, detail system design, project management and documentation, and group development of an information system. The course includes a project that covers all phases of the software life cycle from requirement analysis to the completion of a fully implemented system.

#### BBA 4153 Database Management

This course includes theoretical aspects, management and application of databases, le organization and data models with special emphasis on database design and structured query language (SQL). The material covers systems design, queries, database administration, and distribution and integration of data.

#### BBA 4154 Software Development

This course covers concepts of software engineering such as requirements definition, modularity, structured design, data specifications, functional specifications, verification, documentation, software maintenance, software support tools, software project organization, quality assurance, and management and communication skills. The course introduces software engineering and quality assurance, covering the waterfall model and the various phases of analysis, design, coding, implementation, maintenance and management of software.

#### BBA 4155 Computer Networks

This course discusses topics such as network architectures, layered architectures and the OSI reference model, data link protocols, error control, flow and congestion control, data security, local area networks, satellite networks, packet radio networks, topological design and queuing models for network and distributed computing systems.

#### BBA 4156 Operating Systems

This course covers principles of operating systems, including topics such as design objectives, sequential processes, concurrent processes, concurrency, functional mutual exclusion, processor cooperation and deadlocks, processor management, control and scheduling of large information processing systems, re-source allocation, dispatching, processor access methods, job control languages, memory management, memory addressing, paging and store multiplexing, multiprocessing and time-sharing, batch processing, scheduling algorithms, le systems, protection and security, design and implementation methodology, performance evaluation and case studies (Windows NT and Unix).

#### BBA 4157 Programming Language

This course acquaints the students with the role and uses of programming languages in decision-making. It introduces the students to the concept of computer programming using C. The course includes problem analysis, programming algorithm, flow chart construction and programming using diverse constructs such as structures, data types, arrays, pointers, lists, functions, and les.

#### BBA 4159 Computer Graphics

This course covers an introduction to graphical data processing, fundamentals of interactive graphics programming, architecture of display devices and connectivity to the computer, implementation of graphics concepts of two-dimensional and three-dimensional viewing, clipping and transformations, hidden line algorithms, raster graphics architecture, algorithms and other image synthesis methods, and design of interactive graphic conversations.

#### BBA 4160 Multimedia System

This course covers an overview to multimedia systems, multimedia storage, data compression techniques for audio and video, synchronization, multimedia networking and protocols, QoS principles, video streams on ATM, mobile multimedia communications, operating system support for multimedia, hypermedia systems, standards for multimedia, multimedia database and multimedia applications.

#### BBA 4161 Motivation and Leadership

This course covers the theories, principles, policies, and models of motivation and Leadership in human resource management (HRM). The students will learn how to motivate and provide leadership to people at work and help build a cohesive work group in their own domain.

#### BBA 4162 Human Resource Policy and Strategy

Human resource managers should abide by certain policies and strategies in order to efficiently utilize and deploy human resources for the achievement of the organizational goals. This course discusses these policies and strategies.

#### BBA 4163 Human Resource Planning and Career Development

The aim of this course is to acquaint the students with the techniques of ensuring that the right type and number of people are available at the right time and the right place. They will also learn how to build a career path within the organization and also to take steps for their own career development.

#### BBA 4164 Industrial Relations and Conflict Management

A study of industrial relations and conflict management will introduce the students to the theories and models of industrial relations and will also throw light on the characteristics of the parties involved in industrial relations, i.e. the employees, employers, and the state. The nature of industrial conflict and the means of their resolution through the relevant legal provisions are also discussed in detail.

#### BBA 4165 Human Resource Information Systems

Proper human resource management depends on the development of an efficient information system to help balance the demand and supply of human resources in the organization. Human resource planning is developing without developing an efficient and effective HRIS. Students will learn how to develop and use HRIS for proper human management in modern enterprise.

#### BBA 4166 Compensation Management

This course will give a thorough idea about how employees can be properly compensated rather than exploited. Proper compensation ensures proper motivation and maintenance of the most valued of the work force.

#### BBA 4167 Training and Management Development

The success of an enterprise to reach its goals depends, to a large extent, upon the skill and efficiency of all its employees, including workers, officers or executives. This course will introduce the students with the need for and methods of training and development, theories of learning, difference between training and development, etc.

#### BBA 4168 Organizational Development

This course will deal with the theory and management of organizational development (OD), OD interventions, key considerations and issues of OD, power politics and OD, research on OD, etc.

#### BBA 4740 Internship

Internship is a practical training for students to give them an exposure to the real world in order to make them effective managers upon their graduation. The duration of internship is a period of 3 months. Students are graded based on reports prepared by the students and performance reports about the students by the organizations where they were attached. Special projects or research works of high standards may be substituted for an internship, if approved by the relevant authority.