

Leading University, Sylhet
Proposed Curriculum for BBA program
(Effective from Spring-2009 Semester)

Non Credit Courses (02 Courses X 0)	:	-0- Credits
General Education Courses (07 Courses X 03)	:	21 Credits
Core Courses (27 Courses X 03)	:	81 Credits
Major Courses (06 Courses x 03)	:	18 Credits
Internship	:	04 Credits
Total	:	124 Credits

Non Credit Courses:

Sl	Course Code	Course Title
01	ELA-011	Remedial English (Non-Credit)
02	MAT-012	Remedial Math (Non-Credit)

General Education (G.Ed) Courses:

Sl	Course Code	Course Title
01	CSE-114	Introduction to Computer
02	UGE-121	Bangladesh Studies
03	ELA-122	English Writing & Listening Skills (Prerequisite ELA-011)
04	ELA-132	English Reading & Speaking Skills (Prerequisite ELA-122)
05	UGE-213	Industrial Sociology
06	UGE-221	Industrial Psychology
07	ECO-231	Economy of Bangladesh

Core Courses:

SL	Course Code	Course Title
01	BUS-113	Introduction to Business
02	MAT-123	Business Math-I (Prerequisite MAT-012)
03	MGT-124	Principles of Management
04	ECO-131	Micro Economics
05	MAT-133	Business Math-II (Prerequisite MAT-123)
06	ACC-134	Financial Accounting
07	ECO-211	Macro Economics (Prerequisite ECO-131)
08	STA-212	Business Statistics (Prerequisite MAT-012)
09	BUS-214	Business Communication
10	STA-222	Statistical Analysis & Computer Applications (Prerequisite STA-212)
11	FIN-223	Introduction to Business Finance
12	MKT-224	Principles of Marketing
13	BUS-232	Business Law
14	ACT-233	Cost Accounting
15	CSE-234	Internet and E-Commerce
16	MKT-311	Marketing Management (Prerequisite MKT-224)
17	MGT-312	Fundamentals of MIS (Prerequisite CSE-114)
18	MGT-313	Organizational Behavior (Prerequisite UGE-221)
19	ACC-314	Management Accounting (Prerequisite ACC-134)
20	MGT-321	Human Resource Management (Prerequisite MGT-124)
21	BUS-322	International Business
22	FIN-323	Law and Practices of Banking
23	ACC-324	Taxation
24	MGT-331	Production & Operations Management (Prerequisite BUS-323)
25	BUS-332	Supply Chain & Logistics Management (Prerequisite BUS-323)
26	MGT-333	Strategic Management (Prerequisite MGT-124)
27	BUS-334	Entrepreneurship Development

**Semester wise Distribution of Courses for BBA Program:
Effective from Spring-2009**

Year	Semester	Course Code	Course Title	Credits
1 st	1 st	ELA-011	Remedial English (Non-Credit)	0
		MAT-012	Remedial Math (Non-Credit)	0
		BUS-113	Introduction to Business	03
		CSE-114	Introduction to Computer & E-Commerce	03
	2 nd	UGE-121	Bangladesh Studies	03
		ELA-122	English Writing & Listening Skills (Prerequisite ELA-011)	03
		MAT-123	Business Math-I (Prerequisite MAT-012)	03
		MGT-124	Principles of Management	03
	3 rd	ECO-131	Micro Economics	03
		ELA-132	English Reading & Speaking Skills (Prerequisite ELA-122)	03
		MAT-133	Business Math-II (Prerequisite MAT-123)	03
		ACC-134	Financial Accounting	03

Year	Semester	Course Code	Course Title	Credits
2 nd	4 th	ECO-211	Macro Economics (Prerequisite ECO-131)	03
		STA-212	Business Statistics (Prerequisite MAT-012)	03
		UGE-213	Industrial Sociology	03
		BUS-214	Business Communication	03
	5 th	UGE-221	Industrial Psychology	03
		STA-222	Statistical Analysis & Computer Applications (Prerequisite STA-212)	Lecture 02 + Lab 01 = 03
		FIN-223	Introduction to Business Finance	03
		MKT-224	Principles of Marketing	03
	6 th	ECO-231	Economy of Bangladesh	03
		BUS-232	Business Law	03
		ACT-233	Cost Accounting	03
		CSE-234	Internet and E-Commerce	03

Year	Semester	Course Code	Course Title	Credits
3 rd	7 th	MKT-311	Marketing Management (Prerequisite MKT-224)	03
		MGT-312	Fundamentals of MIS (Prerequisite CSE-114)	03
		MGT-313	Organizational Behavior (Prerequisite UGE-221)	03
		ACC-314	Management Accounting (Prerequisite ACC-134)	03
	8 th	MGT-321	Human Resource Management (Prerequisite MGT-124)	03
		BUS-322	International Business	03
		FIN-323	Law and Practices of Banking	03
		ACC-324	Taxation	03
	9 th	MGT-331	Production & Operations Management (Prerequisite BUS-323)	03
		BUS-332	Supply Chain & Logistics Management (Prerequisite BUS-323)	03
		MGT-333	Strategic Management (Prerequisite MGT-124)	03
		BUS-334	Entrepreneurship Development	03

Year	Semester	Course Code	Course Title	Credits
4 th	10 th	Concentration Area	Major Course 01	03
			Major Course 02	03
			Major Course 03	03
	11 th	Concentration Area	Major Course 04	03
			Major Course 05	03
			Major Course 06	03
	12 th	BUS-460	Internship	04

Additional Core Courses (To be offered as and when necessary):

Year	Semester	Course Code	Course Title	Credits
3 rd	8 th	MKT-325	Marketing for Financial Institutions	03
		ECO-326	Development Economics (Prerequisite ECO-211)	03
	9 th	MKT-335	Agricultural Marketing	03
		MKT-336	Principles of Tourism & Hospitality Management	03
		BUS-337	Business, Government & Society	03

Major Courses (To be taken in the 10th and 11th semester according to concentration area):

Major Courses in Marketing			
Composition	Course Code	Course Title	Credits
Any Six (06)	MKT-451	Consumer Behavior (Prerequisite UGE-222)	03
	MKT-452	Marketing Research (Prerequisite STA-221)	03
	MKT-453	Strategic Marketing (Prerequisite MKT-311)	03
	MKT-454	International Marketing (Prerequisite MKT-311)	03
	MKT-455	Advertising & Promotion Management	03
	MKT-456	Services Marketing (Prerequisite MKT-311)	03
	MKT-457	Marketing Channels	03
	MKT-458	Export-Import Management	03
	MKT-459	Direct Marketing (Prerequisite MKT-311)	03
	MKT-450	Marketing for non-profit organizations	03

Major Courses of Management			
Composition	Course	Course Title	Credits
Any Six (06)	MGT-451	Management Science	03
	MGT-452	Comparative Management	03
	MGT-453	Materials Management	03
	MGT-454	Management Practices in Bangladesh	03
	MGT-455	Total Quality Management	03
	MGT-456	Organization Structure & Design	03
	MGT-457	Organization Development and Change	03
	MGT-458	Industrial Relations	03
	MGT-459	Small & Medium Enterprises Management	03
	MGT-450	Project Appraisal and Management	03

Major Courses of Finance and Accounting			
Composition	Course	Course Title	Credits
Any Three (03) from ACC + Any Three (03) from FIN	ACC-451	Intermediate Accounting	03
	ACC-452	Advanced Financial Accounting (Prerequisite ACC-134)	03
	ACC-453	Advanced Management Accounting (Prerequisite ACC-314)	03
	FIN-451	Corporate Finance (Prerequisite FIN-223)	03
	FIN-452	Investment Analysis (Prerequisite FIN-223)	03
	FIN-453	Financial Markets & Institutions	03
	ACC-454	Government Accounting (Prerequisite ACC-134)	03
	ACC-455	Auditing (Prerequisite ACC-314)	03
	FIN-454	International Finance (Prerequisite FIN-223)	03
	FIN-455	Insurance and Risk Management	03

NB: Before taking major courses, all the GED and Core courses must be completed.