



# **Fareast International University (FIU)**

**Faculty of Business Administration**  
**Bachelor of Business Administration (BBA)**



## **Objective and Goal of BBA Program**

The primary objective of Bachelor of Business Administration Program is to prepare individuals who plan careers as managers/executives/administrators/entrepreneurs. The Program helps individuals to develop specific skills and breadth of judgment required to become an effective manager. The Program also prepares persons who plan careers in government, autonomous bodies, NGOs and social sector organizations. The emphasis, however, is on the management of business organizations in private sector.

In today's context of global village the world is getting extremely competitive. The goal of BBA Program is to develop students' analytical skills so as to enable them to critically assess the challenging business environment, acquire effective communication skills, improve leadership qualities and make good decisions with a view to enhancing the value of the organizations. Our graduates are expected to work as effective leaders and decision-makers in today's highly volatile & challenging environments and cultural settings. The BBA Program promotes a student's ability to evaluate business and organizational situations and to make informed and creative judgment about policy, strategy and operation. Central theme of our approach is the development of the creativity and judgment capacity, which are crucial and common to every manager regardless of functional area or level within the organization. That is why, in our BBA Program begins with a sequence of general education/fundamental business/management courses.

## **Award of Degree**

Fareast International University awards BBA degree on the recommendation of the School of Business and approval by the university Academic Council and Syndicate to the student who fulfills all the requirements of the degree with a minimum CGPA of 2.50.

<b>Evaluation System:</b>	i) Final Exam.	40
	ii) Mid-term	30
	iii) Class Attendance	10
	iv) Class Test(s)	10
	v) Assignment/Case analysis & presentation	10
	<b>Total</b>	<b>100 marks</b>

## **Breakdown of the courses in BBA Program**

4-year BBA Program is of 127 credit hours. Requirements for the BBA degree are:

7 GED Courses	= 21 credits
28 Core courses	= 84 credits
6 Courses for Specialization (Major area)	= 18 credits
Internship	= <u>4 credits</u>
Total	= <u>127 credits</u>

## **LIST OF COURSES**

### **GED COURSE (7×3) = 21 CREDIT HOURS**

<b>Course Title</b>	<b>Credit</b>
Fundamental English	03
Composition and communication Skills	03
Fundamentals of Mathematics/ Business Mathematics	03
Fundamental of Computer Science	03
Bangladesh Studies	03
Introduction to Sociology and Psychology	03
Introduction to Demography	03

### **CORE COURSES: 28(28×3) = 84 CREDITS**

(Any twenty eight of the following)

<b>Course Title</b>	<b>Credit</b>
Introduction to Business	03
Business Communication	03
Principles of Management	03
Principles of Micro-Economics	03
Business Statistics	03
Principles of Marketing	03
Principles of Accounting	03
Principles of Finance	03
Principles of Macro-Economics	03
Business Law	03
Human Resource Management	03
Marketing Management	03
Organizational Behavior	03
Fundamentals of Banking	03

Management Information System	03
Consumer Behavior	03
Entrepreneurship Development	03
International Business	03
Management Science	03
Principles and Practice of Insurance	03
Business Research Methodology	03
Service Marketing	03
Economic Development	03
Management Accounting	03
E-Business	03
Project Appraisal and Management	03
Business Ethics	03
Production and Operation management	03
Business Environment	03
Strategic Management	03

**MAJOR/CONCENTRATION COURSES (6×3) = 18 CREDITS:**

**1. MAJOR IN MARKETING**

(Any six of the following)

<b>Course Title</b>	<b>Credit</b>	<b>Prerequisite</b>
Integrated Marketing Communication	03	BUS-2111
Marketing Research	03	BUS-2111
Strategic Marketing	03	BUS-2111
Brand Management	03	BUS-2111
Supply Chain Management	03	CSE 1111
Advertising & Sales Management	03	BUS-2111
Product Planning & Development	03	BUS-2111
B2B Marketing	03	BUS-2111
International Marketing	03	BUS-2111

**2. MAJOR IN FINANCE**  
(Any six of the following)

<b>Course Title</b>	<b>Credit</b>	<b>Prerequisite</b>
Financial Management	03	BUS-2113
International Financial Management	03	BUS –2113
Securities Analysis & Portfolio Management	03	BUS-2113
Working Capital Management	03	BUS –2113
Real Estate Finance	03	BUS –2113
Management of Financial Institutions	03	BUS –2113
Financial Markets & Institutions	03	BUS -2113
Leasing & Investment Banking	03	BUS -2113
Corporate Finance	03	BUS-2113

**3. MAJOR IN HUMAN RESOURCE MANAGEMENT**  
(Any six of the following)

<b>Course Title</b>	<b>Credit</b>	<b>Prerequisite</b>
Organizational Staffing	03	BUS -2211
Management Development and Training	03	BUS -2211
Compensation Management	03	BUS -1312
Industrial Relations	03	BUS -2211
International Human Resource Management	03	BUS -2213
Career Planning and Development	03	BUS -2211
Change Management	03	BUS -2213
Total Quality Management	03	BUS -2211
Strategic Human Resource Management	03	BUS -2213

**4. MAJOR IN ACCOUNTING AND INFORMATION SYSTEM**  
(Any six of the following)

<b>Course Title</b>	<b>Credit</b>	<b>Prerequisite</b>
Accounting Theory	03	BUS- 2112
Advanced Financial Accounting	03	BUS- 2112
Cost Accounting	03	BUS- 2112
Accounting Information Systems	03	BUS- 2112
Financial Statement Analysis	03	BUS- 2112, LAW-2312
Corporate Laws and Secretarial Practices	03	BUS- 2112
Taxation	03	BUS- 2112
Auditing	03	BUS- 2112 and BUS-4141
International Accounting and Financial Reporting Standards	03	

## 5. MAJOR IN MANAGEMENT INFORMATION SYSTEM

(Any six of the following)

Course Title	Credit	Prerequisite
Structured programming and Application	03	CSE-1111
System Analysis and Design	03	CSE-1111
Database Management System	03	CSE-1111
Data Communication	03	CSE-1111
Web Programming	03	CSE-1111
E-Commerce	03	CSE-1111
Decision Support System	03	CSE-1111

## 6. MAJOR IN INTERNATIONAL BUSINESS

(Any six of the following)

Course Title	Credit	Prerequisite
International Trade	03	BUS -3111
International Environment of Business	03	BUS -3111
Cross-National Management	03	BUS -3111& LAW-2302
International Marketing	03	BUS -3111
International Finance	03	BUS -2111 & BUS- 3111
International Legal Relations	03	BUS -2113 & BUS- 3111
Governing International Business	03	BUS -3111
Sustainable Communities	03	BUS -3111
International Competitiveness	03	BUS -3111

### Semester-Wise Distribution of Course is as follows:

#### Semester-1

Course Title	Credit	Prerequisites
Fundamentals English	03	None
Business Mathematics	03	None
Introduction to Business	03	None
Bangladesh Studies	03	None

**Semester-2**

<b>Course Title</b>	<b>Credit</b>	<b>Prerequisites</b>
Composition and communication Skills	03	ENG-1111
Introduction to Sociology and Psychology	03	None
Fundamental of Computer Science	03	None
Business Statistics	03	None

**Semester-3**

<b>Course Title</b>	<b>Credit</b>	<b>Prerequisites</b>
Introduction to Demography	03	None
Business Communication	03	None
Principles of Management	03	None
Principles of Micro-Economics	03	None

**Semester-4**

<b>Course Title</b>	<b>Credit</b>	<b>Prerequisites</b>
Principles of Marketing	03	None
Principles of Accounting	03	None
Principles of Finance	03	None
Principles of Macro-Economics	03	BUS 1314

**Semester-5**

<b>Course Title</b>	<b>Credit</b>	<b>Prerequisites</b>
Business Law	03	None
Human Resource Management	03	BUS 1313
Marketing Management	03	BUS 2111
Organizational Behavior	03	BUS-1313

**Semester-6**

<b>Course Title</b>	<b>Credit</b>	<b>Prerequisites</b>
Fundamentals of Banking	03	None
Management Information System	03	COM-1111
Consumer Behavior	03	BUS 2111
Entrepreneurship Development	03	BUS-1111

**Semester-7**

<b>Course Title</b>	<b>Credit</b>	<b>Prerequisites</b>
International Business	03	BUS-1314, BUS 2212
Management Science	03	MAT-1111, BUS 1214
Principles and Practice of Insurance	03	BUS-2113
Business Research Methodology	03	BUS 1214

**Semester-8**

<b>Course Title</b>	<b>Credit</b>	<b>Prerequisites</b>
Service Marketing	03	BUS 2111
Economic Development	03	BUS 2114
Management Accounting	03	BUS 2112
E-Business	03	Bus 2216

**Semester-9**

<b>Course Title</b>	<b>Credit</b>	<b>Prerequisites</b>
Project Appraisal and Management	03	BUS 2114
Business Ethics	03	BUS 2112
Major-1	03	BUS 3214

**Semester 10**

<b>Course Title</b>	<b>Credit</b>	<b>Prerequisites</b>
Major-2	03	As required for specific major
Major-3	03	As required for specific major
Major-4	03	As required for specific major

**Semester-11**

<b>Course Title</b>	<b>Credit</b>	<b>Prerequisites</b>
Major-5	03	As required for specific major
Major-6	03	As required for specific major
Strategic Management	03	BUS 3214

**Semester-12**

Internship, Viva on Internship Report./ Project Work	04
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