



University of Global Village (UGV)

874/322,C&B Road, Barisal,

info@ugv.edu.bd, ugvbarisal@gmail.com, www.ugv.edu.bd, [facebook.com/ugvbarisal](https://www.facebook.com/ugvbarisal)

Course Structure of BBA Program (Regular Program)

| Semester | Course Code | Course Title | Credits |
|-----------------|-------------|---------------------------------------|-----------|
| 1 st | BUS 111 | Introduction to Business | 3 |
| | ENG 112 | English-I | 3 |
| | BDS 906 | Bangladesh Studies | 3 |
| | ACN 114 | Financial Accounting –I | 3 |
| | MAT 122 | Mathematics for Business Decisions-1 | 3 |
| | CSE 124 | Introduction to Computer | 3 |
| | SAP-101 | Student Attachment Program-1 | 1 |
| | | Total = | 19 |
| 2 nd | IR 112 | International Relations | 3 |
| | ACN 123 | Financial Accounting-II | 3 |
| | BST 131 | Business Statistics-I | 3 |
| | MAT 132 | Mathematics for Business Decisions-II | 3 |
| | BUS 133 | Business Communication | 3 |
| | ECO 134 | Micro Economics | 3 |
| | SAP-102 | Student Attachment Program-2 | 1 |
| | | Total = | 19 |
| 3 rd | BST 211 | Business Statistics-II | 3 |
| | CSE 212 | Computer Programming | 3 |
| | BNS 213 | Basic in Natural Science | 3 |
| | BUS 214 | Operations Research | 3 |
| | ECO 221 | Macro Economics | 3 |
| | ACN 222 | Income Tax Practices | 3 |
| | SAP-201 | Student Attachment Program-3 | 1 |
| | | Total = | 19 |
| 4 th | MGT 223 | Principles of Management | 3 |
| | ACN 224 | Management Accounting | 3 |
| | FIN 231 | Business Finance | 3 |
| | MKT 232 | Principles of Marketing | 3 |
| | MGT 233 | Behavioral Science | 3 |
| | ECO 234 | Development Economics | 3 |
| | ECO 235 | Bangladesh Economy | 3 |
| | SAP-202 | Student Attachment Program-4 | 1 |
| | | Total = | 19 |

| | | | |
|--------------------------------|----------------|--|-----------|
| 5 th | BUS 311 | Business Law | 3 |
| | FIN 312 | Financial Management | 3 |
| | TCH 313 | Technology and Innovations Management | 3 |
| | MHR 314 | Entrepreneurship Development | 3 |
| | MKT 321 | Marketing Management | 3 |
| | MHR 322 | Human Resource Management | 3 |
| | SAP-301 | Student Attachment Program-5 | 1 |
| | | Total = | 19 |
| 6 th | BST 323 | Business Research Method | 3 |
| | FIN 324 | Introduction to Investment | 3 |
| | MGT 331 | Production and Operations Management | 3 |
| | MIS 332 | Management Information and Control Systems | 3 |
| | MGT 333 | International Business Management | 3 |
| | FIN 334 | Banking and Insurance | 3 |
| | SAP-302 | Student Attachment Program-6 | 1 |
| | | Total = | 19 |
| 7 th | FIN 411 | Project Management | 3 |
| | | Elective-I | 3 |
| | | Elective-II | 3 |
| | | Elective –III | 3 |
| | | Free Elective-I | 3 |
| | MGT 421 | Strategic Management | 3 |
| | SAP-401 | Student Attachment Program-7 | 1 |
| | Total = | 19 | |
| 8 th | | Elective –IV | 3 |
| | | Elective –V | 3 |
| | | Elective –VI | 3 |
| | | Free Elective –II | 3 |
| Thesis/Research Project | | | 4 |
| Total = | | | 16 |

Total Credit = 152

Major Courses (4*3=12 Credits) and Minor Courses (2*3=6 Credits):

(Minimum six students are required for particular concentration. The authority will also judge the teachers availability and suitability of the concentration before offering it to the students.)

Courses in Accounting

| Sl. No. | Cours Code | Title of the Cours | Credits |
|----------------|-------------------|--------------------------------|----------------|
| 01. | ACN 401 | Cost Accounting | 3 |
| 02. | ACN 402 | Auditing Practices | 3 |
| 03. | ACN 403 | Advanced Financial Accounting | 3 |
| 04. | ACN 404 | Accounting Theory | 3 |
| 05. | ACN 405 | Accounting Information System | 3 |
| 06. | ACN 406 | International Accounting | 3 |
| 07. | ACN 407 | Company Law & Practice | 3 |
| 08. | ACN 408 | Insurance and Risk Management | 3 |
| 09. | ACN 409 | Advanced Management Accounting | 3 |
| 10. | ACN 410 | Advanced Tax Accounting | 3 |

Courses in Management

| Sl. No. | Cours Code | Title of the Cours | Credits |
|----------------|-------------------|---|----------------|
| 01. | MGT 401 | Management Consultancy | 3 |
| 02. | MGT 402 | Small Business Management | 3 |
| 03. | MGT 403 | Total Quality Management | 3 |
| 04. | MGT 404 | Organizational Development and Change | 3 |
| 05. | MGT 405 | Comparative Management | 3 |
| 06. | MGT 406 | Business Environment | 3 |
| 07. | MGT 407 | Industrial Relations | 3 |
| 08. | MGT 408 | Management Practices in Bangladesh | 3 |
| 09. | MGT 409 | Organization Theory | 3 |
| 10. | MGT 410 | Management Science Applications in Business | 3 |

Courses in Finance

| Sl. No. | Cours Code | Title of the Cours | Credits |
|----------------|-------------------|------------------------------------|----------------|
| 01. | FIN 401 | Capital Budgeting | 3 |
| 02. | FIN 402 | Portfolio Management | 3 |
| 03. | FIN 403 | International Financial Management | 3 |
| 04. | FIN 404 | Financial Markets and Institutions | 3 |
| 05. | FIN 405 | Bank Management | 3 |
| 06. | FIN 406 | Financial Analysis and Control | 3 |
| 07. | FIN 407 | Risk Management and Insurance | 3 |
| 08. | FIN 408 | Public Finance | 3 |
| 09. | FIN 409 | Econometrics | 3 |
| 10. | FIN 410 | Corporate Finance | 3 |
| 11. | FIN 411 | Financial Derivatives | 3 |

Courses in Marketing

| Sl. No. | Cours Code | Title of the Cours | Credits |
|----------------|-------------------|-------------------------------------|----------------|
| 01. | MKT 401 | Consumer Behavior | 3 |
| 02. | MKT 402 | Maketing Research | 3 |
| 03. | MKT 403 | Sales Management | 3 |
| 04. | MKT 404 | Promotional Management and Strategy | 3 |
| 05. | MKT 405 | International Marketing | 3 |
| 06. | MKT 406 | Service Marketing | 3 |
| 07. | MKT 407 | Strategic Marketing | 3 |
| 08. | MKT 408 | Retail Management | 3 |
| 09. | MKT 409 | Industrial Marketing | 3 |
| 10. | MKT 410 | Brand Management | 3 |
| 11. | MKT 411 | Digital Marketing | 3 |

Courses in Management Information System (MIS)

| Sl. No. | Cours Code | Title of the Cours | Credits |
|----------------|-------------------|-------------------------------------|----------------|
| 01. | MIS 401 | Advanced Programming Concepts | 3 |
| 02. | MIS 402 | Information System | 3 |
| 03. | MIS 403 | Networking and Operating System | 3 |
| 04. | MIS 404 | Relation Database Management System | 3 |
| 05. | MIS 405 | Database Systems | 3 |
| 06. | MIS 406 | Client/Server Administration | 3 |
| 07. | MIS 407 | E-Commerce and Web Programming | 3 |

Courses in Human Resources Management

| Sl. No. | Cours Code | Title of the Cours | Credits |
|----------------|-------------------|--------------------------------------|----------------|
| 01. | MHR 401 | Human Resource Planning | 3 |
| 02. | MHR 402 | Compensation Management | 3 |
| 03. | MHR 403 | Industrial Law and Labor Relations | 3 |
| 04. | MHR 404 | Training and Development Management | 3 |
| 05. | MHR 405 | Industrial Psychology | 3 |
| 06. | MHR 406 | Strategic Human Resources Management | 3 |
| 07. | MHR 407 | Labor Economics | 3 |
| 08. | MGT 402 | Small Business Management | 3 |
| 09. | MHR 408 | Conflict Management | 3 |
| 10. | MHR 409 | HRM Information System | 3 |