

**Effective from Summer 2023  
(5th Edition)**

**Courses of BBA Program  
Department of Business Administration,  
University of Global Village (UGV), Barishal**

**BBA 1<sup>st</sup> Semester**

S.L	Course Code	Course's Name	Credit	Status	Exam Type	Remarks
01	BBA-111	Introduction to Business	3	Theory	Written	
02	BBA-112	Principle of Marketing	3	Theory	Written	
03	BBA-113	Principles of Management	3	Theory	Written	
04	MAT-114	Mathematics for Business Decision	3	Theory	Written	
05	CSE-115	Introduction to Computer	3	Theory	Written	
<b>Total Credit = 15</b>						

**BBA 2<sup>nd</sup> Semester**

S.L	Course Code	Course's Name	Credit	Status	Exam Type	Remarks
01	ENG-121	Intensive English language I	3	Theory	In Person Assessment	Competence is mandatory for promotion
02	BBA-122	Principles of Accounting	3	Theory	Written	
03	BBA-123	Business Statistics	3	Theory	Written	
04	BBA-124	Micro Economics	3	Theory	Written	
05	HEB-125	History of the Emergence of Bangladesh	3	Theory	Written	
06	VV-101	Viva-Voce-I	1	Viva	In Person Assessment	
<b>Total Credit = 16</b>						

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**BBA 3<sup>rd</sup> Semester**

S.L	Course Code	Course's Name	Credit	Status	Exam Type	Remarks
01	BBA-211	Macro Economics	3	Theory	Written	
02	BLL-212	Bengali Language and Literature	3	Theory	Written	
03	BBA-213	Operation Management	3	Theory	Written	
04	BBA-214	Computer Applications in Business	3	Theory	Written	
05	BNS-215	Basic in Natural Science	3	Theory	Written	
06	ENG-216	Intensive English language II	3	Theory	In Person Assessment	Competence is mandatory for promotion
<b>Total Credit = 18</b>						

**BBA 4<sup>th</sup> Semester**

S.L	Course Code	Course's Name	Credit	Status	Exam Type	Remarks
01	BBA-221	Management Organizational Behavior	3	Theory	Written	
02	BBA-222	Strategic Management	3	Theory	Written	
03	BBA-223	International Business	3	Theory	Written	
04	BBA-224	Human Resource Management	3	Theory	Written	
05	BBA-225	Business Communication	3	Theory	Written	
06	VV-102	Viva-Voce-II	1	Viva	In Person Assessment	
<b>Total Credit = 16</b>						

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**Skill Training and Assessment Course (Optional)**

07	SBBA-103	Computer Operation	Skill Training Course	In Person Assessment	
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**BBA 5<sup>th</sup> Semester**

S.L	Course Code	Course's Name	Credit	Status	Exam Type	Remarks
01	BBA-311	Bank Management	3	Theory	Written	
02	BBA-312	Cost & Management Accounting	3	Theory	Written	
03	BBA-313	International Relations	3	Theory	Written	
04	BBA-314	Business Law	3	Theory	Written	
05	BBA-315	Entrepreneurship Development	3	Theory	Written	
<b>Total Credit = 15</b>						

**Skill Training and Assessment Course (Optional)**

06	SBBA-104	IT Support	Skill Training Course	In Person Assessment	
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**BBA 6<sup>th</sup> Semester**

S.L	Course Code	Course's Name	Credit	Status	Exam Type	Remarks
01	BBA-321	Financial Management	3	Theory	Written	
02	BBA-322	Portfolio Management	3	Theory	Written	
03	BBA-323	Income Tax Practices	3	Theory	Written	
04	BBA-324	Management Information System	3	Theory	Written	
05	BBA-325	Total Quality Management	3	Theory	Written	
06	VV-103	Viva-Voce-III	1	Viva	In Person Assessment	
<b>Total Credit = 16</b>						

07	SBBA-105	Digital Marketing – Level 1		Skill Training Course	In Person Assessment	
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**Skill Training and Assessment Course (Optional)**

**BBA 7<sup>th</sup> Semester  
Major in Human Resource Management**

S.L	Course Code	Course's Name	Credit	Status	Exam Type	Remarks
01	BHRM-701	Project Management	3	Theory	Written	
02	BHRM-702	Business Research Methodology	3	Theory	Written	
03	BHRM-703	Manpower Planning and Policy	3	Theory	Written	
04	BHRM-704	Managing Stakeholder in Business	3	Theory	Written	
05	BHRM-705	Ethics and Values in HRM	3	Theory	Written	
<b>Total Credit = 15</b>						

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**Skill Training and Assessment Course (Optional)**

06	SBBA-106	Digital Marketing – Level 2	Skill Training Course	In Person Assessment	
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**BBA 7<sup>th</sup> Semester  
Major in  
Marketing**

S.L	Course Code	Course's Name	Credit	Status	Exam Type	Remarks
01	BMKT-701	Project Management	3	Theory	Written	
02	BMKT -702	Business Research Methodology	3	Theory	Written	
03	BMKT -703	Personnel Planning for Marketing Strategy	3	Theory	Written	
04	BMKT -704	Consumer Behavior	3	Theory	Written	
05	BMKT -705	Ethics and Values in Marketing	3	Theory	Written	

**Skill Training and Assessment Course (Optional)**

06	SBBA-106	Digital Marketing – Level 2	Skill Training Course	In Person Assessment	
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**BBA 7<sup>th</sup> Semester  
Major in Finance & Banking**

S.L	Course Code	Course's Name	Credit	Status	Exam Type	Remarks
01	BFIB-701	Project Management	3	Theory	Written	
02	BFIB -702	Business Research Methodology	3	Theory	Written	
03	BFIB -703	Manpower Planning and Policy in Banking	3	Theory	Written	
04	BFIB -704	Behavioral Approach Management in Banking	3	Theory	Written	
05	BFIB -705	Ethics and Values in Banking	3	Theory	Written	

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**Skill Training and Assessment Course (Optional)**

06	SBBA-106	Digital Marketing – Level 2	Skill Training Course	In Person Assessment	
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**BBA 8<sup>th</sup> Semester  
Major in Human Resource Management**

S.L	Course Code	Course's Name	Credit	Status	Exam Type	Remarks
01	BHRM-801	Career Planning and Development in HRM	3	Theory	Written	
02	BHRM-802	Technology and Innovation in HRM	3	Theory	Written	
03	BHRM-803	Leadership Practices in HRM	3	Theory	Written	
04	BHRM-804	International Business Management	3	Theory	Written	
05	BHRM-805	Risk Assessment in HRM	3	Theory	Written	
06	VV-104	Viva-Voce	1		In Person Assessment	
07	BMATH-101	Thesis & VIVA	4			

**BBA 8<sup>th</sup> Semester  
Major in  
Marketing**

S.L	Course Code	Course's Name	Credit	Status	Exam Type	Remarks
01	BMKT-801	Career Planning and Development in Marketing	3	Theory	Written	
02	BMKT-802	Technology and Innovation in Marketing	3	Theory	Written	
03	BMKT-803	Leadership Practices in Marketing	3	Theory	Written	
04	BMKT-804	Global Marketing	3	Theory	Written	
05	BMKT-805	Risk Analysis in Marketing	3	Theory	Written	
06	VV-104	Viva-Voce	1		In Person Assessment	

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07	BMATH-101	Thesis & VIVA	4			
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**BBA 8<sup>th</sup> Semester  
Major in Finance & Banking**

S.L	Course Code	Course's Name	Credit	Status	Exam Type	Remarks
01	BFIB-801	Career Planning and Development in Banking	3	Theory	Written	
02	BFIB-802	Technology and Innovation in Banking	3	Theory	Written	
03	BFIB-803	Leadership Practices in Banking	3	Theory	Written	
04	BFIB-804	International Finance and Banking	3	Theory	Written	
05	BFIB-805	Risk Management in Banking	3	Theory	Written	
06	VV-104	Viva-Voce	1		In Person Assessment	
07	BMATH-101	Thesis & VIVA	4			

**Credit & Marks Distribution  
BBA**

S.L	Content	Credit	Marks
1	Theory	123	6150
2	Lab	0	0
3	Skill	Optional	Optional
4	VIVA	4	200
5	Thesis & VIVA	4	200
	<b>Total=</b>	<b>131</b>	<b>6550</b>



