

OBE OUTCOME
BASED
EDUCATION

Course Curriculum

Program: Bachelor of Business Administration
Semester: 1st year 1st and 2nd Semester



**Department of
Business Administration**

Khulna Khan Bahadur Ahsanullah University
140, KDA, Khan Bahadur Ahsanullah Road, Choto Boyra, Khulna-9000

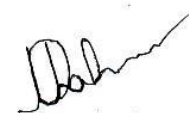
Part-C: Description Of Course Outlines

19. Description of all courses of the program including the following information for each course:

1. BBA 0413 1101: Introduction to Business

- 1) **Course Title: Introduction to Business**
- 2) **Course Code: BBA 0413 1101**
- 3) **BNQF Code: 0413**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 1st Year 1st Semester**
- 7) **Course Type: Core**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**
- 11) **Course Contents:**

1. **Introduction:** Definition- Why we study business- How People form the core of business- Business objectives- Business Process - Environment of Business - Economics and its resources- Economic systems- Business challenges in the 21st Century - Present Scenario of Business in Bangladesh - Problems of Doing Business in Bangladesh - Prospects of Doing Business in Bangladesh.
2. **Forms of Business Ownership:**
 - i. Sole Proprietorship: Definition- Advantages and disadvantages of sole proprietorship.
 - ii. Partnership: Types of partnership- Partnership contract- Advantages and disadvantages of partnership.
 - iii. Joint Stock Companies: Definition- Forms- Types- Advantages and disadvantages.
 - iv. Co-operatives: Advantages and disadvantages of co-operatives.
3. **Entrepreneurship and Business Plan:** Basic concept of entrepreneurship- licensing and franchising business concept- Contents of business plan - The roadmap - Procedures for starting a business in Bangladesh with the time and cost - Problems in the existing business.
4. **Business Environment, Social Responsibility and Business Ethics:** Responsibilities to consumers- Responsibilities to employees- Responsibilities to environment- Responsibilities to investors- Advancing social responsibility - Green management and sustainability, managers and ethical behavior, encouraging ethical behavior, social responsibility and ethics issues in today's world.



5. **Business Documents:** Procedure and documents required to get trade license, Factory inspection licensee, Bonded warehouse license, BSTI license, TIN and VAT registration, Patent and trade mark registration, Import registration certificate, Export registration certificate, BOI registration, Permission from Department of environment, utility: Gas, electricity and T&T connection, Membership of trade organization, Opening bank account for business.
6. **International Business:** Definition -Basic concepts of international business - Objectives of International Business - Importance of International Business - Barriers to international business- Globalization - Approaches to international business- Adapting to foreign markets - Export, Import, Franchising, Licensing, Joint Ventures, FDI. Turnkey projects, Wholly owned subsidiaries, Strategic alliance, Management of International Business.
7. **Fundamentals of Management & Human Resource Management:** Definition-
 Management, Organization, Manager - Management by objectives- Management functions-
 Levels of Management- Roles, duties, and responsibilities of a manager - Management in Organizations, Managers Jobs, Managers Roles, Management Process, Kinds of Managers, Managerial Skills,
 Sources of Management Skills, Basics of HRM-
8. **Marketing:** Definition- How marketing adds value- Marketing concept- Marketing strategies-
 Selecting a target market & designing a marketing mix- Consumer buying behavior-
 Marketing research and its process. **Product and Price:** What are products Consumers and Industrial products- Product line and Product mix- Developing new products- The product life cycle-
 Pricing methods- Factors in pricing decisions.
9. **Financial Management:** Definition of finance- Planning for cash flow- Sources of funds -
 Importance of Financial Management, Functions of a Financial Manager, Organizational Structure of Financial Management and Career in finance.
10. **Trade Practices in Bangladesh:** Economic System- Bangladesh Economy- Introduction to Trade Policy- Objectives of Trade Policy- Trade Policy Management in Bangladesh.



Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week (s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-2	Introduction: Definition- Why we study business- How People form the core of business- Business objectives- Business Process - Environment of Business - Economics and its resources- Economic systems- Business challenges in the 21st Century - Present Scenario of Business in Bangladesh - Problems of Doing Business in Bangladesh - Prospects of Doing Business in Bangladesh.	-Socialized recitation - Interactive discussion -White board illustration -Multimedia presentation -Question-answer	-Class Performance -Written Test -Question Answer	CLO 1,2
3-5	Forms of Business Ownership: Sole Proprietorship: Definition- Advantages and disadvantages of sole proprietorship. Partnership: Types of partnership- Partnership contract- Advantages and disadvantages of partnership. Joint Stock Companies: Definition- Forms- Types- Advantages and disadvantages. Co-operatives: Advantages and disadvantages of co-operatives.	- Lecture discussion with multimedia - Interactive discussion -White board illustration - Question-answer session.	- Class Performance - Written Test - Question Answer	CLO 1, 4
Mid Se mester Exam				
6-7	Entrepreneurship and Business Plan: Basic concept of entrepreneurship-licensing and franchising business concept- Contents of business plan - The roadmap - Procedures for starting a business in Bangladesh with the time and cost - Problems in the existing business.	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi media -Question-answer session	- Class Performance - Quiz - Written Test - Question Answer	CLO 1, 2
8-9	Business Documents: Procedure and documents required to get trade license, Factory inspection licensee, Bonded warehouse license, BSTI license, TIN and VAT registration, Patent and trade mark registration, Import registration certificate, Export registration certificate, BOI registration, Permission from Department of environment, utility: Gas, electricity and T&T connection, Membership of trade organization, Opening bank account for business.	- Interactive discussion -Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations	- Class Performance - Quiz - Written Test - Presentation	CLO 3,2
10-11	International Business: Definition -Basic concepts of international business -	- Lecture discussion with multimedia	- Class Performance	

	Objectives of International Business - Importance of International Business - Barriers to international business- Globalization - Approaches to international business- Adapting to foreign markets - Export, Import, Franchising, Licensing, Joint Ventures, FDI. Turnkey projects, Wholly owned subsidiaries, Strategic alliance, Management of International Business.	<ul style="list-style-type: none"> - Interactive discussion - White board illustration - Question-answer session. 	<ul style="list-style-type: none"> - Written Test - Assignment - Presentation 	CLO 1, 2
12-13	Fundamentals of Management & Human Resource Management: Definition- Management, Organization, Manager - Management by objectives- Management functions- Levels of Management- Roles, duties, and responsibilities of a manager - Management in Organizations, Managers Jobs, Managers Roles, Management Process, Kinds of Managers, Managerial Skills, Sources of Management Skills, Basics of HRM-	<ul style="list-style-type: none"> - Lecture discussion with multimedia - Interactive discussion - White board illustration - Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1, 2 & 3
14	Marketing: Definition- How marketing adds value- Marketing concept- Marketing strategies- Selecting a target market & designing a marketing mix- Consumer buying behavior- Marketing research and its process. Product and Price: What are products- Consumers and Industrial products- Product line and Product mix- Developing new products- The product life cycle- Pricing methods- Factors in pricing decisions.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session - Video presentation. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Question Answer 	CLO 2 & CLO 3
Semester Final Exam				

2. BBA 0411 1103: Principles of Accounting

- 1) **Course Title: Principles of Accounting**
- 2) **Course Code: BBA 0411 1103**
- 3) **BNQF Code: 0411**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 1st Year 1st Semester**
- 7) **Course Type: Core**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**
- 11) **Course Contents:**

1. **Introduction to Accounting:** accounting - users and uses of accounting- why ethics is a fundamental business concept-the meaning of generally accepted accounting principles and the basic accounting equation
2. **Transaction Analysis:** The accounting equation and define its components-the effects of business transactions on the accounting equation - the four financial statements and how they are prepared
3. **The Recording Process:** - what an account is and how it helps in the recording process?- debits a credits and how they are used to record business transactions- the basic steps in the recording proce what a journal is and how it helps in the recording process- what a ledger is and how it helps in t recording process- a trial balance and explain its purpose
4. **Adjusting entries:** the time period assumption- the accrual basis of accounting- why adjusting entr are needed and to identify the major types of adjusting entries- adjusting entries for prepayments a to prepare adjusting entries for accruals- the nature and purpose of an adjusted trial balance
5. **Work Sheet:** Preparation of worksheet- the process of closing the books- the content and purpose of a post-closing trial balance- the required steps in the accounting cycle- the approaches preparing correcting entries- the sections of a classified balance sheet
6. **Merchandising Operations:** The entries for purchases under a perpetual inventory system- t entries for sales revenues under a perpetual inventory system and to explain the steps in t accounting cycle for a merchandising company-distinguish between a multiple-step and a single- st income statement- the computation and importance of gross profit- the cost of goods sold unde periodic system.
7. **Inventory valuation:** Weighted Average, FIFO and LIFO Methods under Periodic and Perpetual Systems

8. **Preparation of Financial Statement:** Single and Multiple step income statement- Classified Balance Sheet.
9. **Financial Statement Analysis:** Need for comparative analysis – Tools of Analysis. Identify and compute ratios used in analyzing a firm's liquidity, profitability, and solvency.

18) Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week (s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-2	Introduction to Accounting: accounting - users a uses of accounting- why ethics is a fundamen business concept-the meaning of generally accept accounting principles and the basic accounti equation	n- Lecture t discussion e with n multimedia - Interactive discussion -Questionanswer session.	-Class Performance -Written Test -Question Answer	CLO1
3-4	Transaction Analysis: The accounting equation and define its components-the effects of business transactions on the accounting equation - the four financial statements and how they are prepared	- Lecture discussion with multimedia - Interactive discussion -White board illustration - Assignment - Questionanswer session.	- Class Performance - Written Test - Question Answer	CLO1,2
5-6	The Recording Process: - what an account is and how it helps in the recording process?- debits and credits and how they are used to record business transactions- the basic steps in the recording proces what a journal is and how it helps in the recordin g process- what a ledger is and how it helps in the recording process- a trial balance and explain its purpose	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi media -Question-answer session - Assignment	- Class Performance - Quiz - Written Test - Question Answer	CLO2 1,3

7-8	Work Sheet: Preparation of worksheet- the process of closing the books- the content and purpose of a post-closing trial balance- the require steps in the accounting cycle- the approachesto preparing correcting entries- the sections of a classified balance sheet	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multimedia. - Demonstratio ns - Problem solving tasks 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1, 3
9	Merchandising Operations: The entries f purchases under a perpetual inventory system- t entries for sales revenues under a perpetual invento system and to explain the steps in the accounti cycle for a merchandising company- distingui between a multiple-step and a single-step inco statement- the computation and importance of gr o profit- the cost of goods sold under a perio d system.	<ul style="list-style-type: none"> - Lecture h discussion with multimedia n- Interactive discussion -White board m illustration - Multimedia presentation -Questionanswer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO2 & CLO3
10	Inventory valuation: Weighted Average, FIFO a n LIFO Methods under Periodic and Perpetual Systems	<ul style="list-style-type: none"> - Lecture discussion with multimedia - Interactive discussion -Assignment - Questionanswer session. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO2 & CLO3
11-12	Preparation of Financial Statement: Single a n Multiple step income statement- Classified Balance Sheet.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO2 & CLO3
13-14	Financial Statement Analysis: Need for comparative analysis – Tools of Analysis. Identify and compute ratios used in analyzing a firm’s liquidity, profitability, and solvency.	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Demonstratio ns 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test 	CLO3
Semester Final Exam				

3. GED 0410 1111: English Fundamentals

- 1) **Course Title: English Fundamentals**
- 2) **Course Code: GED 0410 1111**
- 3) **BNQF Code: 0410**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 1st Year 1st Semester**
- 7) **Course Type: GED**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**
- 11) **Course Contents:**
 1. **Grammar items: (Verbs, Tenses, Modal auxiliaries, Sentence structure, Preposition, Subject- verb agreement, Articles, Correction of common mistakes):** regular and irregular verbs, classification of tenses and their structures, definition and characteristics - forms and uses of modals, structure and classification of conditional sentences, general use and idiomatic use of preposition/appropriate preposition, problems and solutions of subjectverb agreement, definite, indefinite and zero articles, active and passive sentences, making polite questions, making suggestions, error corrections, filling in gaps (inclusive of all grammatical items)
 2. **Paragraph writing:** definition, characteristics and difference between a paragraph and an essay - brainstorming and writing the topic sentence of a paragraph, organization of a paragraph, connecting words, types of paragraphs (listing, comparison and contrast, process, narrative, argumentative and descriptive)
 3. **Summary writing:** guidelines for writing a good summary, practice summary writing
 4. **Business letter writing:** components of a business letter, writing basic types of business letters (request letters, order letters and adjustment letters)
 5. **Report Writing:** practice writing a few reports
 6. **Conducting business meetings:** agenda, preparing meeting minutes
 7. **Writing memo:** components of a memo, format of a memo, preparing a memo
 8. **Strategies for reading:** reading strategies, different sub-skills of reading, reading practice

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week (s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-6	Grammar items: Verbs, Tenses, Modal auxiliaries, Sentence structure, Preposition, Subject- verb agreement, Articles, Correction of common mistakes	- Lecture discussion with multimedia -White board illustration -Question-answer session.	-Class Performance -Written Test -Question Answer	CLO1
Mid Semester Exam				
7-8	Paragraph writing: definition, characteristics and difference between a paragraph and an essay - brainstorming and writing the topic sentence of a paragraph	- Lecture discussion - Interactive discussion - presentation - Question-answer session.	- Class Performance - Written Test - Question Answer	CLO1
9	Summary writing: guidelines for writing a good summary, practice summary writing.	- Interactive discussion - Lecture discussion with multimedia -Question-answer session	- Class Performance - Quiz - Written Test - Question Answer	CLO2
10	Report Writing: practice writing a few reports	- Interactive discussion -Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations	- Class Performance - Quiz - Written Test - Presentation	CLO3
11-12	Conducting business meetings: agenda, preparing meeting minutes	-Lecture discussion with multimedia - Interactive discussion -Multimedia presentation -Question-answer session.	- Class Performance - Written Test - Assignment - Presentation	CLO2 & CLO3

13	Writing memo: components of a memo, format of a memo, preparing a memo	- Lecture discussion with multimedia - Interactive discussion - Assignment - Question-answer session.	- Class Performance - Quiz - Written Test - Presentation	CLO2 & CLO3
14	Strategies for reading: reading strategies, different sub-skills of reading, reading practice	- Interactive discussion - Lecture discussion with multi media - Question-answer session	-Class Performance -Written Test -Question Answer	CLO2 & CLO3
Semester Final Exam				

4. GED 0410 1113: Fundamentals of Mathematics

1) **Course Title: Fundamentals of Mathematics**

2) **Course Code: GED 0410 1113**

3) **BNQF Code: 0410**

4) **Credit Value: 3.0**

5) **Credit Hour: 3 (Three)**

6) **Level: 1st Year 1st Semester**

7) **Course Type: GED**

8) **Department: Department of Business Administration**

9) **Faculty: Faculty of Business Studies**

10) **Program: Bachelor of Business Administration (BBA)**

11) **Course Contents:**

1. **Number system:** Number system: Natural numbers – Integer – Rational numbers – Irrational numbers – Imaginary numbers – Complex numbers – Properties of rational numbers (addition, multiplication, and order relation). Some elementary axioms related to number system.
2. **Logical Statement and Truth Table:** Logic – Statement – Simple statement – Compound statement – Compounding of statement – Conjunction- Disjunction – Negation – Implies –

- Equivalence – De Morgan’s law – tautology and fallacy.
3. **Set Theory:** Definition of set – Method of describing of a set – Types of sets – intersection of sets - Propositions of intersection – Union of sets – Propositions of union – Complement of a set – Properties of complementation – De Morgan’s laws of sets – Difference of two sets – De Morgan’s law on difference of sets – Number of elements in finite set – Uses of set theory in business.
 4. **Linear equation:** Solution of linear equation – Slope of equation – Graphical solution of Linear equation – Inequalities – Solution of inequalities – Graphical solution of inequalities – Common solution of inequalities. Application problems on business using linear equation.
 5. **Arithmetic and Geometric Progressions:** Arithmetic progression – Standard arithmetic series – nth term of an arithmetic series -Sum of an arithmetic series - Arithmetic mean - Geometric progression -Standard geometric series -nth term of an geometric series - Sum of a geometric series – Geometric mean – Uses of progression in business.
 6. **Logarithms:** Definition – Properties of logarithms – Law of multiplication (law of product) – Law of division (law of fraction) – Law of power -Using logarithms – Characteristics of logarithms – Rule for calculation of the characteristic of integer – Rule for calculation of the characteristic of a decimal number – Mantissa for logarithms – Consulting logarithms table – Using antilogarithms – Application of in finance – Future value and compounding – Calculation of depreciation – Calculation of annuities or installments for present and future value problem.
 7. **Linear Programming:** Introduction – Meaning – Application – General linear programming problem – Objective function – Constraints – Restrictions – Feasible solution – Graphical method.

17) Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week (s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-2	Number system: Number system: Natural numbers – Integer – Rational numbers – Irrational numbers – Imaginary numbers – Complex numbers – Properties of rational numbers (addition, multiplication, and order relation). Some elementary axioms related to number system.	-Lecture discussion with multimedia -Interactive discussion -Question-answer session.	-Class Performance -Written Test -Question Answer	CLO 1, 2
3-4	Logical Statement and Truth Table: Logic – Statement – Simple statement – Compound statement – Compounding of statement – Conjunction- Disjunction – Negation – Implies –Equivalence – De Morgan’s law – tautology and fallacy.	- Lecture discussion with multimedia - Interactive discussion -White board illustration - Multimedia presentation - Problem solving	- Class Performance - Written Test - Question Answer	CLO 1, 2
Mid Semester Exam				
5-7	Set Theory: Definition of set – Method of describing of a set – Types of sets – intersection of sets - Propositions of intersection – Union of sets – Propositions of union – Complement of a set – Properties of complementation – De Morgan’s laws of sets – Difference of two sets etc.	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi media -Question-answer session - Video presentation.	- Class Performance - Quiz - Written Test - Question Answer	CLO 1, 2
8-10	Arithmetic and Geometric Progressions: Arithmetic progression – Standard arithmetic series – nth term of an arithmetic series -Sum of an arithmetic series - Arithmetic mean - Geometric progression -Standard geometric series -nth term of an geometric series - Sum of a geometric series – Geometric mean – Uses of progression in business.	- Interactive discussion -Whiteboard illustration - Problem solving tasks	- Class Performance - Quiz - Written Test - Presentation	CLO1, 3

11-12	Logarithms: Definition – Properties of logarithms – Law of multiplication (law of product) – Law of division (law of fraction) – Law of power -Using logarithms – Characteristics of logarithms – Rule for calculation of the characteristic of integer – Rule for calculation of the characteristic of a decimal number – Mantissa for logarithms	-Socialized recitation -Interactive discussion -White board illustration -Multimedia presentation -Question-answer session.	- Class Performance - Written Test - Assignment - Presentation	CLO 2 , 3
13-14	Linear Programming: Introduction – Meaning – Application – General linear programming problem – Objective function – Constraints – Restrictions – Feasible solution – Graphical method.	- Lecture discussion with multimedia - Interactive discussion -White board illustration - Assignment	- Class Performance - Quiz - Written Test - Presentation	CLO2 & CLO3
Semester Final Exam				

5. GED 0410 1115: Bengali Language and Literature

- 1) **Course Title: Bengali Language and Literature**
- 2) **Course Code: GED 0410 1115**
- 3) **BNQF Code: 0410**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 1st Year 1st Semester**
- 7) **Course Type: GED**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA) 14) Rational of the Course:**

ভাষা বাংলা: মাতৃভাষা বাংলায় কথা বলার অধিকার আদায়ের আন্দোলনে শহিদ হয়েছেন

এমন ঘটনা পৃথিবীর ইতিহাসে নজিরবিহীন। জাতির ইতিহাস ও ঐতিহ্য অনুসন্ধানের পাশাপাশি সঠিক ও শুদ্ধ ভাষাজ্ঞান ও তার অব্যাহতচর্চা থাকা আবশ্যিক। এও আমাদের উচ্চ শিক্ষার ক্ষেত্রে বাংলার পঠন পাঠন সুখকর পর্যায়ে নেই। বাংলাভাষা, বাংলাব্যাকরণ ও বাংলাসাহিত্যেও বিভিন্ন ধারার প্রতিনিধিত্বশীল সাহিত্যিক ও তাদের সাহিত্যকর্ম সম্পর্কে ধারণা প্রদানের মধ্য দিয়ে শিক্ষার্থীদের সৃজনীশক্তির বিকাশ ঘটানো এই কোর্সের মূলযৌক্তিকতা।

15) Course Contents:

ভাষা : বাংলাধ্বনি ও বর্ণ –স্বর ও ব্যঞ্জন–বাংলা স্বরধ্বনি ও স্বরবর্ণ–বাংলাব্যঞ্জনধ্বনি ও ব্যঞ্জনবর্ণের উচ্চারণ–সংযুক্ত ব্যঞ্জনবর্ণ–বাংলা বানানের নিয়ম–সাধু ও চলিতভাষা–যতিচিহ্ন।

2. নিম্নিত্তি : দিনলিপি– অভিজ্ঞতা বর্ণনা–বক্তব্য লেখন–প্রতিবেদন বা রিপোর্ট–ই-মেইল এবং খুদেবার্তা বা এসএমএস –মুখলেখ বা ফেসবুক।

পদ : বিশেষ্য–বিশেষণ–সর্বনাম–অব্যয়– ক্রিয়া।

প্রমিত বাংলা বানানের নিয়ম ও বাংলা লিখন দক্ষতা: সাধু ও চলিতরীতি–বিরাম চিহ্নের প্রয়োগ–গবেষণা–প্রবন্ধে ব্যবহৃত উদ্ধৃতি, টীকা, লোকসংস্কৃতি।

5. কবিতা : আবদুলহাকিম : বঙ্গবাণী - মাইকেলমধুসূদন দত্ত : বঙ্গভাষা - জীবনানন্দ দাশ : বাংলা মুখ আমি হাসান হাফিজুর রহমান : অমর একুশে- শামসুর রাহমান : তোমাকে পাওয়ার জন্য হে স্বাধীনতা- সৈয়দ শামসুল হক : আমার পরিচয়।
6. ছোটগল্প ও অন্যান্য রচনা : রবীন্দ্রনাথ ঠাকুর : পোস্টমাস্টার–বিভূতিভূষণ বন্দোপাধ্যায় : পুঁইমাচা–জাহানারাইমাম : একাত্তরের দিন গুলি–হাসান আজিজুল হক : খাঁচা–আখতারুজ্জামান ইলিয়াস : অপঘাত।
7. প্রবন্ধ: বঙ্কিমচন্দ্র চট্টোপাধ্যায় : বাঙ্গলা ভাষা – রবীন্দ্রনাথ ঠাকুর : সভ্যতার সংকট – কাজী নজরুল ইসলাম : বর্তমান বিশ্বসাহিত্য – কবীর চৌধুরী : আমাদের আত্মপরিচয়।
8. নাটক: মুনীর চৌধুরী : কবর।

18) Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week (s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-2	ভাষা : বাংলাধ্বনি ও বর্ণ –স্বর ও ব্যঞ্জন-বাংলা বানানের নিয়ম-সাপু ও চলিতভাষা-যতিচিহ্ন।	-Lecture discussion with multimedia -Interactive discussion -Question-answer session.	-Class Performance -Written Test -Question Answer	CLO1
3-4	নির্মিতি : দিনলিপি- অভিজ্ঞতা বর্ণনা-বক্তব্য ফেসবুক।	-Lecture discussion with multimedia -White board illustration -Multimedia presentation -Question-answer session.	- Class Performance - Written Test - Question Answer	CLO1
6-8	পদ : বিশেষ্য-বিশেষণ-সর্বনাম-অব্যয়- ক্রিয়া।	- Interactive discussion - Whiteboard illustration -Question-answer session	- Class Performance - Quiz - Written Test - Question Answer	CLO2
Mid Semester Exam				

57

9-10	কবিতা : আবদুলহাকিম : বঙ্গবাণী - মাইকেল অমর একুশে- শামসুর রাহমান : তোমাকে পা	-Whiteboard illustration - Lecture discussion with multi-media.	- Class Performance - Quiz - Written Test - Presentation	CLO3
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11-12	<p>ছোটগল্প ও অন্যান্য রচনা : রবীন্দ্রনাথ ঠাকুর :</p> <p>গুলি-হাসান আজিজুল হক : খাঁচা-আখতারুজ্জামান</p>	<p>-Lecture discussion with multimedia</p> <p>-Interactive discussion</p> <p>-White board illustration</p> <p>-Multimedia presentation</p>	<p>- Class Performance</p> <p>- Written Test - Assignment</p> <p>- Presentation</p>	CLO3
13-14	<p>প্রবন্ধ: বঙ্কিমচন্দ্র চট্টোপাধ্যায় : বাঙ্গালা ভাষা</p> <p>কবীর চৌধুরী : আমাদের আত্মপরিচয়।</p>	<p>-Lecture discussion with multimedia</p> <p>-Interactive discussion</p>	<p>- Class Performance</p> <p>- Quiz</p> <p>- Written Test - Presentation</p>	CLO3
Semester Final Exam				

6. BBA 0412 1201: Principles of Finance

- 1) **Course Title: Principles of Finance**
- 2) **Course Code: BBA 0412 1201**
- 3) **BNQF Code: 0412**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 1st Year 2nd Semester**
- 7) **Course Type: Core**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**

1. **Introduction:** Definition of finance-Finance functions-Goal of a firm-Profit Maximization vs. Value Creation-Management vs. Shareholders.
2. **Business, Tax and Financial Environment :** Sole Proprietorship-Partnership-Corporation-

Income Tax-Corporate Tax- Capital Gain Tax-Sales Tax- VAT-Import Duties Purpose of Financial Market-Money and Capital Market-Primary and Secondary Market-Financial Intermediaries and Brokers.

3. **Time value of money:** Simple and Compound Interest-Future Value (FV_n) and Present Value (PV)-Discount Rate- Annuities-Ordinary Annuity and Annuity Due-Compounding more than once a year-perpetual annuity.
4. **Valuation of Long term securities:** Book Value vs. Market Value-Bond-Face Value-Coupon Rate-Bond with Finite Maturity-Semiannual compounding of interest-Preferred Stock and Common Stock Valuation-Constant Growth-Yield to Maturity (YTM) on Bonds.
5. **Risk and Return:** Defining risk and return-Probability distribution to measure riskAttributes towards risk-Diversification- Capital-asset pricing model-Efficient financial market.
6. **Capital Budgeting Techniques:** Capital Budgeting and its Process-Generating Investment Project Proposals-Estimating Project After-Tax Incremental Operating Cash Flows-Sunk Cost and Opportunity Cost- Alternative Methods for evaluation and selection of Project:

Payback Period (PBP)-Internal Rate of Return (IRR) under Interpolation-Net Present Value (NPV)- Profitability Index (PI)-Also Acceptance Criterion for all Methods.
7. **Cost of Capital:** Value Creation- Cost of Debt-Preferred Stock and Equity -CAPM Approach-

Beta-Risk-free rate & Market Return-WACC.
8. **Short-term financing:** COD-CBD- Credit with or without Discount-Seasonal Dating under Spontaneous Source-Trade Acceptance-Commercial Paper-Factoring, Bank Loan under Negotiated Source.

Mid Term financing: Term Loan and its major sources- Chattel Mortgage,-Conditional Sale- Lease and its different ways of classifications-Traditional Lease-Sale and Lease Back System- Leveraged Lease.

Long-term financing: Project Financing-Debenture-Bond-Equipment Trust Certificate-Income Bond under Borrowed Funds and their features-Features and Rights of Common & Preferred Stock under Equity Funds.

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week (s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-2	<p>Introduction: Definition of financeFinance functions-Goal of a firm-Profit Maximization vs. Value Creation-Management vs. Shareholders.</p>	<ul style="list-style-type: none"> - Lecture discussion with multimedia - Interactive discussion -White board illustration -Question-answer session. 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO1

3-4	<p>Business, Tax and Financial Environment : Sole Proprietorship- Partnership-Corporation- Income Tax-Corporate Tax- Capital Gain Tax- Sales</p> <p>Tax- VAT-Import Duties Purpose of Financial Market-Money and Capital Market-Primary and Secondary Market-Financial Intermediaries and Brokers.</p>	<ul style="list-style-type: none"> - Lecture discussion with multimedia - Interactive discussion - Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Question Answer 	CLO1
5-6	<p>Time value of money: Simple and Compound Interest-Future Value (FVn) and Present Value (PV)- Discount Rate- Annuities-Ordinary Annuity and Annuity Due- Compounding more than once a year-perpetual annuity.</p>	<ul style="list-style-type: none"> - Whiteboard illustration - Lecture discussion with multi media - Question-answer session - Problem - Solving 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Question Answer 	CLO1, 2
Mid Se mester Exam				
7-8	<p>Risk and Return: Defining risk and return-Probability distribution to measure risk-Attributes towards risk-Diversification- Capital-asset pricing model-Efficient financial market.</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO1, 3

9-10	Capital Budgeting Techniques: Capital Budgeting and its Process- Generating Investment Project Proposals-Estimating Project After- Tax Incremental Operating Cash Flows-Sunk Cost and Opportunity Cost- Alternative Methods for evaluation and selection of Project: Payback Period (PBP)-Internal Rate of Return (IRR) under Interpolation-Net Present Value (NPV)- Profitability Index (PI)-Also Acceptance Criterion for all Methods.	-Lecture discussion with multimedia - Interactive discussion -White board illustration -Multimedia presentation -Question-answer session. Problem - Solving	- Class Performance - Written Test - Assignment - Presentation	CLO 1, 2, 3 & CLO3
11-12	Cost of Capital: Value Creation- Cost of Debt-Preferred Stock and Equity - CAPM Approach- Beta-Risk-free rate & Market Return-WACC.	- Lecture discussion with multimedia - Interactive discussion - Problem Solving - Question-answer session.	- Class Performance - Quiz - Written Test - Presentation	CLO2 & CLO3
13-14	Short-term financing: COD-CBD- Credit with or without Discount Seasonal Dating under Spontaneous Source-Trade Acceptance- Commercial Paper-Factoring, Bank Loan under Negotiated Source.	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi media -Question-answer session	-Class Performance -Written Test -Question Answer	CLO2 & CLO3
Semester Final Exam				

7. BBA 0413 1203: Principles of Management

- 1) **Course Title: Principles of Management**
- 2) **Course Code: BBA 0413 1203**

- 3) **BNQF Code: 0413**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 1st Year 2nd Semester**
- 7) **Course Type: Core**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**
- 11) **Course Contents:**
 1. **An Introduction to Management:** Management -Organization -Manager -Management in Organization- Managers Jobs, Managers Roles -Management Process -Kinds of Managers - Managerial Skills -Sources of Management Skills -The Nature of Management -The Three Traditional Management Perspectives and Behavioral Theory on How Employees Behave Toward Work
 2. **The Environmental Context of Management:** The Organizational Environment -The Task Environment -The Internal Environment, Organizational Culture -Organizational Environment Relationships -How Organizations Adapt to Their Environments -The Environment and Organizational Effectiveness -A Model of Organizational Effectiveness Managing the Process of Globalization -Three Elements of the Global Economy and Environmental Challenges of

International Management

3. **Organization Structure and Design:** Defining organization structure and design -Building the vertical dimension of organizations -Building the horizontal dimension of organizations
-The contingency approach to organization design -Application of organization design
4. **Planning and Decision Making:** -Discuss Organizational Goals-Kinds of Goals - Responsibilities for Setting Goals -Managing Multiple Goals -Planning elements -Importance of Planning, Kinds of organizational plans, Types of Operational Planning-Barriers to Goal Setting and Planning -The Nature of Decision Making -Types of Decisions, The Classical Model of Decision Making, and The Administrative Model of Decision Making.
5. **Managing Strategy and Strategic Planning:** The Nature of Strategic Management -The Components of Strategy -Types of Strategic Alternatives -Strategy Formulation and Implementation -Evaluating an Organization's SWOT -Formulating Business-Level Strategies -Porter's Generic Strategies -The Miles and Snow Typology.
6. **The Organizing Process:** Meaning of Organizing -The Importance of Organizing - Organizational Structure - Designing Jobs, Job Specialization -Job Characteristics Approach - Grouping Jobs: Departmentalization -Tall and Flat Organizations, Factors Influencing the Span of Management, Steps in the Delegation Process, Decentralization and Centralization.
7. **Managing Employee Motivation and Performance:** The Nature of Motivation, The Motivational Framework, The Importance of Motivation in the Workplace, Traditional Approach, Human Relations Approach, Maslow's Hierarchy of Needs, Two-Factor Theory, Expectancy Theory, Equity Theory, Goal-Setting Theory, Reinforcement Theory, Motivational Strategies, and Reward Systems.

8. **The Leading Process:** The Nature of Leadership, Leaders, Characteristics of Leaders, Leadership Versus Management, Power and Leadership, Power Defined, Types of Power, Expert, Michigan Studies on Leadership Behavior, Ohio State Leadership Studies, The Leadership Grid style, LPC Theory, The Least-Preferred Coworker Theory of Leadership, The Path-Goal Theory, Decision Making Styles, Vroom's Development-Driven Decision Tree, The Leader-Member Exchange Approach, Transformational Leadership, Political Behavior in Organizations.
9. **The Controlling Process:** Meaning of Control -Purpose of Control, Levels of Control -Steps in the Control Process-Forms of Operational Control -Reasons for Financial Controls Meaning of Budget -Types of Budgets -Bureaucratic Control, Organizational Control Strategic Control -Characteristics of Effective Control.
10. **Managing Human Resources in Organizations:** Attracting Human Resources, Human Resource Planning, Recruiting Human Resources, Selecting Human Resources, Developing Human Resources, Training and Development, , Determining Benefits, Career Planning, Managing Labor Relations, New Challenges in the Changing Workplace, Building Effective Decision-Making Skills, Building Effective Technical Skills, Management at Work.
- Managing Organization Change and Innovation:** The Nature of Organization Change, 11. Managing Change in Organizations, Understanding Resistance to Change, Overcoming Resistance to Change, Areas of Organization Change, Organization Development, Organizational Innovation.
12. **Managing Interpersonal Relations and Communication:** The Interpersonal Nature of Organizations -Communication and the Manager's Job, Forms of Communication in Organizations, Informal Communication in Organizations -Managing organizational Communication -Building Effective Technical Skills -Building Effective Interpersonal Skills

13. **Managing Work Groups and Teams:** Groups and Teams in Organizations, Characteristics of Groups and Teams, Interpersonal and Intergroup Conflict, Managing Conflict in Organizations, Building Effective Conceptual Skills, Building Effective Communication Skills.

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week (s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-3	An Introduction to Management: Management -Organization -Manager Management in Organization- Managers Jobs, Managers Roles -Management Process -Kinds of Managers - Managerial Skills -Sources of Management Skills - The Nature of Management -The Three Traditional Management Perspectives and Behavioral Theory .	-Socialized recitation -Lecture discussion with multimedia - Interactive discussion -White board illustration -Multimedia presentation	-Class Performance -Written Test -Question Answer	CLO1

4	<p>The Environmental Context of Management: The Organizational Environment -The Task Environment -The Internal Environment, Organizational Culture -Organizational Environment Relationships -How Organizations Adapt to Their Environments -The Environment and Organizational Effectiveness -A Model of Organizational Effectiveness - Managing the Process of Globalization - Three Elements of the Global Economy and Environmental Challenges of International Management</p>	<ul style="list-style-type: none"> - Socialized recitation - Lecture discussion with multimedia - Interactive discussion -White board illustration - Multimedia presentation 	<ul style="list-style-type: none"> - Class Performance - Written Test - Question Answer 	CLO1
5	<p>Organization Structure and Design: Defining organization structure and design Building the vertical dimension of organizations -Building the horizontal dimension of organizations -The contingency approach to organization design -Application of organization design</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media -Question-answer session 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Question Answer 	CLO2
6	<p>Managing Strategy and Strategic Planning: The Nature of Strategic Management -The Components of Strategy -Types of Strategic Alternatives -Strategy Formulation and Implementation - Evaluating an Organization's SWOT - Formulating Business-Level Strategies - Porter's Generic Strategies -The Miles and Snow Typology.</p>	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO3

7-8	<p>The Organizing Process: Meaning of Organizing -The Importance of Organizing - Organizational Structure - Designing Jobs, Job Specialization -Job Characteristics Approach - Grouping Jobs: Departmentalization -Tall and Flat Organizations, Factors Influencing the Span of Management, Steps in the Delegation Process, Decentralization and Centralization.</p>	<ul style="list-style-type: none"> -Socialized recitation -Lecture discussion with multimedia - Interactive discussion -White board illustration -Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO2 & CLO3
9-11	<p>Managing Employee Motivation and Performance: The Nature of Motivation, The Motivational Framework, The Importance of Motivation in the Workplace, Traditional Approach, Human Relations Approach, Maslow’s Hierarchy of Needs, Two-Factor Theory, Expectancy Theory, Equity Theory, Goal-Setting Theory, Reinforcement Theory, Motivational Strategies, and Reward Systems.</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media -Question-answer session - Video presentation. 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO2 & CLO3
12-13	<p>The Leading Process: The Nature of Leadership, Leaders, Characteristics of Leaders, Leadership Versus Management, Power and Leadership, Power Defined,</p>	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration 	<ul style="list-style-type: none"> - Class Performance - Written Test 	CLO3

	Types of Power, Expert, Michigan Studies on Leadership Behavior, Ohio State Leadership Studies, The Leadership Grid style, LPC Theory, The Least-Preferred Coworker Theory of Leadership, The PathGoal Theory, Decision Making Styles, Vroom's Development-Driven Decision Tree, The Leader-Member Exchange Approach, Transformational Leadership, Political Behavior in Organizations.	<ul style="list-style-type: none"> - Lecture discussion with multi-media. - Demonstrations 	- Oral Test	
14	The Controlling Process: Meaning of Control -Purpose of Control, Levels of Control -Steps in the Control Process-Forms of Operational Control -Reasons for Financial Controls -Meaning of Budget Types of Budgets -Bureaucratic Control, Organizational Control - Strategic Control Characteristics of Effective Control.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	Question and Answer/ Group Work	CLO3

8. BBA 0414 1205: Principles of Marketing
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- 1) **Course Title: Principles of Marketing**
- 2) **Course Code: BBA 0414 1205**
- 3) **BNQF Code: 0414**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 7) **Level: 1st Year 2nd Semester**

- 8) **Course Type: Core**
- 9) **Department: Department of Business Administration**
- 10) **Faculty: Faculty of Business Studies**
- 11) **Program: Bachelor of Business Administration (BBA)**

12) **Course Contents:**

1. **Introduction:** Definition of Marketing, Five Core Customer and Marketplace Concepts, Marketing Management Orientations (Philosophies), Partner Relationship Management, Customer Relationship Groups, The Changing Marketing Landscape, CLV, Share of Customer, Customer Equity.
2. **Company and Marketing Strategy:** Strategic Planning, Mission Statement, Downsizing, Value Chain, Value-Delivery Network, Designing the Business Portfolio, The BCG Growth-Share Matrix, The Product/Market Expansion Grid, Marketing Strategy and the Marketing Mix, Marketing Plan.
3. **Analyzing the Marketing Environment:** The Company's Microenvironment: The Company, Suppliers, Marketing Intermediaries, Competitors, Publics, And Customers. The Company's Macro environment: The Demographic, Economic, Natural, Technological, Political, Social & Cultural Environment.
4. **Consumer Markets and Consumer Buyer Behavior:** Consumer Buyer Behavior, Consumer Market, Model of Consumer Behavior, Characteristics affecting consumer behavior, Types of Buying Decision Behavior, The Buyer Decision Process, The Buyer Decision.
5. **Customer-Driven Marketing Strategy:** Market Segmentation, Market Targeting,

Differentiation Positioning, Major Segmentation Variables for Consumer Markets, Requirements for Effective Segmentation, Market Targeting, Evaluating Market Segments, Selecting Target Market Segments, Positioning Maps, Choosing a

Differentiation and Positioning Strategy, Identifying Possible Value Differences,

Choosing the Right Competitive Advantage, Selecting an Overall Positioning Strategy.

6. **Products, Services, and Brands:** Products, Services, Product Quality, Product Style and Design, Brand, Product Line, Product Mix, Levels of Products and Services, Product and Service Classification Packaging, Labeling, Product Support Services, Building Strong Brands, Brand Positioning, Brand Name Selection Brand.
7. **New product development & PLC Strategies:** New Product Development Strategy, The New Product Development Process, Product Life Cycle Strategies.
8. **Pricing Strategy:** Definition of Pricing, 3 C's Pricing model, Value-based pricing, Costbased pricing, Pricing in different types of markets.
9. **Communicating Customer Value:** Integrated Marketing Communication, The Promotion Mix, Elements in the Communication Process-Steps in Developing Effective Marketing Communication, Setting the Total Promotion Budget and Mix.
10. **Advertising and Public Relations and Personal Selling and Sales Promotion:** Advertising Objectives, Message execution Styles- Major Sales Promotion Tools.

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week (s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-3	<p>Introduction: Definition of Marketing, Five Core Customer and Marketplace Concepts, Marketing Management Orientations (Philosophies), Partner Relationship Management, Customer Relationship Groups, The Changing Marketing Landscape, CLV, Share of Customer, Customer Equity.</p>	<ul style="list-style-type: none"> -Lecture discussion with multimedia - Interactive discussion -Multimedia presentation -Question-answer session. 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO1
4-5	<p>Company and Marketing Strategy: Strategic Planning, Mission Statement, Downsizing, Value Chain, Value-Delivery Network, Designing the Business Portfolio, The BCG Growth-Share Matrix, The Product/Market Expansion Grid, Marketing Strategy and the Marketing Mix, Marketing Plan.</p>	<ul style="list-style-type: none"> -Lecture discussion with multimedia - Interactive discussion -Multimedia presentation -Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Question Answer 	CLO1
6-7	<p>Analyzing the Marketing Environment: The Company’s Microenvironment: The Company, Suppliers, Marketing Intermediaries, Competitors, Publics, And Customers. The Company’s Macro environment: The Demographic, Economic, Natural, Technological, Political, Social & Cultural Environment.</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media -Question-answer session 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Question Answer 	CLO2

8	<p>Customer-Driven Marketing Strategy: Market Segmentation, Market Targeting, Differentiation Positioning, Major Segmentation Variables for Consumer Markets, Requirements for Effective Segmentation, Market Targeting, Evaluating Market Segments, Selecting Target Market Segments, Positioning Maps, Choosing a Differentiation and Positioning Strategy, Identifying Possible Value Differences, Choosing the Right Competitive Advantage, Selecting an Overall Positioning Strategy.</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. - Demonstration 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO3
9	<p>Products, Services, and Brands: Products, Services, Product Quality, Product Style and Design, Brand, Product Line, Product Mix, Levels of Products and Services, Product and Service Classification Packaging, Labeling, Product Support Services, Building Strong Brands, Brand Positioning, Brand Name Selection Brand.</p>	<ul style="list-style-type: none"> - Lecture discussion with multimedia - Interactive discussion - Multimedia presentation 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO2 & CLO3
10	<p>New product development & PLC Strategies: New Product Development Strategy, The New Product Development Process, Product Life Cycle Strategies.</p>	<ul style="list-style-type: none"> - Lecture discussion with multimedia - Interactive discussion -- Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO2 & CLO3

11	Pricing Strategy: Definition of Pricing, 3 C's Pricing model, Value-based pricing, Costbased pricing, Pricing in different types of markets.	<ul style="list-style-type: none"> - Interactive discussion - Lecture discussion with multi media -Question-answer session 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO2 & CLO3
12	Communicating Customer Value: Integrated Marketing Communication, The Promotion Mix, Elements in the Communication Process-Steps in Developing Effective Marketing Communication, Setting the Total Promotion Budget and Mix.	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multimedia. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test 	CLO3
13-14	Advertising and Public Relations and Personal Selling and Sales Promotion: Advertising Objectives, Message execution Styles- Major Sales Promotion Tools.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> Question and Answer/ Group Work 	CLO3

9. GED 0410 1211: Business Mathematics

- 1) **Course Title: Business Mathematics**
- 2) **Course Code: GED 0410 1211**
- 3) **BNQF Code: 0410**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 1st Year 2nd Semester**
- 7) **Course Type: GED**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**
- 11) **Course Contents:**
 1. **Slope:** Meaning of Business Mathematics- Significance- Utility of slope in Business and Economics.
 2. **Differential Calculus:** Definition of derivative and its relation with slope- Computation of derivative under the simple power- Power of function, product and quotient rules. Implicit function- Logarithmic function Exponential function- Homogenous function.
 3. **Application of Differential Calculus:** Maxima and minima of a function using the first derivative and second derivative test Application of maxima and minima in dealing business problem - Using derivative in solving business or economic problem in relation to a function of such nature.
 4. **Partial and Total Differentiation:** Computation and application in business and Economics.

5. **Integral Calculus:** Meaning of integration- Integration of definite and indefinite calculus- Uses of integral calculus in solving a business and economic problem.
6. **Matrix:** Matrix operations- Solution of a system of linear equations by matrices- Application of matrix solution in business and economics.
7. **Permutation and Combination:** Concept and their use in business- Permutations- Factors notation- Permutation of n-different things- Circular permutations- Permutations of things not all different- Combination Complementary of things not all different.

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week(s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1	Slope: Meaning of Business Mathematics- Significance- Utility of slope in Business and Economics	<ul style="list-style-type: none"> - Socialized recitation - Lecture discussion with multimedia - Interactive discussion -White board illustration -Questionanswer session. 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO1

2-4	<p>Differential Calculus: Definition of derivative and its relation with slope Computation of derivative under the simple power- Power of function, product and quotient rules. Implicit function Logarithmic function Exponential function Homogenous function.</p>	<p>Lecture discussion with multimedia - Interactive discussion - White board illustration - Multimedia presentation - Question answer session.</p>	<p>- Class Performance - Written Test - Question Answer</p>	CLO1
5-8	<p>Application of Differential Calculus: Maxima and minima of a function using the first derivative and second derivative test Application of maxima and minima in dealing business problem - Using derivative in solving business or economic problem in relation to a function of such nature.</p> <p>Partial and Total Differentiation: Computation and application in business and Economics.</p>	<p>- Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question answer session</p>	<p>- Class Performance - Quiz - Written Test - Question Answer</p>	CLO2
9-10	<p>Integral Calculus: Meaning of integration- Integration of definite and indefinite calculus- Uses of integral calculus in solving a business and</p>	<p>- Interactive discussion - Whiteboard illustration</p>	<p>- Class Performance - Quiz - Written Test</p>	CLO3

	economic problem.	<ul style="list-style-type: none"> - Lecture discussion - Demonstrations - Problem solving tasks 	- Presentation	
11-12	Matrix: Matrix operations- Solution of a system of linear equations by matrices- Application of matrix solution in business and economics.	<ul style="list-style-type: none"> -Lecture discussion with multimedia -Multimedia presentation -Questionanswer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO2, CLO3 & CLO4
13-14	Permutation and Combination: Concept and their use in business- Permutations- Factors notation- Permutation of n- different things- Circular permutations- Permutations of things not all different- Combination Complementary of things not all different.	<ul style="list-style-type: none"> - Lecture discussion with multimedia - Interactive discussion -White board illustration - Q/A session - Questionanswer session. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO2, CLO3 & CLO4

10. GED 0410 1213: Introduction to Sociology and Psychology
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- 1) **Course Title: Introduction to Sociology and Psychology**
- 2) **Course Code: GED 0410 1213**
- 3) **BNQF Code: 0410**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 7) **Level: 1st Year 2nd Semester**
- 8) **Course Type: GED**
- 9) **Department: Department of Business Administration**
- 10) **Faculty: Faculty of Business Studies**
- 11) **Program: Bachelor of Business Administration (BBA)**
- 12) **Course Contents:**

Part: Sociology

1. **Introduction:** Definition of sociology - scope and uses of sociology - nature and importance of sociology.

2. **Sociological Perspective:** Thoughts of August Comte - Emile Durkheim - Max Weber, Karl Marx - Robert Merton and Talcott Parsons.
3. **Culture and Society:** The concept of culture - Types of culture - Elements of culture – Cultural diversity - Cultural integration - Dominant culture - Ethnocentrism, Cultural universality.
4. **Crime and Deviance:** Definition of crime and deviance - Theories of crime and deviance - Gender and crime.
5. **Social Stratification and Class:** Definition and Types of social stratification - Theories of social stratification - Definition of social class - Nature and complexity of social class.
6. **Marriage and Family:** Definition of marriage - Characteristics and importance of marriage - Types of marriage - Definition of family - Importance and functions of family Changing structure of family - Alternatives of marriage and family - Future prospects of family.

Part: Psychology

7. **Introduction:** Definition and nature of psychology - Subject matter of psychology – Methods in psychology - Relationship among psychology, sociology and physiology.
8. **Motivation:** Definition of motivation - The dynamics of behavior - motivated behavior -Theories of motivation.
9. **Emotion:** Definition of emotion - Biological significance of emotion - Behavioral measures of emotion - Theories of emotion.
10. **Sensation and Perception:** Definition of sensation - Sense organs - Definition of perception and illusion - Theories of perception and theories of illusion.
11. **Learning:** Definition of learning - Basic elements of learning - Types of learning - Theories of learning.

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week(s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-2	<p>Introduction: Definition of sociology - scope and uses of sociology - nature and importance of sociology.</p> <p>Sociological Perspective: Thoughts of August Comte - Emile Durkheim - Max Weber, Karl Marx - Robert Merton and Talcott Parsons.</p>	<ul style="list-style-type: none"> -Socialized recitation -Lecture discussion with multimedia - Interactive discussion -White board illustration -Multimedia presentation 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO1
3-4	<p>Culture and Society: The concept of culture - Types of culture - Elements of culture – Cultural diversity - Cultural integration - Dominant culture - Ethnocentrism, Cultural universality.</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Question Answer 	CLO2
5-6	<p>Crime and Deviance: Definition of crime and deviance - Theories of crime and deviance - Gender and crime.</p> <p>Social Stratification and Class: Definition and Types of social stratification - Theories of social stratification - Definition of social class - Nature and complexity of social class.</p>	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO3
7-8	<p>Marriage and Family: Definition of marriage - Characteristics and importance of marriage - Types of marriage - Definition of family - Importance and functions of family - Changing structure of family - Alternatives of marriage and family - Future prospects of family.</p>	<ul style="list-style-type: none"> -Socialized recitation -Lecture discussion with multimedia - Interactive discussion 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO2 & CLO3

9	<p>Introduction: Definition and nature of psychology - Subject matter of psychology – Methods in psychology - Relationship among psychology, sociology and physiology.</p>	<ul style="list-style-type: none"> - Socialized recitation - Lecture discussion - Interactive discussion - Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO2 & CLO3
10	<p>Motivation: Definition of motivation - The dynamics of behavior - motivated behavior - Theories of motivation.</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session - Video presentation. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Question Answer 	CLO2 & CLO3
11	<p>Emotion: Definition of emotion - Biological significance of emotion - Behavioral measures of emotion - Theories of emotion.</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test 	CLO3
12	<p>Sensation and Perception: Definition of sensation - Sense organs - Definition of perception and illusion - Theories of perception and theories of illusion.</p>	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> Question and Answer/ Group Work 	CLO3
13-14	<p>Learning: Definition of learning - Basic elements of learning - Types of learning - Theories of learning.</p> <p>Personality: Definition of personality - Developmental theories of personality - Psychodynamic theory of Freud - The behavioral theory - The reinforcement theory.</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations 	<ul style="list-style-type: none"> Quiz and Test/Group Work 	CLO3

11. BBA 0419 1290: 1st Year End Viva-Voce
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- 1) Course Title: 1st Year End Viva-Voce**
- 2) Course Code: BBA 0419 1290**
- 3) BNQF Code: 0419**
- 4) Credit Value: 0.75**
- 5) Credit Hour: 0.75**
- 6) Total Marks: 100**
- 7) Level: 1st Year 2nd Semester**
- 8) Course Type: Core**
- 9) Prerequisite(s) if any: N/A**
- 10) Department: Department of Business Administration**
- 11) Faculty: Faculty of Business Studies**
- 12) Program: Bachelor of Business Administration (BBA)**