

Noakhali Science and Technology University
Department of Business Administration
Bachelor of Business Administration (BBA) Program

Department of Business Administration (DBA)

Department of Business Administration (DBA) is one of the most enriched department in Noakhali Science & Technology University. DBA has been formed as the 10th department on 18th March, 2011. From the starting, this department has been one of the most leading departments under the Faculty of Business Administration in NSTU. DBA aims at developing expertise of individuals across distinctive areas of business and economics through comprehensive education. Currently, it offers Bachelor of Business Administration degree (four year) with 140 credits and 3 months internship in commercial organization and Master of Business Administration (one year) with 36 credits. The classroom of this department and faculty member's office are located on the grand and 1st floor of the 2nd academic building. Initially, this department was run by two faculties. Now, Department of Business Administration is also enriched with highly qualified and actively research engaged faculty members. The department is consists of 14 faculty members out of which 3 Associate Professor, 09 Assistant Professor and 2 Lecturer and 400 students who are completing their BBA and MBA degree. DBA offers two major subjects such as Accounting and Management in the final year on the basis of students' choice and their previous semester results. Students of DBA are involved in different extra curriculum activities. Model United Nations (MUN) conference is organized by the department's students. Also, the students of DBA form "Business Club" through which they organize different cultural programs as well as social programs. The department welcomes academic diversity, students' engagement and trains well its graduate in advancing their career goals. Since its inception; gradually this department has become a central of excellence in business education and research in the Noakhali Science & Technology University.

The BBA Program

The BBA degree is offered to provide students with an understanding of the functioning of business from a theoretical, practical, and managerial perspective. A Bachelor of Business degree prepares you for an entry level position in business and industry. A Bachelor of Business degree teaches students about management, marketing principles, accounting, mathematical statistics, business environment and business law. The degree allows the students to enter the business field as educated workers and provides them with an opportunity to explore the possible areas of specialization. A Bachelor of Business degree is essential for advancement in business and industry. Successful completion ensures that the business graduate understands the relationship between marketing, quantitative analysis, accounting, economics and human resources.

BBA Program Objectives

Why do you need a BBA degree as compared to a bachelor degree in any other discipline? The answer to this question is very simple. There has been a tremendous growth in industry and commerce. The world has witnessed a sustained period of economic growth and prosperity. This has lead to create entry level positions in business and finance. Although business needs leaders to move forward, they also need skilled workers in putting their ideas forward. A BBA degree will help you with a solid foundation to establish your career. BBA degree ensures that you have professionally relevant skills that will help you perform your job in a better manner. A BBA degree will give you the opportunity to help implement the concepts and ideas designed by the business leaders. It will help you gets the hands on experience that leads to future challenges and resulting promotions. The BBA program of Department of Business Administration at Noakhali Science and Technology University consists of 43 courses each of three (3) credit hours and Viva Voce totaling 140 credits. The detailed courses module is given below.

Courses Module:			
Course Category	No. of Courses	Credit Hours	Total Credit
General Level Courses	6	3	18
Knowledge Level Courses	8	3	24
Combined Courses	22	3	66
Major Courses	6	3	18
Project on Major Course	1	3	3
Internship & Defense	1	3	3
Viva Voce			8
Total	43		140

General Level Courses

S.L	Course Code	Course Title
1	FENG 1101	Developing Basic English Skills
2	CSTE 1131	Computers Fundamentals
3	BBA 1101	Introduction to Business
4	BLWS1101	Bangladesh and Liberation war
5	BBA 1207	General Science
6	BNG 1208	Bangla
7	BBA 2207	Study of Business Environment in Bangladesh

Knowledge Level Courses

S.L	Course Code	Course Title
1	BBA 1201	Business Mathematics I
2	BBA 1203	Business Statistics I
3	BBA 1205	Micro Economics
4	BBA 2107	Business Mathematics II
5	BBA 2111	Bangladesh Studies
6	BBA 2201	Macro Economics
7	BBA 2203	Business Statistics II
8	BBA 3111	Database Management & E – Business

Combined Courses

S.L	Course Code	Course Title
1	BBA 1103	Principles of Accounting
2	BBA 1105	Principles of Management
3	BBA 1209	Business Communication
4	BBA 2101	Principles of Marketing
5	BBA 2103	Intermediate Accounting
6	BBA 2105	Financial Management I
7	BBA 2109	Business law
8	BBA 2205	Cost Accounting
9	BBA 2209	Banking & Insurance

10	BBA 3101	Financial Management II
11	BBA 3103	Marketing Management
12	BBA 3105	Human Resource Management
13	BBA 3107	Organizational Behavior
14	BBA 3109	Business Ethics & Corporate Social Responsibility
15	BBA 3201	Auditing & Taxation
16	BBA 3203	Management Accounting
17	BBA 3205	Management Information System
18	BBA 3207	Entrepreneurship Development
19	BBA 3209	Production & Operations Management
20	BBA 4107	Business Research Methodology
21	BBA 4109	International Business
22	BBA 4207	Business Policy and Strategy

Major/Concentration

ACCOUNTING AND INFORMATION SYSTEMS

S.L	Course Code	Course Title
1.	AIS 4101	Accounting Information System
2.	A IS 4103	Financial Information Analysis
3.	AIS 4105	Advanced Accounting
4.	A IS 4201	Accounting for Government & Non-Profit Organization
5.	AIS 4203	Advanced Taxation
6.	AIS 4205	Advanced Auditing & Assurance

MANAGEMENT STUDIES

S.L	Course No	Course Title
1	MGT 4101	Total Quality Management
2	MGT 4103	Managerial Economics
3	MGT 4105	Management of Foreign Trade
4	MGT 4201	Management Science
5	MGT 4203	Management of Technology and Innovation
6	MGT4205	Project Management

FINANCE AND BANKING

S.L	Course Code	Course Title
1	FIN 4101	Financial Information Analysis
2	F IN 4103	Corporate Finance
3	FIN 4105	Bank Management
4	FIN 4201	Portfolio Management
5	FIN 4203	Financial Institutions and Markets

6	FIN 4205	Working Capital Management
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HUMAN RESOURCE MANAGEMENT

S.L	Course No	Course Title
1	HRM 4101	Human Recourse Planning
2	HRM 4103	Compensation Management
3	HRM 4105	Human Resource Development
4	MKT 4201	Industrial Relations
5	MKT 4203	Negotiation and Conflict Management
6	MKT 4205	Performance Management

MARKETING

S.L	Course No	Course Title
1	MKT 4101	Basic Marketing Research
2	MKT 4103	Consumer Behavior
3	MKT 4105	Sales Force Management
4	MKT 4201	International Marketing
5	MKT 4203	Advertising & Promotion Management
6	MKT 4205	Environmental Marketing

Term Wise Syllabus

Year -I, Term- I

Course Code	Course Title	Hours/ Week Theory + Lab	Credits
BBA 1101	Introduction to Business	3+0	3
BBA 1103	Principles of Accounting	3+0	3
BBA 1105	Principles of Management	3+0	3
CSTE 1131	Computer Fundamentals	2+0	2
CSTE 1102	Computer Fundamentals Lab	0+2	1
FENG 1101	Developing Basic English Skills	2+0	2
FENG 1102	English Language Lab	0+2	1
BLWS1101	Bangladesh and Liberation War		3
	Total		18

Year- I, Term- II			
Course Code	Course Title	Hours/ Week Theory + Lab	Credits
BBA 1201	Business Mathematics I	3+0	3
BBA 1203	Business Statistics I	3+0	3
BBA 1205	Micro Economics	3+0	3
BBA 1207	General Science	3+0	3
BANG 1208	Bangla	3+0	3
BBA 1209	Business Communication	3+0	3
BBA 1202	Viva Voce	0+4	2
	Total		20

Year – II, Term- I			
Course Code	Course Title	Hours/ Week Theory + Lab	Credits
BBA 2101	Principles of Marketing	3+0	3
BBA 2103	Intermediate Accounting	3+0	3
BBA 2105	Financial Management I	3+0	3
BBA 2107	Business Mathematics II	3+0	3
BBA 2109	Business law	3+0	3
BBA 2111	Bangladesh Studies	3+0	3
	Total		18

Year- II, Term - II			
Course Code	Course Title	Hours/ Week Theory + Lab	Credits
BBA 2201	Macro Economics	3+0	3
BBA 2203	Business Statistics II	3+0	3
BBA 2205	Cost Accounting	3+0	3
BBA 2207	Study of Business Environment of Bangladesh	3+0	3
BBA 2209	Banking & Insurance	3+0	3
BBA 2202	Viva Voce	0+4	2
	Total		17

Year-III, Term-I			
Course Code	Course Title	Hours/ Week Theory + Lab	Credits
BBA 3101	Financial Management II	3+0	3
BBA 3103	Marketing Management	3+0	3
BBA 3105	Human Resource Management	3+0	3
BBA 3107	Organizational Behavior	3+0	3
BBA 3109	Business Ethics & Corporate Social Responsibility	3+0	3

BBA 3111	Database Management & E – Business	2+0	2
BBA 3102	Database for Business and Spread Sheet Analysis Lab	0+2	1
	Total		18

Year-III, Term-II

Course Code	Course Title	Hours/ Week Theory + Lab	Credits
BBA 3201	Auditing & Taxation	3+0	3
BBA 3203	Management Accounting	3+0	3
BBA 3205	Management Information System	2+0	2
BBA 3202	Management Information System Lab	2+0	1
BBA 3207	Entrepreneurship Development	3+0	3
BBA 3209	Production & Operations Management	3+0	3
BBA 3204	Viva Voce	0+4	2
	Total		17

Year-IV, Term-I

Course Code	Course Title	Hours/ Week Theory + Lab	Credits
	1 st Major/ Concentration	3+0	3
	2 nd Major/ Concentration	3+0	3
	3 rd Major/ Concentration	3+0	3
BBA 4107	Business Research Methodology	3+0	3
BBA 4109	International Business	3+0	3
	Total		15

Year-IV, Term-II

Course Code	Course Title	Hours/ Week Theory + Lab	Credits
	4 th Major/ Concentration	3+0	3
	5 th Major/ Concentration	3+0	3
	6 th Major/ Concentration	3+0	3
BBA 4207	Business Policy and Strategy	3+0	3
BBA 4204	Project on Major Course	0+6	3
BBA 4206	Internship & Defense	0+6	3
BBA 4202	Viva Voce	0+4	2
	Total		20

Project on Major Courses: Every student, before Fourth Year, Second Term BBA final examination must complete the Project Work as part of the BBA degree requirement. The primary objective of the Project Work is to

provide specific knowledge on Major areas that will help students to understand real practices of concentration subject.

Internship Program: Every student, after completion of all courses and examination must complete the internship program as part of the BBA degree requirement. The primary objective of internship program is to provide an on the job exposure to students and an opportunity for relating theoretical concepts to real life situations.