

FACULTY

The core faculty consists of business graduates from the IBA and FBS of Dhaka University, some of the best available in the country. Some of these graduates have additional foreign qualifications and industrial experience. The department also uses the services of a large pool of adjunct faculty from Dhaka University (IBA and FBS) and the corporate world. The State University has linkages with universities in the UK from where faculties regularly visit the university on a reciprocal basis. The academic program is coordinated by a team of Professors from Dhaka University under the overall leadership of **Prof Iftekhar Ghani Chowdhury** PhD (London), DIC, Former Director, IBA Dhaka University.

- Prof. Mamtaj Uddin Ahmed, Dhaka University Adviser
- Mr. Kazi Atif Anwar, MBA (USA) BBA (USA) Acting Head
- Ms. Ferdoushi Tanjin, MBA, BBA (Dhaka University) BBA Program Coordinator

ADMISSION REQUIREMENT

For students under National curriculum:

- Minimum GPA 2.50 in both S.S.C and H.S.C or equivalent

For students from English medium curriculum:

- O-level: 5 courses with minimum GPA 2.5
- A-level : 2 courses with minimum GPA 2.5
- GED is not acceptable

DEGREE REQUIREMENT

Duration	: 12 semesters (48 months)
Total No of Credit Courses	: 41
Normal Course load per semester	: 4 (12 credits)
Duration of each semester	: 15 weeks
Internship	: 4 credits (12 weeks)
No. of Non-credit courses	: 03
Total Credit Hours	: 124
Passing GPA	: 2.5 out of 4.00

COST

The following is the breakdown of the total fee *:

Admission Fee	Tk. 10,000/- (one time)
Registration fee	Tk. 5,000/- (one time)
Per credit tuition fee	Tk. 2,200/-
Non-credit course fee	Tk. 3,300/- per course
Library fee	Tk. 500/- per semester
Semester fee	Tk. 1,000/- per semester
Total fees for 124 credits by 12 semesters	Tk. 305,800/-

* The fees may be reviewed for inflation adjustment.

FINANCIAL AID

A number of tuition fee grants are available for students with good SSC/O-level and HSC/A-level results and good performance at the admissions test. In addition, each department awards up to three merit scholarships, for each batch, on the basis of semester results. For details, please contact the Admission section or the concern Department.

CREDITS TRANSFER

Transfer of credits from institutions having equivalent curriculum, grading system and grading standard may be allowed for a maximum of 30 credits. The application for transfer of credit is considered by the university on a case-by-case basis.

CAMPUS

The highly acclaimed main campus is conveniently located at the intersection of Road 27 and Satmasjid Road in Dhanmondi. SUB is one of the few private universities in Bangladesh to have its own campus. The Business Department is located in the main campus building.



CONTACT

Further information may be obtained from the admission office located at the ground floor or BBA Program Office at the second floor of the main campus.

77 Sat Masjid Road, Dhanmonid, Dhaka 1205
Tel. 8126272-5, 9140960, 9128329, Mobile: 0171-1228900
Email: info@subd.net . URL: www.subd.net



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Department of Business Studies

PROGRAM DESIGN

The objective of the BBA program is to prepare individuals for careers in business, commerce and industry. This is done using a diverse mode of pedagogy; from class room lecturing to group assignments to industry apprenticeship. The class lectures are supplemented with guest lectures by industry experts, field visits and seminar attendance. A wide range of subjects are covered from general education in liberal arts and science to specialized areas in management. It is expected that the students, on graduation, will be able to function as effective executives in management. The structure of the program, divided into several modules, is as follows:

Areas	No. Of Courses	Credit Hours	
NON-CREDIT	3	0	
GENERAL EDUCATION (Basic Requirement)	7	9	
a) Science	1	3	
b) Arts	1	3	
c) Social Science	1	3	
ALLIED COURSES (Outside Of Major Area)	49	12	
FOUNDATION	5	15	
CORE COURSES	24	72	
MAJOR (Concentration)	4	12	
INTERNSHIP		4	
Total		124	

The university operates in a trimester system with three periods of equal length. It takes about four years to complete the program, including an exclusive 12 week period of internship, if a student takes four courses per semester on average. The minimum course load per semester is two and the maximum is five. Towards the end of the program students choose their area of specialization in one of the following areas of management.

- Finance and Banking
- Marketing
- Human Resource Management
- Management Information System
- Accounting

INTERNSHIP

The 12 week internship program is designed to provide students an exposure to the real life work environment, under the supervision of a faculty, where they get to test application of theories learnt. The placement locations vary from business enterprises to NGOs and research institutions. At the end of the period the students write up a report, which is examined and evaluated by a panel of examiners.

COURSE DISTRIBUTION

SEMESTER 1			
Type	Code	Title	CR
NC	ENG 100	English 0 : Remedial English	0
NC	MAT100	Elementary Mathematics	0
NC	CIS100	Computer Operations & MS Office	0
FC	BUS101	Introduction to Business	3
TOTAL CREDITS			3
SEMESTER 2			
Type	Code	Title	CR
FC	ENG 101	English I : Basic English Skills	3
MC	MAT 102	Business Mathematics	3
MC	CIS 101	Fundamentals of Computer	3
FC	MNG101	Principles of Management	3
TOTAL CREDITS			12
SEMESTER 3			
Type	Code	Title	CR
FC	ENG 102	English II : Communicative English	3
MC	CIS102	Computer Applications & Networking	3
FC	ACC101	Accounting - I	3
CC	BUS102	Business Communication	3
TOTAL CREDITS			12
SEMESTER 4			
Type	Code	Title	CR
MC	BGD201	Socio-economic Studies of Bangladesh	3
MC	STS201	Business Statistics	3
CC	ACC202	Accounting - II	3
MC	SOC201	Industrial Psychology & Sociology	3
TOTAL CREDITS			12
SEMESTER 5			
Type	Code	Title	CR
CC	STS202	Quantitative Tech. in Business Decision	3
CC	SCI201	Natural Science & Environment	3
CC	ACC203	Managerial Accounting	3
MC	ECN201	Microeconomics	3
TOTAL CREDITS			12
SEMESTER 6			
Type	Code	Title	CR
CC	MIS201	MIS & E-Business	3
CC	HRM201	Human Resource Management	3
CC	ECN202	Macroeconomics	3
CC	BLW201	Business Law	3
TOTAL CREDITS			12

SEMESTER 7			
Type	Code	Title	CR
CC	BLW302	Labor Laws and Industrial Relations	3
CC	HRM302	Organizational Behavior	3
CC	FNN301	Principles of Business Finance	3
CC	MKT301	Principles of Marketing	3
TOTAL CREDITS			3
SEMESTER 8			
Type	Code	Title	CR
CC	ECO304	Economic Geography	3
CC	BUS304	Entrepreneurship & Development	3
CC	FNN302	Financial Management	3
CC	MKT302	Marketing Management	3
TOTAL CREDITS			12
SEMESTER 9			
Type	Code	Title	CR
CC	BUS305	International Business	3
CC	FNN303	Financial Market & Institutions	
CC	MNG302	Operations Management	3
CC	BUS306	Project Management	3
TOTAL CREDITS			12
SEMESTER 10			
Type	Code	Title	CR
CC	ACC304	Auditing & Taxation	3
CC	BUS303	Research Methodology	3
CC	BUS307	Business Policy and Strategy	3
SC	XXX451	Major/Specialized Course I	3
TOTAL CREDITS			12
SEMESTER 11			
Type	Code	Title	CR
SC	XXX452	Major/Specialized Course II	3
SC	XXX453	Major/Specialized Course III	3
SC	XXX454	Major/Specialized Course IV	3
TOTAL CREDITS			12
SEMESTER 12			
Type	Code	Title	CR
CC	INT499	Internship & Defense	4
TOTAL CREDITS			124