NATIONAL UNIVERSITY BANGLADESH

PROVISIONAL

Syllabus

Bachelor of Business Administration (Honors) Second Year

Department of Management

Effective from the Session: 2024–2025 and onwards

National University Bangladesh

Bachelor of Business Administration (BBA)
Curriculum: Sustaining OBE Compliance

Department of Management

1. **Title of the Academic Program:** Bachelor of Business Administration (BBA) Program
2. **Name of the University**
   National University, Bangladesh

3. **Vision of the University**
   We expect that the hundredth anniversary of the National University, our commitment to "Progress for Everyone" will be evident in all areas of our operations and stakeholder engagements.

   We leverage our core strength in education, research, and community engagement to address pressing global issues and foster sustainable development.

   By 2042, National University aims to strengthen its positions as Bangladesh's top academic institution and rank among the world's leading universities. Our focus will be on expanding expertise building strategic partnerships, and increasing our global influence. Our services will be measured by the achievements of the individuals and communities we serve.

4. **Mission of the University**

   To promote "Progress for Everyone" by fostering transformative education, conducting pioneering research, and encouraging meaningful collaboration with individuals, communities, and partners both in Bangladesh and around the world.

5. **Name of the Program Offering Entity**
   National University, Bangladesh

6. **Vision of the Program**
   To shape future-ready business minds through ethical grounding, digital fluency, and adaptive expertise for leading in a dynamic global economy.

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7. Mission of the Program

To meet its vision, the program sets its mission to-

M-1	Provide an in-depth knowledge among the graduates in the different areas of Business Management through teaching and learning that is rigorous, relevant and at the digital and technological edge.
M-2	Encourage creativity and innovation among the graduates to develop problem-solving skill and ability to adopt business and technological changes at the 21st century workplace.
M-3	Provide a learning and sharing culture for the learners that enable them to maximize their career potential.
M-4	Enable learners to operate own business through entrepreneurial skills with strong ethical and social responsibility.
M-5	Develop human capital by addressing sustainability issues and managing business technology in the 21st Century workplace i.e. AI, Automation, Digitalization etc.

8. Objectives of the Program

- To provide teaching-learning activities with resource materials and tools to help the learners to be involved in deep learning process in the different branches of Business Management through imparting theoretical and practical knowledge.
- To equip learners with adequate tools of analysis to face real life challenges in the field of Business Management.
- To enable learners apply their knowledge and skills towards specific solution of each problem in the different branches of Business Management.
- To develop learners with social skills that will enable them to generate synergetic outcomes.

9. Name of the Degree: BBA in Management

10. Graduate Attributes (based on need assessment)

National University, Bangladesh is committed to lead through providing effective teaching& learning, culturally enriched educational experience that will transform the lives of its learners. Aspiration of the university is to produce graduate through developing knowledge, skill and attitudes (KSA) to equip them to promote growth and welfare of the rapidly changing world. In addition, to their subject specific expertise (Mastery of Subject related theoretical and practical Knowledge/conceptual skills) the university graduates will have the following attributes:

- Critical thinking, creativity, innovation and Entrepreneurial
- Leadership, Organizing, Analytical, Problem-solving, Negotiation and Decision making
- Technical, ICT and Digital Literacy
- Communication and Language (English) Proficiency and soft skills
- Social, Collaboration, Adaptation/ Flexibility Skills

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11. Program Educational Objectives (PEOs)

PEO-1	Produce skilled business graduates by developing learners' theoretical and practical knowledge and managerial abilities in the field of Management.
PEO-2	Develop learners' skills toward meeting the demand of 21st century complex workplace that will enhance employability.
PEO-3	Offer students contemporary academic contents through activity-based classroom that will ensure graduate competencies in the market-place.
PEO-4	Develop innovation capabilities among the graduates that will promote entrepreneurship as a profession.
PEO-5	Develop professional and ethical responsibilities among graduates which will help them to ensure sustainability in business practices.
PEO-6	Develop learners' meta cognitive skills and emotional intelligence, that enable them as effective thinkers in the competitive business landscape.
PEO-7	Produce technologically skilled graduates in the field of marketing that will make them as distinct human capital in the competitive market.
PEO-8	Develop research skills among the graduates so that they can engage in innovation collaborating international communities

12. Program Learning Outcomes (PLOs)

After successfully completion of BBA, students will be able to:

PLO-1	Deal with the business problems in real life by applying the knowledge of Management.
PLO-2	Analyze and interpret complex data for decisions-making.
PLO-3	Create new venture through entrepreneurial skills for the advancement of socio-economic development.
PLO-4	Deal with the global business practices and cross-cultural management.
PLO-5	Demonstrate strong knowledge of the different areas of Management through applying managerial and leadership capabilities in diverse business environments.
PLO-6	Analyze and interpret marketplace to design adequate plan for both the traditional and digital marketplace.
PLO-7	Demonstrate a comprehensive understanding of social responsibility and use ethical frameworks to make informed and responsible business decisions.
PLO-8	Develop strong foundation in business administrations for addressing real life challenges.

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13. Mapping mission of the university with PEOs

PEOs	Mission-1	Mission-2	Mission-3	Mission-4
PEO-1		✓		
PEO-2		✓		
PEO-3		✓		
PEO-4				✓
PEO-5	✓			
PEO-6				✓
PEO-7	✓			
PEO-8			✓	

14. Mapping PLOs with PEOs

PEOs / PLOs	PEO-1	PEO-2	PEO-3	PEO-4	PEO-5	PEO-6	PEO-7	PEO-8
PLO-1						✓		
PLO-2								✓
PLO-3				✓				
PLO-4							✓	
PLO-5	✓							
PLO-6			✓					
PLO-7					✓			
PLO-8		✓						

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Courses, Marks and Credit Distribution

Second Year

Course Code	Course type	Course Title	Marks	Credits
8222651	Core	Principles of Accounting	100	4
8222653		Principles of Marketing	100	4
8222655		Principles of Finance	100	4
8222657		Organizational Behaviour	100	4
8222659		Legal Environment of Business	100	4
8222661		Macroeconomics	100	4
8221171	Embedded	Functional English	100	4
8226601		Applied Information and Communication Technology (Theory)	75	3
8226602		Practical: Applied ICT	25	1
8222664	Viva (Management)		50	2
Total			**850**	**34**

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Detailed Syllabus

Course Code: 8222651	**Marks:** 100	**Credits:** 4	**Class Hours:** 56
Course Title: Principles of Accounting		**Course Type:** Core	**Exam Hours:** 4

Course Description

Principles of Accounting course introduces basic accounting concepts, positioning accounting as a key information system for effective business decision-making. Through a blend of conceptual understanding and hands-on practice, the course guides students through the complete accounting cycle- from transaction analysis and journalizing to financial statement preparation and analysis- alongside core operational topics like inventory, depreciation, and receivables. Beyond technical mastery, it equips BBA in Management students with critical analytical, digital, communication, and ethical decision-making skills essential for real-world business environments.

Course Rationale

Principles of Accounting provides foundational knowledge on how organizations measure and communicate financial activity, serving as a critical tool for BBA in Management students to plan, evaluate performance, and make informed managerial decisions. By bridging theoretical principles with practical application, the course directly supports the program's goal of cultivating adaptable, digitally literate graduates who can leverage data to solve real-world business challenges. Ultimately, it builds the core financial, analytical, and critical thinking skills needed to drive strategic decision-making in contemporary business contexts.

Course Objectives

The principle objective of the course is to Introduce students to the fundamental concepts, principles, assumptions, and terminology of accounting. The other objectives:

1. Develop students' ability to identify, analyze, and record business transactions using the double-entry accounting system.
2. Develop practical competence in completing the accounting cycle from source transactions through the preparation of financial statements.
3. Enable students to prepare and interpret basic financial statements for business decision-making.
4. Develop students' ability to account for major current and non-current assets and liabilities.
5. Develop students' analytical and problem-solving skills through accounting-based business cases and practical exercises.
6. Familiarize students with the ethical responsibilities involved in preparing and communicating accounting information.

Develop the ability to use accounting information and appropriate digital tools for basic business analysis and decision-making.

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Course Learning Outcomes (CLOs)

On satisfying the requirements and successful completion of this course, students will be able to:

Course Learning Outcomes (CLOs)	
CLO-1	Explain the nature, objectives, users, functions, principles, assumptions, and basic concepts of accounting and the accounting information system.
CLO-2	Analyze business transactions and apply the accounting equation and double-entry principles to record accounting information.
CLO-3	Apply the accounting cycle to prepare journals, ledgers, trial balances, adjusting entries, and closing entries.
CLO-4	Prepare basic financial statements, including the income statement, statement of owner's equity, balance sheet/statement of financial position, and cash flow information, from accounting data.
CLO-5	Apply appropriate accounting procedures to cash, receivables, inventory, plant assets, depreciation, and current liabilities.
CLO-6	Analyze and interpret basic financial information and accounting ratios to support business and managerial decision-making.

Mapping of Course Learning Outcomes with Program Learning Outcomes:

PLOs / CLOs	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8
CLO-1	✓				✓			✓
CLO-2	✓	✓			✓			✓
CLO-3	✓	✓			✓			✓
CLO-4	✓	✓		✓	✓	✓		✓
CLO-5	✓	✓			✓			✓
CLO-6	✓	✓	✓		✓	✓	✓	✓

Course Plan

Weeks	Contents	Teaching Methods	Assessment Strategy	CLOs
1-3	**Accounting – The Language of Business:** Definition and Scope of Accounting, Its role and Functions, History of Accounting, Purpose and Nature of Accounting Information—Users of Accounting Information. Branches of Accounting: Nature of Business and Accounting.	Lecture, Assignment	Conceptual Quiz & Reading Assignment Review	**CLO-1**
4-5	**Conceptual Framework for Financial Accounting:** FASB Conceptual Framework for Financial Accounting- First Level: Basic Objectives (SFAC-1); Second Level:	Lecture, Assignment	Written Assignment & In-Class Q&A Discussion	**CLO-1**

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Weeks	Contents	Teaching Methods	Assessment Strategy	CLOs
	Qualitative Characteristics of Accounting Information (SFAC-2); Third Level: Operational Guidelines.			
6-8	**The Accounting Process:** Double-Entry Accounting System (vis-à-vis Incomplete System). Accounting Equation—Effects of Transactions on the Accounting Equation. The Account—Classification of Accounts—Selection of Account Titles—Chart of Accounts—Coding—Rules of Debit and Credit—Balancing and Normal Balance—Recording (Bookkeeping) Aspect of Accounting Cycle: Documentary Evidence and Identification, Analysis, and Recording of Transactions and Other Events—Journalization—Posting to the Ledger—Preparation of Trial Balance—Limitations of Trial Balance, Errors and their Rectification.	Lecture and Assignment	Practical Problem-Solving Class Test & Journal/Ledger Exercises	**CLO-2, CLO-3**
9-11	**The Adjustment Process and Completing the Accounting Process:** Key aspects of the Accrual basis of accounting, Cash accounting and Break-up basis of accounting—Adjustments—Adjusted Trial Balance—Preparation of Work Sheet—Closing Entries—Post-Closing Trial Balance—Reversing Entries.	Lecture and Group Discussion	Work Sheet Preparation Assignment & Group Problem-Solving Test	**CLO-3**
12-14	**Merchandising Operations and Accounting System:** Merchandising Operations and Classifying Inventory—Purchases, Sales, Other Use or Loss and Returns of Merchandise Inventory—Periodic and Perpetual Inventory Systems and Journal Entries—Specific Identification Method and Inventory Cost Flow Assumption (FIFO, LIFO and Average Cost).	Lecture and Case Study	Inventory Valuation Case Study & In-Course Exam	**CLO-5**
15-18	**Accounting Systems and Special Ledgers:** Manual and Computerized Accounting Systems and their effectiveness—The Voucher System—General Ledgers and Subsidiary Ledgers: General Ledger Control Accounts and Subsidiary Ledger Individual Accounts. Special Journals: Advantages of	Lecture, Assignment and Quiz	MCQ/Short Quiz & Special Journal Drafting Assignment	**CLO-3**

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Weeks	Contents	Teaching Methods	Assessment Strategy	CLOs
	Special Journals—Cash Receipts Journal—Sales Journals—Purchase Journal—Cash Payments Journal and General Journal.			
19-22	**Financial Statements:** Idea on a Complete Set of Financial Statement. Purpose and interrelationship of the Financial Statement. Importance & Limitations of Financial Statements. Preparation of Financial Statements-Income Statement, Statement of Financial Position, Statement of Changes in Equity, Statement of Cash Flows. Supplementary Statements/Schedules. Preparation of Financial Statements for Sole-Proprietorship Organizations.	Lecture and Workshop	Hands-on Financial Statement Workshop Exercise & Class Test	**CLO-4**
23-25	**Financial Statement Analysis:** Horizontal analysis and vertical analysis of comparative financial statements; Preparation and use of common-size financial statements; Ratio Analysis—Basic Ratios of Liquidity, Activity, Profitability, and Solvency.	Lecture and Presentation	Group Case Presentation & Financial Ratio Calculation Assignment	**CLO-6**
26-28	**Preparing Financial Statement using Spreadsheet:** Introduction to Spreadsheet-Based Accounting; Accounting Data Entry and Worksheet Preparation; Spreadsheet Formulas and Functions for Accounting; Preparing the Trial Balance Using Spreadsheet; Adjustments and Adjusted Trial Balance; Income Statement, Statement of Owner's Equity, Balance Sheet/Statement of Financial Position; Linking Financial Statements; Formatting and Presenting Financial Statements; Accuracy and Formula Auditing; Practical Exercise.	Lab	Practical Computer Lab Exam & Spreadsheet File Submission	**CLO-4**

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Course Assessment Framework

Total Course Marks: 100 Examination Duration: 4 Hours

Assessment Category	Assessment Component	Weightage
Formative Assessment (20%)	Attendance & Class Participation	5%
	In-course Examination	10%
	Quiz / Assignment Presentation	5%
Summative Assessment (80%)	Final Examination • Students will have to answer 8 questions out of 12 • 10 marks per question ($8 \times 10 = 80$ marks) • Each question may contain maximum 3 sub-sections (e.g., a, b, c)	80%

List of Books

Libby, R., Libby, P. A., & Hodge, F. (2022). *Financial accounting* (11th ed.). McGraw-Hill.

Meigs, R. F., Haka, S. F., & Bettner, M. S. (2021). *Financial accounting* (18th ed.). McGraw-Hill Inc.

Weygandt, J. J., Kimmel, P. D., & Kieso, D. E. (2020). *Accounting principles* (14th ed.). Wiley.

Williams, J. R., Haka, S. F., Bettner, M. S., & Carcello, J. V. (2021). *Financial accounting* (19th ed.). McGraw-Hill.

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Course Code: 8222653	**Marks:** 100	**Credits:** 4	**Class Hours:** 56
Course Title: Principles of Marketing		**Course Type:** Core	**Exam Hours:** 4

Course Description

Principles of Marketing provides a comprehensive foundation in the core concepts, theories, and practices of modern marketing. The course explores how organizations identify customer needs, develop targeted offerings, create value, and build sustainable relationships within dynamic business environments. Key focus areas include market environment analysis, consumer decision-making, market segmentation, targeting, positioning, and the strategic implementation of the marketing mix (Product, Price, Place, and Promotion). Additionally, the course addresses modern digital marketing frameworks and contemporary ethical considerations required for strategic business decisions in both traditional and digital marketplaces.

Course Rationale

In today's globally connected and rapidly changing business landscape, a strong foundation in marketing is essential for management professionals. This course bridges foundational marketing theories with practical management applications. By exploring consumer behavior, market strategy, and integrated communication tools, BBA Management students gain the critical, analytical, and digital competencies needed to solve complex marketplace challenges, launch innovative ventures, and drive responsible, strategic decision-making in diverse organizational settings.

Course Objectives

The main objective of this course is to introduce students to the key concepts, frameworks, and practical applications of marketing, enabling them to analyze consumer markets and design strategic marketing programs.

- To develop an understanding of foundational marketing concepts, philosophies, and environmental drivers.
- To enable students to analyze consumer behavior and execute market segmentation, targeting, and positioning strategies.
- To build proficiency in designing and implementing strategic marketing mix options (Product, Price, Place, and Promotion).
- To familiarize students with emerging digital marketing techniques and channels.

To cultivate critical thinking, ethical decision-making, and analytical capabilities for addressing real-life marketing and management challenges.

Course Learning Outcomes (CLOs)

At the end of this course, the students will be able to –

CLO-1	Explain the fundamental concepts, core philosophies, and strategic components of the marketing mix in modern business environments.
CLO-2	Analyze the micro and macro marketing environments to evaluate market dynamics and strategic business opportunities.
CLO-3	Examine consumer decision-making models, behavioral factors, and stages of the buying process to predict consumer choices.
CLO-4	Apply segmentation bases, targeting criteria, and positioning strategies to create effective market-entry and branding plans.
CLO-5	Formulate strategic decisions regarding product life cycles, service strategies, distribution networks, and pricing structures.

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Mapping of Course Learning Outcomes to Program Learning Outcomes:

PLOs / CLOs	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8
CLO-1					✓	✓		✓
CLO-2	✓	✓			✓	✓		✓
CLO-3	✓	✓				✓	✓	✓
CLO-4	✓	✓	✓		✓	✓		✓
CLO-5	✓	✓	✓		✓	✓		✓
CLO-6	✓	✓	✓		✓	✓	✓	✓

Course Plan

Weeks	Course Contents	Teaching Methods	Assessment Strategy	CLOs
Weeks 1–3	**Introduction** Meaning and Definition, Core concepts, Marketing management philosophies. Concepts of Marketing mix.	Interactive Lecture	Concept Quiz & Reading Reflection Assignment	CLO-1
Weeks 4–6	**Environment** Definition, influence of micro and macro environment on marketing. Responding to the marketing environment.	Group Work	Environmental Scan Presentation & Group Report	CLO-2
Weeks 7–9	**Consumer Buying Behavior** Definition, characteristics and model of consumer behavior. Factors affecting consumer behavior. Types of buying decision behavior. Stages in the buying decision process.	Story Telling	Consumer Behavior Case Analysis & In-Class Test	CLO-3
Weeks 10–12	**Market Segmentation, Targeting and Positioning** Definition, benefits, and bases of market segmentation. Market Targeting, Evaluating and selecting target markets. Market Positioning, Strategies for market positioning, choosing a positioning strategy	Case Study	Segmentation Project & Case Study Presentation	CLO-4
Weeks 13–16	**Product and Service** Definition of Product, Levels, Classification, Consumer product and Industrial Product, New product development process, product life cycle. Meaning of Service, Characteristics of Service -marketing	Problem Solving	Product Development Concept Assignment & Quiz	CLO-5

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Weeks	Course Contents	Teaching Methods	Assessment Strategy	CLOs
	Strategies for Service Firms. Branding strategy: building strong brands.			
Weeks 17–19	**Price** Definition, Objectives, Pricing considerations, General approaches of pricing.	Reading	Pricing Strategy Problem Set & Analytical Assignment	CLO-5
Weeks 20–22	**Place/Distribution** Definition, Objectives, Functions, Importance, Types, Channel selection, Retailing, Wholesaling.	Group Work	Distribution Channel Mapping Assignment & Presentation	CLO-5
Weeks 23–25	**Promotion** Meaning, Importance, Objectives, Promotion mix-advertising, personal selling, sales promotion, public relations, Direct Marketing, On-line Marketing.	Role Playing	Promotional Campaign Mock Presentation & Peer Review	CLO-6
Weeks 26–28	**Digital Marketing** Concepts, Affiliate marketing, social media marketing, Search Engine Marketing, Mobile and E-mail Marketing	Role Playing	Digital Campaign Simulation Project & Final Assignment	CLO-6

Course Assessment Framework

Total Course Marks: 100 Examination Duration: 4 Hours

Assessment Category	Assessment Component	Weightage
Formative Assessment (20%)	Attendance & Class Participation	5%
	In-course Examination	10%
	Quiz / Assignment Presentation	5%
Summative Assessment (80%)	Final Examination • Students will have to answer 8 questions out of 12 • 10 marks per question ($8 \times 10 = 80$ marks) • Each question may contain maximum 3 sub-sections (e.g., a, b, c)	80%

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List of Books

Armstrong, G., & Kotler, P. (2017). *Principles of Marketing* (17th ed. /latest). Pearson.

Chaffey, D., & Smith, P. R. (2013). *E-marketing Excellence: Planning and Optimizing Your Digital Marketing* (4th ed. /latest). Routledge.

McCarthy, E. J., & Perreault, W. D. (1988). *Essentials of Marketing* (Irwin series in marketing). Irwin Professional Publishing.

Stanton, W. J., Etzel, M. J., & Walker, B. J. (1993). *Fundamentals of Marketing* (McGraw- Hill series in marketing). McGraw-Hill College.

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Course Code: 8222655	**Marks:** 100	**Credits:** 4	**Class Hours:** 56
Course Title: Principles of Finance		**Course Type:** Core	**Exam Hours:** 4

Course Description

Principles of Finance introduces students to the fundamental concepts, principles, and practices of business finance and develops their ability to understand and apply financial techniques in managerial decision-making. The course covers the financial environment, role and functions of the financial manager, financial markets and institutions, short-, intermediate-, and long-term financing, valuation of securities, time value of money, risk and return, capital budgeting, leverage, cost of capital, financial statement analysis, and working capital management. Emphasis is placed on both conceptual understanding and quantitative application so that students can evaluate financing and investment decisions and use financial information to address real-life business problems.

Course Rationale

Finance is a fundamental area of business management because managers must understand how financial resources are acquired, allocated, invested, and controlled. For BBA in Management students, knowledge of finance is essential for evaluating investment opportunities, financing alternatives, risk-return relationships, financial performance, and short-term and long-term financial decisions. The course therefore provides students with the financial knowledge and analytical skills necessary to address real-life business challenges, interpret financial information, and make informed managerial decisions. This directly supports the program's PLOs relating to business problem-solving, data analysis, managerial capabilities, marketplace analysis, and a strong foundation in business administration.

Course Objectives

The main objective of the course is to develop students' conceptual and practical understanding of financial management and enable them to apply financial theories, techniques, and analytical tools in making sound investment, financing, and working capital decisions. Other Objectives:

1. Introduce students to the nature, scope, objectives, and functions of finance and the role of the financial manager.
2. Develop an understanding of the financial environment, financial markets, financial institutions, and different forms of business organization.
3. Develop students' ability to evaluate short-, intermediate-, and long-term sources of finance.
4. Enable students to apply time value of money concepts and financial valuation techniques.
5. Develop students' ability to evaluate risk and return and apply quantitative techniques in financial analysis.
6. Develop competence in capital budgeting and investment decision-making using appropriate financial techniques.
7. Enable students to understand leverage and cost of capital and their implications for financial decisions.
8. Develop students' ability to analyze financial statements and manage working capital effectively.

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Course Learning Outcomes (CLOs)

On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-

CLO-1	Explain the fundamental concepts, objectives, functions, and environment of finance, including the role of financial managers, financial markets, financial institutions, and sources of business finance.
CLO-2	Apply time value of money, security valuation, and risk-return concepts using appropriate financial techniques and quantitative methods to evaluate financial alternatives.
CLO-3	Evaluate short-, intermediate-, and long-term financing alternatives and apply capital budgeting, leverage, and cost of capital techniques to support investment and financing decisions.
CLO-4	Analyze financial statements and financial ratios to assess the financial performance, financial position, and strengths and weaknesses of business organizations.
CLO-5	Apply working capital management techniques to manage cash, inventory, accounts receivable, and short-term financial requirements and support effective managerial decision-making.

Mapping of Course Learning Outcomes to Program Learning Outcomes:

PLOs / CLOs	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8
CLO-1	✓				✓	✓		✓
CLO-2	✓	✓			✓	✓		✓
CLO-3	✓	✓	✓		✓	✓		✓
CLO-4	✓	✓			✓	✓		✓
CLO-5	✓	✓			✓	✓	✓	✓

Course Plan

Weeks	Course Contents	Teaching Methods	Assessment Strategy	CLOs
Weeks 1–2	**Introduction to Finance:** Concept of finance, Definition of finance, Financial manager, Definition of financial manager, Goals of a firm, Functions of finance, Agency issue, Agency problem, Agency cost and Role of finance in a firm.	Lecture, Tutorial, Assignment	Reading Reflection & Assignment Review	CLO-1
Weeks 3–4	**Financial Environment:** Sole proprietorship, Partnership, Corporation, Income tax, corporate tax, capital gain tax, Sales tax, VAT, Import duties, concept of Financial market, purpose of financial market, Types of financial market, Financial intermediaries and Brokers.	Lecture, Assignment, Tutorial, Group Discussion	Group Discussion Report & Concept Quiz	CLO-1

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Weeks	Course Contents	Teaching Methods	Assessment Strategy	CLOs
Weeks 5–6	**Short-Term Financing:** Characteristics and sources, spontaneous sources, unsecured and secured short term loan, Assignment and factoring of accounts receivables and inventory financing.	Lecture, Presentation, Group Discussion	Group Presentation & Case Problem Solving	CLO-3
Weeks 7–8	**Intermediate-Term Financing:** Characteristics and sources, different methods, repayment method and effective interest calculation.	Lecture, Presentation, Group Discussion	Numerical Problem Set & Tutorial Assessment	CLO-3
Weeks 9–11	**Long-Term Financing and Valuation:** Concept of common stock and Preferred stock, Characteristics of common stock and Preferred stock, Meaning of bond, Characteristics of bond, Classification of bonds, Bond indenture, Call provision, Sinking fund, Valuation of common stock, Valuation of preferred stock, Yield to maturity, Basic bond valuation model and Equation (numerical) solution.	Lecture, Presentation, Assignment	Bond Valuation Numerical Assignment & Test	CLO-2, CLO-3
Weeks 12–14	**Time value of Money:** Concept of time value of money, Time line, Annuity, Types of annuity, Cash flow, Types of cash flow, Present value, Future value, Perpetual annuity, Rule of 72 and Rule of 69, Simple interest rate, Compounding interest rate, Amortization, and some mathematical application on Time value of money.	Lecture, Presentation, Tutorial, Group Discussion	Mathematical Problem Solving Test & Tutorial Evaluation	CLO-2
Weeks 15–17	**Risk and Return:** Meaning of Risk, Rate of return and Expected value, Risk premium, Types of risk, Total risk, Corporate risk, Systematic risk and Unsystematic risk, Measuring risk: Probability distribution, Standard Deviation (S.D) and Coefficient of Variation (C.V) and some mathematical application on S.D and C.V.	Lecture, Presentation, Group Discussion, Assignment	Risk & Return Problem Assignment & Quiz	CLO-2
Weeks 18–20	**Capital Budgeting Techniques:** Meaning of Capital, capital budgeting, capital budget, Motives for Capital Expenditure, Types of Investment decision, Steps in capital budgeting, Techniques of capital budgeting: Payback Period Method, Average Rate of Return, NPV, IRR, Profitability Index Method and Capital Rationing, and Comparing NPV and IRR.	Lecture, Presentation, Group Discussion	Capital Budgeting Case Analysis & Problem Set	CLO-4

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Weeks	Course Contents	Teaching Methods	Assessment Strategy	CLOs
Weeks 21–22	**Leverage:** Meaning of leverage, Types of leverage: Operating leverage, Financial leverage, Combined or Total leverage, Breakeven point, Degree of operating leverage (DOL), Degree of financial leverage (DFL), Degree of combined or Total leverage (DCL or DTL) and some mathematical application of leverage.	Lecture, Presentation, Group Discussion	Leverage Numerical Problem Assessment	CLO-4
Weeks 23–25	**Cost of Capital:** Concept of cost of capital Cost of long-term debt: Before-tax cost of debt, After-tax cost of debt, Cost of preferred stock: Preferred stock dividends, Calculating the cost of preferred stock, Cost of common stock: Finding the cost of common stock equity, Cost of retained earnings, Cost of new issues of common stock, Weighed average cost of capital (WACC): Calculating Weighted Average Cost of Capital (WACC) and Marginal cost of investment decisions.	Lecture, Presentation, Group Discussion, Assignment	WACC Calculation Assignment & Written Test	CLO-4
Weeks 26–27	**Financial Statement Analysis:** Basic concepts of financial statement, Importance and Interested parties of financial statements, Ratio, Types of ratios: Liquidity ratios, Activity ratios, Debt ratios, Profitability ratios, Market ratios and A complete ratio analysis: Summarizing all ratios and Ratio limitations.	Lecture, Presentation, Group Discussion, Surprise Test	Surprise Test & Ratio Interpretation Report	CLO-5
Week 28	**Working Capital Management:** Working capital management, Net working capital, Trade-off between profitability and risk, Operating cycle, Cash conversion cycle: Calculating the cash conversion cycle, Funding requirements of the cash conversion cycle, Strategies for managing the cash conversion cycle, Inventory management: Differing viewpoints about inventory level, Common techniques for managing inventory, Accounts receivable management: Credit selection and standards, Credit terms, Credit monitoring, Management of receipts and disbursement: Float, Speeding up collections and Slowing down payments.	Lecture, Presentation, Group Discussion	Comprehensive Case Presentation & Final Review	CLO-6

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Course Assessment Framework

Total Course Marks: 100 Examination Duration: 4 Hours

Assessment Category	Assessment Component	Weightage
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Summative Assessment (80%)	Final Examination • Students will have to answer 8 questions out of 12 • 10 marks per question ($8 \times 10 = 80$ marks) • Each question may contain maximum 3 sub-sections (e.g., a, b, c)	80%

List of Books

Brigham, E. F., & Ehrhardt, M. C. (2017). *Financial management: Theory & practice* (15th ed.). Cengage Learning.

Gitman, L. J., Zutter, C. J., & Smart, S. B. (2018). *Principles of managerial finance* (15th ed.). Pearson.

Ross, S. A., Westerfield, R. W., Jaffe, J., & Jordan, B. D. (2022). *Corporate finance* (13th ed.). McGraw-Hill.

Schall, L. D., & Haley, C. W. (1991). *Introduction to financial management* (6th ed.). McGraw-Hill.

PROVISIONAL

Course Code: 8222657	**Marks:** 100	**Credits:** 4	**Class Hours:** 56
Course Title: Organizational Behaviour		**Course Type:** Core	**Exam Hours:** 4

Course Description

Organizational Behaviour is a fundamental management course that examines how individuals, groups, and organizational systems behave and interact in workplace settings. The course introduces students to the major concepts, theories, and practices related to individual behaviour, personality, perception, attitudes, motivation, job satisfaction, group behaviour, communication, leadership, power and politics, conflict, organizational culture, organizational structure, and organizational change. Emphasis is placed on developing students' analytical, interpersonal, leadership, problem-solving, and decision-making abilities so that they can understand workplace behaviour and apply organizational behaviour concepts to real-life managerial situations.

Course Rationale

Organizational Behaviour is essential for BBA in Management students because effective management requires an understanding of how people behave individually and collectively within organizations. Managers need to motivate employees, communicate effectively, build teams, manage conflict, exercise leadership, deal with diversity, and facilitate organizational change. The course therefore provides students with the knowledge, skills, and behavioural competencies necessary to address workplace problems and develop effective managerial and leadership capabilities. This is consistent with the program's emphasis on theoretical and practical management knowledge, real-life problem-solving, social skills, leadership, collaboration, adaptability, and decision-making.

Course Objectives

The main objective of this course is to develop students' understanding of individual, group, and organizational behaviour and enable them to apply Organizational Behaviour concepts and theories to solve workplace problems and improve managerial effectiveness. Other Objectives:

1. Explain the fundamental concepts, nature, scope, and importance of Organizational Behaviour.
2. Develop an understanding of individual differences, personality, perception, attitudes, and emotions in organizational settings.
3. Explain major theories and practices of employee motivation and job satisfaction.
4. Develop students' understanding of group dynamics, teamwork, communication, and interpersonal relationships.
5. Develop leadership, power, and conflict-management skills for effective managerial practice.
6. Explain organizational culture, structure, change, and development.
7. Develop students' analytical, problem-solving, decision-making, communication, and interpersonal skills.
8. Promote ethical, responsible, collaborative, and adaptable behaviour in organizational settings.

PROVISIONAL

Course Learning Outcomes:

Upon successful completion of the course a student will be able to:

CLO-1	Explain the nature, scope, foundations, and importance of Organizational Behaviour and its relevance to effective management.
CLO-2	Analyze individual behaviour in organizations by applying concepts of personality, perception, attitudes, emotions, learning, and individual differences.
CLO-3	Apply motivation theories, job satisfaction concepts, and motivational techniques to improve employee performance and organizational effectiveness.
CLO-4	Analyze group and team behaviour, communication, leadership, power, and conflict to develop effective interpersonal and managerial relationships.
CLO-5	Evaluate organizational culture, structure, organizational change, and related organizational processes to identify challenges and recommend appropriate managerial actions.
CLO-6	Demonstrate effective problem-solving, decision-making, communication, collaboration, ethical judgment, and adaptive skills in organizational situations.

Mapping of Course Learning Outcomes to Program Learning Outcomes:

PLOs / CLOs	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8
CLO-1	✓			✓	✓			✓
CLO-2	✓	✓		✓	✓			✓
CLO-3	✓	✓			✓			✓
CLO-4	✓	✓	✓	✓	✓		✓	✓
CLO-5	✓	✓	✓	✓	✓	✓	✓	✓
CLO-6	✓	✓	✓	✓	✓	✓	✓	✓

Course Plan

Weeks	Course Contents	Teaching Methods	Assessment Strategy	CLOs
Weeks 1–3	**Introduction to Organizational Behaviour:** Meaning and nature of Organizational Behaviour; scope and importance; foundations of Organizational Behaviour; contributing disciplines; organizational effectiveness; role of managers; challenges and opportunities of Organizational Behaviour; contemporary issues in organizational behaviour.	Lecture, Interactive Discussion, Assignment	Concept Quiz & Reading Reflection Assignment	CLO-1
Weeks 4–6	**Individual Behaviour in Organizations:** Biographical characteristics; ability; personality; personality theories; Big Five personality traits; values; perception; factors influencing perception; attribution theory; learning; emotions and moods; emotional	Lecture, Case Study, Individual Exercise	Personality Assessment Portfolio & Individual Case Exercise	CLO-2, CLO-6

PROVISIONAL

Weeks	Course Contents	Teaching Methods	Assessment Strategy	CLOs
	intelligence; implications for managerial behaviour.			
Weeks 7–8	**Attitudes, Job Satisfaction and Stress:** Components of attitudes; job satisfaction; job involvement; organizational commitment; employee engagement; organizational citizenship behaviour; job stress; sources and consequences of stress; stress management.	Lecture, Case Analysis, Group Discussion	Group Discussion Report & Stress Management Assignment	CLO-2, CLO-6
Weeks 9–11	**Motivation and Employee Performance:** Meaning and importance of motivation; hierarchy of needs theory; Theory X and Theory Y; two-factor theory; ERG theory; expectancy theory; equity theory; goal-setting theory; reinforcement theory; application of motivation theories in organizations.	Lecture, Problem Solving, Case Study, Presentation	Motivation Case Analysis & Presentation	CLO-3
Weeks 12–14	**Group Behaviour and Teamwork:** Meaning and types of groups; stages of group development; group structure; group norms; roles and status; group decision-making; teams and teamwork; types of teams; team effectiveness; building and managing effective teams.	Lecture, Group Activity, Simulation, Case Study	Team Simulation Report & Peer Evaluation	CLO-4, CLO-6
Weeks 15–16	**Communication and Interpersonal Behaviour:** Meaning and process of communication; functions of communication; formal and informal communication; direction of communication; barriers to effective communication; interpersonal communication; listening; feedback; communication in digital workplaces.	Lecture, Role Play, Presentation, Communication Exercises	Communication Exercise & Role-Play Assessment	CLO-4, CLO-6
Weeks 17–19	**Leadership, Power and Politics:** Meaning and importance of leadership; leadership theories; trait and behavioural approaches; contingency approaches; situational leadership; transformational and transactional leadership; power and influence; organizational politics; ethical leadership.	Lecture, Case Study, Role Play, Leadership Exercise	Leadership Case Study & Role-Play Evaluation	CLO-4, CLO-6

PROVISIONAL

Weeks	Course Contents	Teaching Methods	Assessment Strategy	CLOs
Weeks 20–21	**Conflict and Negotiation:** Meaning and nature of conflict; sources and types of conflict; functional and dysfunctional conflict; conflict-management strategies; negotiation process; distributive and integrative bargaining; mediation; managing conflict constructively.	Lecture, Case Study, Role Play, Negotiation Simulation	Negotiation Simulation & Conflict Management Report	CLO-4, CLO-6
Weeks 22–24	**Organizational Structure and Culture:** Organizational structure; elements of organizational structure; departmentalization; span of control; centralization and decentralization; organizational culture; characteristics and functions of culture; creating and sustaining organizational culture; diversity and inclusion.	Lecture, Case Study, Group Discussion, Presentation	Organizational Design Group Assignment & Presentation	CLO-5, CLO-6
Weeks 25–28	**Organizational Change and Development:** Forces for change; resistance to change; managing organizational change; change-management approaches; organizational development; organizational learning; innovation and creativity; technology and digital transformation; building adaptable and sustainable organizations.	Lecture, Case Analysis, Group Project, Presentation	Comprehensive Group Project & Final Change Management Report	CLO-5, CLO-6

Course Assessment Framework

Total Course Marks: 100 Examination Duration: 4 Hours

Assessment Category	Assessment Component	Weightage
Formative Assessment (20%)	Attendance & Class Participation	5%
	In-course Examination	10%
	Quiz / Assignment Presentation	5%
Summative Assessment (80%)	Final Examination • Students will have to answer 8 questions out of 12 • 10 marks per question ($8 \times 10 = 80$ marks) • Each question may contain maximum 3 sub-sections (e.g., a, b, c)	80%

PROVISIONAL

List of Books

Luthans, F. (2011). *Organizational behavior: An evidence-based approach* (12th ed.). McGraw-Hill/Irwin.

McShane, S. L., & Von Glinow, M. A. (2021). *Organizational behavior: Emerging knowledge, global reality* (9th ed.). McGraw-Hill.

Newstrom, J. W. (2015). *Organizational behavior: Human behavior at work* (14th ed.). McGraw-Hill Education.

Robbins, S. P., Judge, T. A., & Vohra, N. (2019). *Organizational behavior* (18th ed.). Pearson.

PROVISIONAL

Course Code: 8222659	**Marks:** 100	**Credits:** 4	**Class Hours:** 56
Course Title: Legal Environment of Business		**Course Type:** Core	**Exam Hours:** 4

Course Description

Business Laws and Ethics introduces students to the legal and ethical environment within which business organizations operate in Bangladesh. The course develops an understanding of major business laws governing contracts, sale of goods, negotiable instruments, arbitration, labour relations, environmental protection, banking, financial institutions, insurance, intellectual property, and securities regulation. It also examines the rights, duties, liabilities, and responsibilities of individuals and business organizations under relevant laws.

Course Rationale

The Business Law course equips students with essential knowledge of the legal framework governing business activities in Bangladesh. It enables students to understand legal rights, duties, liabilities, and responsibilities in business transactions and decision-making. The course also develops awareness of legal compliance, dispute resolution, and ethical business practices, preparing students to make responsible and legally sound managerial decisions.

Course Objectives

This course is designed to familiar the concept of business and corporate laws as well as ethical issues as demand driven discipline necessitated by the business imperative and guided by the legal and social justification. The following are the specific course objective-

1. To familiarize students with the structure of the Bangladeshi legal system and the statutes most relevant to business operations.
2. To develop the ability to apply legal principles to real business scenarios.
3. To build critical awareness of contemporary ethical issues- digital privacy, AI, fintech in the Bangladeshi and global context.
4. To cultivate professional judgment, written analysis, and oral advocacy skills through case-based and problem-based learning.

Course Learning Outcomes (CLOs)

On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-

CLO-1	Explain the legal environment of business and the role of laws in regulating business activities, protecting consumers, and preventing fraudulent and deceptive practices.
CLO-2	Apply the principles of the Contract Act, 1872 and Sale of Goods Act, 1930 to analyze business contracts, obligations, breaches, and legal remedies.
CLO-3	Analyze the legal provisions of the Negotiable Instruments Act, 1881 and Bangladesh Labour Act, 2006 relating to negotiable instruments, employment, workplace conditions, industrial relations, and dispute resolution.
CLO-4	Analyze the legal framework of companies under the Companies Act, 1994, including company formation, management, share capital, directors, meetings, audit, and winding-up.

PROVISIONAL

CLO-5	Evaluate the importance and application of intellectual property laws in Bangladesh concerning patents, designs, trademarks, and copyright for protecting business innovations and creative works.

Mapping of Course Learning Outcomes to Program Learning Outcomes:

PLOs / CLOs	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8
CLO-1	✓				✓		✓	✓
CLO-2	✓		✓		✓	✓	✓	✓
CLO-3	✓	✓			✓		✓	✓
CLO-4	✓		✓	✓	✓	✓	✓	✓
CLO-5	✓	✓	✓	✓	✓	✓	✓	✓

Course Plan

Weeks	Course Contents	Teaching Methods	Assessment Strategy	CLOs
Weeks 1–3	**1. Legal Environment Overview:** Meaning of Legal Environment, Rational for Understanding Legal Environment, The Demand for Legislation, The Demand for Consumer Protection, Law Influencing Business Decision, Law against Deceptive Practice, The Purpose of Laws, Design to Prevent Fraudulent, Deception Nature of State Influence, Resorts for Maintaining Legal Framework.	Interactive Lecture, Q&A	Reading Reflection & Concept Assignment	CLO-1
Weeks 4–7	**2. The Contract Act, 1872:** Definition of contract–Essentials of contract–Communication, acceptance and revocation of proposals, Contracts; voidable contracts and void agreements–Consignment contracts–Contracts which must be performed–Time and place of performance–Contracts which need not be performed–Breach of contract–Indemnity and guarantee–Bailment–Bailment of pledges–Agency, appointment and authority of agents, sub-agents, revocation of authority, agent's duty to the principal, principal's duty to the agent.	Interactive Lecture, Case Discussion	Case Analysis & Written Test	CLO-1, 2 & 4, 5
Weeks 8–10	**3. The Sale of Goods Act, 1930:** Formation of the contract; Effects of the contract; Performance	Interactive Lecture, Case Study	Legal Case Study Assignment	CLO-2, 3 & 4, 5

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Weeks	Course Contents	Teaching Methods	Assessment Strategy	CLOs
	of the contract; Rights of unpaid seller against the goods; Suits for breach of the contract.	(Legal Cases)	& Quiz	
Weeks 11–13	**4. The Negotiable Instruments Act, 1881:** Promissory Notes, Bills of Exchange and Cheques; Negotiations; Payment and Interest; Discharge from Liability on Notes, Bills and Cheques; Notice of Dishonour; Special Provisions Relating to Cheques; Special Provisions Relating to Bills of Exchange; Penalties in Case of Dishonour of Certain Cheques for Insufficiency of Funds in the Accounts.	Interactive Lecture, Group Discussion	Group Discussion Report & Numerical /Problem Assignment	CLO-2, 3 & 4, 6
Weeks 14–17	**5. The Bangladesh Labor Act, 2006:** Important Statutory Definitions: Factory, Worker, Employer, Commercial Establishment, Industrial Establishment; Summary of major provisions on Employment and Conditions of Services, Employment of Adolescent, Provisions of Health, Hygiene, Safety and Welfare Measures, Working hours and leave, Trade Union and Industrial relations, Dispute resolution, Workers' Participation in Companies' Profits.	Interactive Lecture, Group Discussion	Labor Law Case Problem Assessment & Presentation	CLO-3 & 4
Weeks 18–22	**6. The Companies Act, 1994:** Nature and Kind of Company; Formation of Company; Memorandum and Article of Association; Prospectus; Member and Director in the Company; Meetings and Minutes; Shares and Shares Capital; Audit and Accounts; Winding up, etc.	Interactive Lecture, Assignment	Company Law Drafting Assignment & Test	CLO-3, 4 & 5
Weeks 23–28	**7. Intellectual Property law in Bangladesh:** Patents and Designs Act 1911; Trademarks Act 2009- Registration procedures and duration, Effects of registration, Use of trademark; Copyright Act 2023.	Interactive Lecture, Quiz	Final IP Quiz & Comprehensive Case Report	CLO-1

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Course Assessment Framework

Total Course Marks: 100 Examination Duration: 4 Hours

Assessment Category	Assessment Component	Weightage
Formative Assessment (20%)	Attendance & Class Participation	5%
	In-course Examination	10%
	Quiz / Assignment Presentation	5%
Summative Assessment (80%)	Final Examination • Students will have to answer 8 questions out of 12 • 10 marks per question ($8 \times 10 = 80$ marks) • Each question may contain maximum 3 sub-sections (e.g., a, b, c)	80%

Reading list

Bangladesh Labor Act, 2006.

Companies Act, 1994.

Contract Act, 1872.

Copyright Act, 2023.

Negotiable Instruments Act, 1881.

Patents and Designs Act, 1911.

Sale of Goods Act, 1930.

Trademarks Act, 2009.

Recommended Book

Beatty, J. F., Samuelson, S. S., & Abril, P. S. (2023). *Introduction to business law* (7th ed.). Cengage Learning.

PROVISIONAL

Course Code: 8222661	**Marks:** 100	**Credits:** 4	**Class Hours:** 56
Course Title: Macroeconomics		**Course Type:** Core	**Exam Hours:** 4

Course Description

Macroeconomics is a fundamental course that provides students with an understanding of the economy as a whole and the major economic forces that influence business organizations and managerial decisions. The course examines key macroeconomic variables, national income accounting, aggregate demand and aggregate supply, consumption, saving and investment, money and banking, inflation and unemployment, fiscal and monetary policy, international trade and balance of payments, economic growth and development, and contemporary macroeconomic issues. Particular attention is given to macroeconomic issues in developing economies, including poverty, income inequality, unemployment, inflation, economic reforms, and the Bangladesh economy.

Course Rationale

Understanding macroeconomic conditions is essential for managers because business decisions are influenced by changes in national income, inflation, interest rates, unemployment, government policies, exchange rates, economic growth, and international economic conditions. This course enables BBA in Management students to interpret macroeconomic information, assess the effects of fiscal and monetary policies, understand economic fluctuations, and evaluate economic issues affecting businesses and society. It also develops students' ability to apply economic knowledge to real-life business problems and supports the program's emphasis on data interpretation, managerial decision-making, global business practices, and addressing real-life challenges.

Course Objectives

The main objective of this course is to develop students' understanding of major macroeconomic concepts, theories, policies, and issues and enable them to analyze their implications for business organizations, managerial decision-making, and economic development. Other Objectives:

1. Explain the nature, scope, key variables, and fundamental concepts of macroeconomics and their relevance to business decision-making.
2. Develop students' ability to measure and interpret national income and analyze aggregate economic activity.
3. Enable students to analyze aggregate demand and supply, consumption, saving, investment, business cycles, inflation, and unemployment.
4. Develop students' ability to evaluate the role and effectiveness of fiscal and monetary policies in achieving macroeconomic objectives.
5. Enable students to analyze international trade, balance of payments, exchange rate systems, economic growth, and development.
6. Enhance students' analytical, problem-solving, decision-making, and economic reasoning skills for evaluating contemporary macroeconomic issues and their implications for businesses and the Bangladesh economy.

PROVISIONAL

Course Learning Outcomes (CLOs)

On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-

CLO-1	Explain the nature, scope, key variables, circular flow of income, economic systems, and fundamental concepts of macroeconomics and national income accounting.
CLO-2	Analyze aggregate demand and aggregate supply, consumption, saving, investment, equilibrium output, multiplier effects, and business cycles to explain changes in macroeconomic activity.
CLO-3	Evaluate the functions of money and banking and analyze inflation, unemployment, fiscal policy, and monetary policy and their implications for economic stability and business decisions.
CLO-4	Analyze international trade, balance of payments, exchange rate systems, economic growth, productivity, human capital, and sustainable economic development in national and global contexts.
CLO-5	Evaluate major macroeconomic issues in developing economies and contemporary economic challenges, including poverty, income inequality, economic reforms, globalization, financial crises, the digital economy, climate change, COVID-19 impacts, and sustainable macroeconomic policies.

Mapping of Course Learning Outcomes to Program Learning Outcomes:

PLOs / CLOs	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8
CLO-1	✓	✓			✓			✓
CLO-2	✓	✓			✓	✓		✓
CLO-3	✓	✓			✓	✓		✓
CLO-4	✓	✓	✓	✓	✓	✓		✓
CLO-5	✓	✓	✓	✓	✓	✓	✓	✓

Course Plan

Weeks	Course Contents	Teaching Methods	Assessment Strategy	CLOs
Weeks 1–2	**Introduction to Macroeconomics:** Nature and scope of macroeconomics, key macroeconomic variables,	Lecture, Interactive Discussion,	Concept Quiz & Reading Reflection Assignment	CLO-1

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Weeks	Course Contents	Teaching Methods	Assessment Strategy	CLOs
	circular flow of income, economic systems.	Concept Mapping		
Weeks 3–4	**National Income Accounting:** GDP, GNP, NNP, national income measurement, income and expenditure approaches, limitations of national income accounting.	Lecture, Numerical Exercises, Problem Solving, Data Interpretation	Numerical Problem Set & Data Interpretation Test	CLO-1
Weeks 5–6	**Aggregate Demand and Aggregate Supply:** Aggregate demand, aggregate supply, equilibrium output, multiplier effect, business cycles.	Lecture, Graphical Analysis, Numerical Exercises, Problem Solving	Graphical Analysis Assignment & Quiz	CLO-2
Weeks 7–8	**Consumption, Saving and Investment:** Consumption function, saving function, investment function, Keynesian equilibrium.	Lecture, Graphical Analysis, Numerical Exercises, Case Discussion	Keynesian Model Problem Solving & In-Class Test	CLO-2
Weeks 9–10	**Money and Banking:** Functions of money, money supply, commercial banking, central banking, money creation, monetary policy instruments.	Lecture, Interactive Discussion, Case Study, Problem Solving	Banking & Money Creation Problem Set	CLO-3
Weeks 11–12	**Inflation and Unemployment:** Types and causes of inflation, unemployment, Phillips Curve, inflation-unemployment trade-off.	Lecture, Graphical Analysis, Case Study, Data Interpretation	Phillips Curve Case Analysis & Quiz	CLO-3
Weeks 13–14	**Fiscal Policy:** Government expenditure, taxation, budget deficits, public debt, fiscal policy objectives and effectiveness.	Lecture, Case Study, Policy Analysis, Group Discussion	Fiscal Policy Evaluation Report & Presentation	CLO-3
Weeks 15–16	**Monetary Policy:** Central bank functions, monetary policy tools,	Lecture, Case Study, Policy	Monetary Policy Case	CLO-3

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Weeks	Course Contents	Teaching Methods	Assessment Strategy	CLOs
	inflation targeting, monetary policy transmission mechanism.	Analysis, Discussion	Study Assignment	
Weeks 17–19	**International Trade and Balance of Payments:** Comparative advantage, trade policies, balance of payments, exchange rate systems.	Lecture, Graphical Analysis, Case Study, Group Discussion	Trade & BOP Problem Set & Group Discussion	CLO-4
Weeks 20–22	**Economic Growth and Development:** Sources of economic growth, productivity, human capital, sustainable economic development.	Lecture, Case Study, Data Analysis, Discussion	Growth Data Analysis Report	CLO-4
Weeks 23–28	**Macroeconomic Issues in Developing Economies:** Poverty, income inequality, unemployment, inflation, economic reforms, financial crises, digital economy, Bangladesh economy.	Lecture, Case Study, Data Analysis, Group Presentation	Comprehensive Group Project & Final Presentation on Bangladesh Economy	CLO-5

Course Assessment Framework

Total Course Marks: 100 Examination Duration: 4 Hours

Assessment Category	Assessment Component	Weightage
Formative Assessment (20%)	Attendance & Class Participation	5%
	In-course Examination	10%
	Quiz / Assignment Presentation	5%
Summative Assessment (80%)	Final Examination • Students will have to answer 8 questions out of 12 • 10 marks per question ($8 \times 10 = 80$ marks) • Each question may contain maximum 3 sub-sections (e.g., a, b, c)	80%

List of Books

Dornbusch, R., Fischer, S., & Startz, R. (2018). *Macroeconomics* (13th ed. /latest). McGraw-Hill Education.

Mankiw, N. G. (2021). *Macroeconomics* (11th ed. /latest). Worth Publishers.

McConnell, C. R., Brue, S. L., & Flynn, S. M. (2021). *Macroeconomics: Principles, problems, and policies* (22nd ed. /latest). McGraw Hill.

PROVISIONAL

Guidelines of Viva-voce

Course Code: 8222664	**Marks:** 50	**Credits:** 2
Course Title: Viva-voce (Management)		
Paper Orientation: Practical		**Program:** B.B.A (Honours) 2nd Year

Course Description

The Viva-voce is a comprehensive oral examination designed to evaluate students' overall academic achievement, subject knowledge, communication skills, critical thinking ability, and professional competence acquired during the Second year Bachelor of Business Administration (BBA) in Management program. Conducted after the completion of written examinations, this course provides students with an opportunity to demonstrate their understanding of core areas covered during the year, including principles of accounting, principles of marketing, principles of finance, organizational behaviour, legal environment of business, and macroeconomics.

The examination also assesses students' ability to explain business and management concepts clearly, apply qualitative and quantitative management tools in practical contexts, analyze academic questions critically, and demonstrate ethical values, leadership capabilities, digital fluency, and readiness for professional life.

Course Objectives

The objectives of the course are to:

- Evaluate students' knowledge of major areas of Business Management and allied disciplines through oral examination.
- Assess students' understanding of accounting cycles, marketing mix strategies, financial management techniques, organizational behaviour dynamics, business legal frameworks, and macroeconomic environments.
- Develop students' communication skills, confidence, and ability to present business concepts effectively.
- Evaluate students' analytical thinking and ability to relate management theories to contemporary corporate and socioeconomic issues.
- Assess students' professional attitude, ethical responsibility, social accountability, and problem-solving ability.
- Prepare students for higher education, research, professional interviews, entrepreneurial ventures, and career development related to business administration.

Course Learning Outcomes (CLOs)

CLO	Course Learning Outcomes (CLOs)	Bloom's Level	PLO
CLO1	Demonstrate comprehensive knowledge of fundamental concepts, principles, and frameworks in accounting, marketing, finance, and management.	Understand (C2) / Apply (C3)	PLO1, PLO5, PLO8
CLO2	Explain and analyze major themes related to financial statement preparation, consumer behavior, risk-return trade-offs, and individual or group workplace behavior.	Understand / Analyze (C2/C4)	PLO1, PLO2, PLO5

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CLO	Course Learning Outcomes (CLOs)	Bloom's Level	PLO
CLO3	Communicate business ideas, financial data, and strategic recommendations clearly and confidently through effective oral presentation.	Apply / Analyze (C3/C4)	PLO8
CLO4	Analyze contemporary business and macroeconomic challenges using analytical tools, legal frameworks, and academic approaches.	Analyze / Evaluate (C4/C5)	PLO2, PLO4, PLO6
CLO5	Demonstrate critical thinking, professional ethics, leadership qualities, corporate social responsibility, and sound decision-making skills.	Apply / Evaluate (C3/C5)	PLO5, PLO7, PLO8
CLO6	Show readiness for higher studies, entrepreneurial initiatives, professional leadership, and lifelong learning in the dynamic global economy.	Apply / Create (C3/C6)	PLO3, PLO5, PLO8

Teaching System

The course is conducted through an interactive and student-centered approach. Teaching and learning activities include orientation sessions, revision of core second-year management topics, guided discussions, question-answer sessions, mock viva examinations, individual consultations, self-directed learning, and review of important concepts from previous and current courses.

Students are encouraged to develop effective communication skills, digital literacy, critical thinking ability, leadership aptitude, and confidence for successful performance in the viva-voce examination.

Assessment Strategy

Students will be assessed through a comprehensive viva-voce examination conducted by the designated Examination Committee after completion of written examinations.

The assessment will evaluate students' understanding of second-year BBA coursework, ability to explain and apply management knowledge, analytical and critical thinking skills, oral communication ability, professional attitude, ethical judgment, confidence, and responsiveness to questions.

The final grade will be awarded based on the overall performance demonstrated during the viva-voce examination.

PROVISIONAL