

# NATIONAL UNIVERSITY BANGLADESH



## Syllabus for Department of Management

**Four-Year BBA (Honours) Program  
Effective from the Session: 2024–2025**



**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. Mission**

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.

**4. Vision**

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.

**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.

## 7. Mission of the Program

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

<b>M-1</b>	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.
<b>M-2</b>	Encourage creativity and innovation among the graduates to develop problem-solving skill and ability to adopt business and technological changes at the 21 <sup>st</sup> century workplace.
<b>M-3</b>	Provide a learning and sharing culture for the learners that enable them to maximize their career potential.
<b>M-4</b>	Enable learners to operate own business through entrepreneurial skills with strong ethical and social responsibility.
<b>M-5</b>	Develop human capital by addressing sustainability issues and managing business technology in the 21 <sup>st</sup> 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 problems 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

## 11. Program Educational Objectives (PEOs)

<b>PE0-1</b>	Produce skilled business graduates by developing learners' theoretical and practical knowledge and managerial abilities in the field of Management.
<b>PE0-2</b>	Develop learners' skills toward meeting the demand of 21 <sup>st</sup> century complex workplace that will enhance employability.
<b>PE0-3</b>	Offer students contemporary academic contents through activity-based classroom that will ensure graduate competencies in the market-place.
<b>PE0-4</b>	Develop innovation capabilities among the graduates that will promote entrepreneurship as a profession.
<b>PE0-5</b>	Develop professional and ethical responsibilities among graduates which will help them to ensure sustainability in business practices.
<b>PE0-6</b>	Develop learners' meta cognitive skills and emotional intelligence, that enable them as effective thinkers in the competitive business landscape.
<b>PE0-7</b>	Produce technologically skilled graduates in the field of marketing that will make them as distinct human capital in the competitive market.
<b>PE0-8</b>	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:

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

## 13. Medium of Instruction: English

#### 14. 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			✓	

#### 15. 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		✓						

#### 16. Year-wise Courses and marks distribution

##### First Year

Course Code	Course Title	Marks	Credits
219901	History of Bangladesh: Language, Culture and Identity	100	4
219903	Information and Communication Technology	75	3
219904	Lab: Information and Communication Technology	25	1
212601	Principles of Management	100	4
212603	Business Environment and Sustainability	100	4
212605	Introduction to Business	100	4
212607	Business Communication	100	4
213711	Business Mathematics	100	4
212213	Microeconomics	100	4
<b>Total</b>		<b>800</b>	<b>32</b>

## Detailed Syllabus

<b>Course Code:</b>	<b>219901</b>	<b>Marks: 100</b>	<b>Credits: 4</b>
<b>Course Title:</b>	<b>History of Bangladesh; Language, Culture, and Identity</b>		<b>Hours: 60</b>

### Course Objective:

This course is designed to help undergraduate students from diverse academic backgrounds develop a comprehensive and nuanced understanding of the historical development of Bangladesh, with a particular focus on its language, culture, and identity. By critically examining a variety of historical events, socio-political movements, and cultural shifts from ancient times to the contemporary period, students will have the opportunity to trace the evolution of the Bengali nation. The course aims to foster informed citizenship through an exploration of the Liberation War, identity formation processes, cultural heritage, the lives and contributions of key political figures, and the roles of ethnic minorities. Ultimately, the objective is to equip learners with the intellectual tools necessary to contextualize current national debates and to recognize the role of youth and globalization in shaping the future of Bangladesh.

### Course Learning Outcomes:

At the end of the course, learners will be able to:

**CLO-1:** Recall key historical events, dates, movements, personalities, and cultural developments that contributed to the emergence of Bangladesh from the pre-colonial period to the present day.

**CLO-2:** Demonstrate an understanding of the socio-political, linguistic, and cultural influences that shaped Bengali identity and nationalism, emphasizing the Language Movement, Liberation War, and subsequent democratic uprisings.

**CLO-3:** Apply their historical and cultural understanding to interpret contemporary national issues and debates relating to identity, political reform, and cultural transformation in Bangladesh.

**CLO-4:** Analyze how historical events, political ideologies, and social changes are interconnected in shaping the current socio-political landscape of Bangladesh, with a particular emphasis on the roles of movements, minorities, and the youth.

## Course Contents:

Course contents	Teaching Learning Strategy	CLOs
<p><b>1. Pre-colonial Era</b></p> <ul style="list-style-type: none"> <li>• Life and Culture of the People in Ancient Bengal</li> <li>• Bengal Under Muslim Rulers: Society, Culture, and Religion</li> <li>• Role of the Sufis in Preaching Islam and Impacts of</li> <li>• Sufism on the Bengali Society</li> <li>• Bengali Society and Culture in the Writings of Foreigners</li> </ul>	<p><b>Interactive lectures</b></p>	<p><b>CLO 1-2</b></p>
<p><b>2. Colonial Era (18th and 19th Century)</b></p> <ul style="list-style-type: none"> <li>• The Battle of Plassey (1757) and the Beginning of British Colonialism</li> <li>• Bengal Renaissance</li> <li>• Reforms in Hindu Society</li> <li>• New Forms in Bengali Literature and Culture</li> <li>• The Muslim Response to Western Education</li> </ul>	<p><b>Interactive lectures, reading, and assignments</b></p>	<p><b>CLO 1-2</b></p>
<p><b>3. Colonial Era (First Half of the 20th Century)</b></p> <ul style="list-style-type: none"> <li>• Partition of Bengal (1905)</li> <li>• Hindu-Muslim Disagreements</li> <li>• Formation of the All India Muslim League (AIML)</li> <li>• Muslim Shahitya Samaj</li> <li>• Buddhir Mukti Andolan: The Urge for Rational Thinking in Bengali Muslim Society</li> <li>• Growth of Religion-based Identity</li> <li>• Politics of Hindutva and the Two-Nation Theory</li> <li>• Spread of Communalism in Society</li> <li>• The Partition of India and Bengal</li> </ul>	<p><b>Interactive lectures and group discussions</b></p>	<p><b>CLO 2-3</b></p>
<p><b>4. Post-Partition Era(1947-1971)</b></p> <ul style="list-style-type: none"> <li>• Language Movement</li> <li>• Political, Economic, and Cultural Aspects</li> <li>• Growth of Vernacular Nationalism</li> <li>• Cultural Activism</li> </ul>	<p><b>Interactive lectures and group discussion</b></p>	<p><b>CLO 2-3</b></p>
<p><b>5. Changing Bengali Identity</b></p> <ul style="list-style-type: none"> <li>• The Evolution of Bengali Identity in the Context of Language, Culture, and Religion</li> <li>• From Ancient Times to the Present</li> <li>• The Role of the Bengali Language in Shaping Identity</li> <li>• The Language Movement of 1952 and Its Long-term Impact on National</li> <li>• Consciousness</li> <li>• The Influence of Religion on Bengali Identity</li> <li>• The Impact of Socio-political Movements on Identity Formation</li> <li>• The Liberation War of 1971</li> </ul>	<p><b>Interactive lectures and thematic assignments</b></p>	<p><b>CLO 2-3</b></p>

<ul style="list-style-type: none"> <li>• Contemporary Debates on Bengali Identity</li> <li>• The Role of Youth in Redefining Identity</li> <li>• The Influence of Globalization</li> </ul>		
<p><b>6. Liberation Movement of 1971 and Mass Uprising till 2024</b></p> <ul style="list-style-type: none"> <li>• The Political and Economic Exploitation of East Pakistan by West Pakistan</li> <li>• Six (6) Points Movement, Uprising of 1969</li> <li>• The 1970 General Elections</li> <li>• The Non-cooperation Movement and the Declaration of Independence</li> <li>• The Role of AK Fazlul Haque, Huseyn Shaheed Suhrawardy, Maulana Bhashani, Sheikh Mujibur Rahman and Ziaur Rahman</li> <li>• The Liberation War of 1971</li> <li>• Genocide and Resistance</li> <li>• The Role of the Mukti Bahini</li> <li>• Post-independence Challenges</li> <li>• Nation-building</li> <li>• Political Instability</li> <li>• Mass Uprisings and Democratic Movements</li> <li>• The Anti-autocracy Movement of the 1980s</li> <li>• The 1990s Movement for Democracy and Afterwards</li> <li>• The 2024 Movements for Political and Social Reforms</li> </ul>	<p><b>Interactive lectures, group discussions, and thematic assignments</b></p>	<p><b>CLO 1 CLO 3-4</b></p>
<p><b>7. History of Other Ethnic Groups</b></p> <ul style="list-style-type: none"> <li>• The Indigenous Communities of Bangladesh</li> <li>• Historical Presence</li> <li>• Cultural Practices</li> <li>• Land Rights and Cultural Assimilation</li> <li>• Contributions and Sacrifices</li> <li>• Political Representation of Ethnic Minorities</li> </ul>	<p><b>Interactive lectures and group discussions</b></p>	<p><b>CLO 4</b></p>
<p><b>8. Cultural Heritage and Modern Transformations</b></p> <ul style="list-style-type: none"> <li>• The Evolution of Bengali Culture</li> <li>• From Ancient Traditions to Modern Expressions</li> <li>• The Role of Literature, Music, and Art in Shaping Bengali Identity</li> <li>• Contributions of Rabindranath Tagore, Kazi Nazrul Islam, and Other Cultural Icons</li> <li>• The Impact of Globalization on Bengali Culture</li> <li>• The Revival of Traditional Arts</li> <li>• The Role of Youth in Cultural Innovation Urbanization</li> <li>• Environmental Changes</li> <li>• The Commodification of Culture</li> </ul>	<p><b>Interactive lectures, documentary screening, and thematic assignments</b></p>	<p><b>CLO 1-4</b></p>

## List of Books

- Ahmed, M. (1979). *Bangladesh: The constitutional quest for autonomy*. The University Press Limited.
- Ahmed, R. (1981). *The Bengal Muslims 1871-1906: A quest for identity*. Oxford University Press.
- Alavi, H. (1972). *The state in post-colonial societies: Pakistan and Bangladesh*. In K. Gough & 11. P. Sharma (Eds.), *Imperialism and revolution in South Asia* (pp. 145-178). New York, NY: Monthly Review Press.
- Bernier, F. (2023). *Travels in the Mogul Empire: A.D. 1656-1668*. Chennai: Atlantic Publishers.
- Bleie, T. (2005). *Tribal peoples, nationalism, and the human rights challenge*. The Adivasis of Bangladesh. University Press Limited.
- Bosc, S. (2011). *Dead reckoning Memories of the 1971 Bangladesh war*. Hurst & Company.
- Eaton, R. M. (1996). *The rise of Islam and the Bengal frontier. 1204-1760*. Berkeley: University of California Press.
- Gilmour, D. (2019), *The British in India: Three centuries of ambition and experience*. London. Penguin.
- Habib, L. (1982). *Cambridge economic history of India*. Cambridge. Cambridge University Press.
- Halim, S., Amanullah, A. S. M., & Nasir, R. 1. (2024). *Society and sociology in Bangladesh: A South Asian perspective*. The University Press Limited.
- Hashmi, T. (2021). *Fifty Years of Bangladesh, 1971-2021 Crises of Culture, Development, Governance and Identity*. Switzerland: Palgrave Macmillan.
- Huq, M. E. (1975). *History of Sufism in Bengal*. Dhaka. Bangladesh Asiatic Society
- Husain, I. (2014). *Karl Marx on India*. New Delhi: Tulika Books.
- Jahan, R. (1972). *Pakistan: Failure in national integration*. Columbia University Press.
- Maniruzzaman, T. (1988). *The Bangladesh revolution and its aftermath* (2nd ed.). Dhaka: University Press Limited. (Original work published 1980)
- Mascarenhas, A. (1986). *Bangladesh: A legacy of blood*. London: Hodder and Stoughton.
- Rashid, H. O. (2015). *The foreshadowing of Bangladesh: Bengal Muslim League and Muslim politics* (3rd ed.). Dhaka: University Press Limited.
- Roy, A. (1984). *The Islamic syncretistic tradition in Bengal*. Princeton. NJ: Princeton University Press.
- Sen, A. (2006). *Identity and violence: The illusion of destiny*. W. W. Norton & Company.
- Umar, B. (2022). *The Emergency of Bangladesh: A History of East Pakistan*. Dhaka: Bangla Gobeshona.

<b>Course Code</b>	<b>219903</b>	<b>Marks: 75</b>	<b>Credits: 3</b>
<b>Course Title:</b>	<b>Information and Communication Technology</b>		

**Course Objectives:**

The main objective of the course is to develop students' understanding and skills in using, managing, and applying technology to solve problems and enhance various aspects of life and work. Key areas of focus include understanding ICT systems, software, hardware, networks, and their applications.

**Course Learning Outcomes:** The student will be able to:

<b>CLO-1</b>	Explain foundational ICT concepts, including the information processing cycle.
<b>CLO-2</b>	Operate standard computer hardware and software systems effectively.
<b>CLO-3</b>	Use office productivity tools (Word, Excel, PowerPoint) for academic and professional tasks.
<b>CLO-4</b>	Apply safe internet practices and use internet tools for communication and information retrieval.
<b>CLO-5</b>	Understand and explain the concepts of Data Analytics, Artificial Intelligence (AI), and Machine Learning (ML)

<b>Unit</b>	<b>Specific Objectives</b>	<b>Content</b>	<b>Teaching and Learning Approach</b>
<b>Unit 1:</b> Introduction to Information and Communications Technology (ICT) and Computer System	The student will be able to: <ul style="list-style-type: none"> <li>• Explain the concept of ICT and its related terminologies.</li> <li>• Describe the information processing cycle.</li> <li>• Analyze the impact of ICT on educational, social and economic development.</li> <li>• Identify career opportunities in ICT education.</li> <li>• Differentiate among the classes of computers and the usages of them.</li> <li>• Identify the vital components of the Systems Unit.</li> </ul>	Definition of ICT, basic concepts and terminologies. Data, Information  Application of ICT, Advantages and Disadvantages of ICT, Impact of ICT Career opportunities in ICT education  Information Processing Cycle. Classification of Computers The Vital Components of the Systems Unit.	Classroom Lectures

<p style="text-align: center;"><b>Unit 2:</b> Computer Hardware and Software</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the categories of Computer Hardware.</li> <li>• Describe the commonly used Input and Output devices</li> <li>• Identify the main processing devices, storage devices and media. Identify the main communication devices.</li> <li>• Identify types of Software packages.</li> <li>• Distinguish between an Operating System and Application software.</li> <li>• Identify different types, examples and uses of Operating Systems and Application software</li> <li>• Distinguish between Open Source and Proprietary Software.</li> </ul>	<p>Categories of Computer Hardware: Input devices, Processing devices, Output devices, Storage devices</p> <p>Communication devices, Main Processing Devices: The Processor, Control Unit and Arithmetic and Logic Unit</p> <p>Software Packages, Operating Systems, Types and uses of Operating Systems, Types and uses Application Software: Educational software, Games software, Graphics software</p> <p>Browsers: Internet explorer, Google chrome, Mozilla Firefox, Opera, Internet explorer, Mozilla Firefox; Proprietary and Open Source Software</p>	<p style="text-align: center;">Classroom lectures and Lab</p>
<p style="text-align: center;"><b>Unit 3:</b> Introduction to Word Processing Application</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>• Identify Word Processing packages.</li> <li>• Create and save a document using the Word Processor.</li> <li>• Format a Word document using formatting tools. Demonstrate the ability to perform collaborative editing.</li> <li>• Insert tables in a Word Processing document.</li> <li>• Insert symbols and pictures in Word Processing documents.</li> </ul>	<p>Word Processing Packages and Their Uses</p> <p>Creating a Document Using a Word Processor Saving a Document Using the 'Save As' command</p> <p>Editing a Word Document Using Common Editing Tools: Copy/cut, paste, Undo and redo, find, replace, clipboard</p> <p>Creating a Document with More Sub-</p>	<p style="text-align: center;">Classroom Lectures, Lab, and Hands-on Practice</p>

	<ul style="list-style-type: none"> <li>• Use layout techniques in document creation.</li> <li>• Inserting headers and footers.</li> <li>• Print documents using the various print options.</li> </ul>	<p>Headings and Paragraphs</p> <p>Text correction, Wrapping options, Text orientation</p> <p>Formatting and saving a Word document using the formatting tools: font (style, size, color, etc.), bold, underline, italic, superscript, subscript, shadow, strikethrough, font color</p> <p>Paragraph Editing: alignment, bullet &amp; numbering, indent, line spacing, table border</p> <p>Collaborative Editing: Using the highlighting option to track changes in a document, accepting or rejecting changes</p> <p>Insert: Adding text comments, Inserting Tables in a Word Document and inserting Symbols and Pictures in a Word Document.</p> <p>Header, footer, page number, drop cap, word art</p> <p>Page Design: watermark, page border</p> <p>Layout: Page setup/print</p>	
<p><b>Unit 4:</b> Spreadsheet Application</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>• Identify Spreadsheet Packages.</li> <li>• Explain the importance of the Spreadsheet application in data management.</li> <li>• Explain related</li> </ul>	<p>Spreadsheet Packages, e.g. Excel</p> <p>Importance of Spreadsheet application in Data Management, Related Concepts and Terminologies (e.g., cell(s), rows, columns,</p>	<p>Classroom Lectures, Lab and Hands-on Practice</p>

	<p>concepts and terminologies in the Spreadsheet.</p> <ul style="list-style-type: none"> <li>• Identify features in the Spreadsheet application window.</li> <li>• Create and save a Workbook.</li> <li>• Construct and insert simple formulae and functions.</li> <li>• Format the worksheet using formatting tools.</li> <li>• Printing a worksheet.</li> </ul>	<p>worksheet, workbook)</p> <p>Features in the Spreadsheet Window Tool Bars: formatting bar, standard bar, formulae bar</p> <p>Types of Data and Their Uses (e.g., number, date, text, currency), Creating and Saving a Workbook, Constructing and Inserting Simple Formulae and Functions</p> <p>Formatting Worksheet Using Formatting Tools</p> <p>Draw a Graph/chart Editing and Printing Worksheet</p>	
<p><b>Unit 5:</b> Presentation Application</p>	<ul style="list-style-type: none"> <li>• The student will be able to:</li> <li>• State the importance of the Presentation application.</li> <li>• Identify the commonly used features of a Presentation application while prepare a presentation.</li> <li>• Create and save presentations using a template, Add new slide(s). Edit text , Format text, Insert objects, images and pictures , Run slide show, Apply transition, animation effects to slides</li> <li>• Select the print option for printing.</li> <li>• Prepare a presentation on a selected topic and present it.</li> </ul>	<p>Presentation Applications Packages, Devices used for Presenting, Importance of Presentation Application, Principles for Designing Presentations, Terminologies in Presentation</p> <p>Application (eg, Slide Layout, Slide transitions, Slide show, etc.),</p> <p>Identification of Commonly Used Features of Presentation Application Window: Toolbars, Different presentation view modes</p> <p>Prepare a Presentation: Adding elements and formatting slides, slide Show, slide transition, animation Effects</p>	<p>Classroom Lectures, Lab and Hands-on Practice</p>

		Selection of Print Option: Entire presentation, Specific slides, Handouts, Notes pages, outline view of slides, and Number of copies	
<b>Unit 6:</b> Privacy and Security	The student will be able to: <ul style="list-style-type: none"> <li>• Understand the basics of digital security</li> <li>• Use some security tools.</li> <li>• Understanding digital ethics.</li> </ul>	Introduction to Information Security, cybercrime, DoS and DDoS Attack, Key Management, Digital Signature and Certifications, privacy, Data Security, Vulnerability, Threat and Risk, Malware, Social Engineering, Hacking, Plagiarism, Fishing, Software Piracy, Worms and Viruses, Spam, Adware, Malware, Spyware, Antivirus Software  Ethics in the digital world	Classroom Lectures, Lab and Hands-on Practice
<b>Unit 7:</b> Using The Internet to Communicate and Accessing Information	The student will be able to: <ul style="list-style-type: none"> <li>• Explain basic concepts, requirements, and terminologies of the Internet</li> <li>• Apply the rules and regulations in the use of the internet.</li> <li>• Using email</li> <li>• Use the internet social network to communicate.</li> <li>• Use Uniform Resource Locators (URLs) to access Information. Use search engines to access information</li> <li>• Upload files to virtual drives and work on it.</li> </ul>	Internet, Intranet, Extranet, IP Address, Masking, MAC Address, Internet Services, OSI Reference Model, TCP/IP protocol stack, IPv4, IPv6, subnet Masking, MAC Address, Internet Services, Network Configuration and Troubleshooting, Wi-Fi, Broadband, Email Usage. Rules and Regulations in the Use of the Internet: Spam- Unsolicited Emails, People’s Privacy, Intellectual Property Rights, etc.	Classroom Lectures, Lab and Hands-on Practice

		<p>E-mail: Creating an Email Account, Sending, Accessing Email Messages, Attaching Documents to Email Messages, Using the Internet: Social Networks to Communicate, Uniform Resource Locators (URLs) to Access Information, Using Search Engines, Downloading Information from the Internet. Transferring Information from the Internet to a Different Application</p> <p>Intellectual Property Rights, ICT Policy, Software Piracy etc.</p> <p>Using Cloud Space: Google Drive, Google Workspace, OneDrive, Dropbox, etc.</p>	
<p><b>Unit 8:</b> Emerging Technologies: Data analytics, Artificial intelligence, Machine learning</p>	<ul style="list-style-type: none"> <li>• Define Data Analytics, Artificial Intelligence (AI), and Machine Learning (ML).</li> <li>• Understand how data is collected, processed, and used for decision-making.</li> <li>• Recognize the role of AI and ML in everyday life.</li> <li>• Explain basic differences between AI and ML.</li> <li>• Discuss benefits and challenges of these technologies.</li> <li>• Recognize current trends and career opportunities in these fields.</li> </ul>	<p>Introduction to Data Analytics: What is Data? Types of Data, Basic Steps in Data Analytics, Simple Tools; Artificial Intelligence (AI): Making Machines Capable of Performing Tasks that Require Human-Like Thinking.</p> <p>Common Examples: Voice Assistants, Facial Recognition, GPS Route Suggestions, Chatbots.; AI Capabilities: Understanding Language, Recognizing Patterns, Making Decisions; Machine Learning (ML): Define Machine Learning</p>	<p>Classroom Lectures, Lab and Hands-on Practice</p>

		(ML), How It Works, Classification and Examples; Relationship Between Data Analytics, AI, and ML  Benefits & Challenges of Data Analytics, AI, and ML. Future Trends & Career Paths	
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**List of Books:**

Norton, P. (2008). *Introduction to computers* (9th ed.). The McGraw-Hill.

Comer, D. E. (2018). *The internet book: Everything you need to know about computer networking and how the internet works* (5th ed.). Chapman and Hall/CRC Press.

Lambert, J., & Frye, C. (2015). *Microsoft Office 2016 step by step*. Microsoft Press.

Hassan, N. A., & Hijazi, R. (2017). *Digital privacy and security using Windows: A practical guide*. Apress.

Maheshwari, A. (2024). *Data analytics made accessible*. Jay Cobb.

Russell, S. J., & Norvig, P. (2020). *Artificial intelligence: A modern approach* (4th ed.). Pearson.

Alpaydin, E. (2020). *Introduction to machine learning* (4th ed.). MIT Press.

<b>Course Code</b>	<b>219904</b>	<b>Marks: 25</b>	<b>Credits: 1</b>	<b>Class Hours: 15</b>
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<b>Course Title:</b>	<b>Lab: Information and Communication Technology</b>
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**Course Objectives:**

The main objective of the course is to teach the students' understanding and skills in using, and applying technology to solve problems and enhance various aspects of life and work. It includes assembling hardware, installing software, preparing PPT slides, and producing Word and Excel documents.

**Course Learning Outcomes:** The student will be able to:

<b>CLO-1</b>	Learn assembling hardware
<b>CLO-2</b>	Prepare, edit and print word documents and excel
<b>CLO-3</b>	Prepare power point presentation.
<b>CLO-4</b>	Access information from e-mail
<b>CLO-5</b>	Installation of anti-virus software
<b>CLO-6</b>	Data collection, Prediction using AI, ML, Data Analytics

**List of Experiments**

<b>CLO Addressed</b>	<b>Unit</b>	<b>Experiments</b>	<b>Teaching Learning Approach</b>
<b>CLO-1</b>	1-4	<ul style="list-style-type: none"> <li>• Assemble different hardware</li> <li>• Install different software</li> <li>• Operate the computer - Drive, folder and file management</li> <li>• Maintenance</li> </ul>	Lab and Hands-on Practice
<b>CLO-2</b>	3	<p><b>Word</b></p> <ul style="list-style-type: none"> <li>• Prepare a Word document on a specific topic (e.g. routine, question paper, CV, reports, applications)</li> <li>• Formatting the document (Alignment, table, border, watermark, etc.), e.g., newspaper article, academic report, or documentation used in daily life, book, poster</li> <li>• Print documents with different paper and printers</li> </ul>	Lab and Hands-on Practice
<b>CLO-2</b>	4	<p><b>Excel</b></p> <ul style="list-style-type: none"> <li>• Prepare a grade sheet</li> <li>• Prepare a family expenditure</li> <li>• Prepare a business expenditure report</li> <li>• Prepare payroll management, with a report</li> <li>• Create graphs on the given data</li> </ul>	Lab and Hands-on Practice

		<ul style="list-style-type: none"> <li>• Print Excel files</li> </ul>	
<b>CLO-3</b>	5	<b>Power point</b> <ul style="list-style-type: none"> <li>• Prepare an academic presentation on a specific topic.</li> <li>• Formatting the slides &amp; using different tools.</li> <li>• Apply animation and transition</li> <li>• Print PPT files in different modes: Hand note, Slides shorter, outline</li> </ul>	Lab and Hands-on Practice
<b>CLO-4</b>	6	<ul style="list-style-type: none"> <li>• Install antivirus software, e.g., Norton Antivirus, McAfee, Kaspersky, Avast.</li> </ul>	Lab and Hands-on Practice
<b>CLO-5</b>	7	<ul style="list-style-type: none"> <li>• Use of email</li> <li>• Access information from the internet, use a search engine.</li> <li>• Use of virtual drive for collaboration</li> <li>• Google Meet, Zoom</li> </ul>	Lab and Hands-on Practice
<b>CLO-6</b>	8	<ul style="list-style-type: none"> <li>• Data Collection and Visualization</li> <li>• Simple Prediction Using Trend lines</li> </ul>	Lab and Hands-on Practice

#### List of Books

Comer, D. E. (2018). *The internet book: Everything you need to know about computer networking and how the internet works* (5th ed.). Chapman and Hall/CRC Press.

Lambert, J., & Frye, C. (2015). *Microsoft Office 2016 step by step*. Microsoft Press.

<b>Paper Code</b>	<b>212601</b>	<b>Marks:100</b>	<b>Credits: 4</b>	<b>Class Hours: 60</b>
<b>Paper Title</b>	<b>Principles of Management</b>			

<b>Course Description</b>	This course is designed to introduce to the learners of management department as a core course that describes the management functions in the business enterprise. This course is designed by addressing the fundamental management strategies that helps to get strategic position over the competitive market.													
<b>Rationale</b>	Principles of Management provides the knowledge about the managing required actions, organizing, leading and evaluating while managing an organization through vision and mission. The course is significant towards developing managing capabilities that will lead the learners towards becoming efficient decision maker.													
<b>Course Objectives</b>	<p>The principal objective of this course is to convey the fundamental knowledge of management to students. The specific objectives of this course are to:</p> <ol style="list-style-type: none"> <li>1) understand the basic principles, functions, concepts and dynamics of management.</li> <li>2) apply these principles and tools in case analysis and to practical business decision making situations.</li> <li>3) integrate the concepts/techniques learned through application in the preparation of a comprehensive plan.</li> <li>4) appreciate and learn more about management as a career.</li> </ol>													
<b>Course Learning Outcomes (CLOs)</b>	<p>On satisfying the requirements and successful completion of this course, students will be able to:</p> <table border="1" data-bbox="379 1196 1414 1711"> <tr> <td data-bbox="379 1196 523 1285"><b>CLO-1</b></td> <td data-bbox="523 1196 1414 1285">Define and explain key management concepts, principles, and functions.</td> </tr> <tr> <td data-bbox="379 1285 523 1375"><b>CLO-2</b></td> <td data-bbox="523 1285 1414 1375">Analyze internal and external environmental factors using tools like SWOT and PEST.</td> </tr> <tr> <td data-bbox="379 1375 523 1464"><b>CLO-3</b></td> <td data-bbox="523 1375 1414 1464">Apply MBO, planning techniques, and strategic tools to management scenarios.</td> </tr> <tr> <td data-bbox="379 1464 523 1554"><b>CLO-4</b></td> <td data-bbox="523 1464 1414 1554">Demonstrate effective managerial decision-making processes in case-based scenarios.</td> </tr> <tr> <td data-bbox="379 1554 523 1644"><b>CLO-5</b></td> <td data-bbox="523 1554 1414 1644">Compare and contrast leadership styles and motivation theories in an organizational setting.</td> </tr> <tr> <td data-bbox="379 1644 523 1711"><b>CLO-6</b></td> <td data-bbox="523 1644 1414 1711">Develop controlling strategies to effectively manage the organization.</td> </tr> </table>		<b>CLO-1</b>	Define and explain key management concepts, principles, and functions.	<b>CLO-2</b>	Analyze internal and external environmental factors using tools like SWOT and PEST.	<b>CLO-3</b>	Apply MBO, planning techniques, and strategic tools to management scenarios.	<b>CLO-4</b>	Demonstrate effective managerial decision-making processes in case-based scenarios.	<b>CLO-5</b>	Compare and contrast leadership styles and motivation theories in an organizational setting.	<b>CLO-6</b>	Develop controlling strategies to effectively manage the organization.
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<b>CLO-3</b>	Apply MBO, planning techniques, and strategic tools to management scenarios.													
<b>CLO-4</b>	Demonstrate effective managerial decision-making processes in case-based scenarios.													
<b>CLO-5</b>	Compare and contrast leadership styles and motivation theories in an organizational setting.													
<b>CLO-6</b>	Develop controlling strategies to effectively manage the organization.													

<b>SL/No.</b>	<b>Contents</b>	<b>Teaching Methods</b>	<b>CLOs</b>
<b>01</b>	<b>Introduction to Management</b> Introduction to Management: Definitions, nature, principles, functions, roles, skills of managers, Levels of management, types of managers, productivity, performance	<b>Interactive Lecture</b>	<b>CLO-1</b>
<b>02</b>	<b>Analyzing Business Environment</b> Organizational Environment: Internal and external environment, SWOT, PEST, International Environment and Managing Environmental Change	<b>Group Work</b>	<b>CLO-2</b>
<b>03</b>	<b>Objectives</b> Vision, Mission, Goals, MBO process, benefits/limitations	<b>Story Telling</b>	<b>CLO-3</b>
<b>04</b>	<b>Planning</b> Definition, Types, steps, tools and techniques, strategic planning	<b>Case Study</b>	<b>CLO-3</b>
<b>05</b>	<b>Decision Making</b> Nature, process, DSS, factors in decision-making	<b>Problem Solving</b>	<b>CLO-4</b>
<b>06</b>	<b>Organizing</b> Structure, span of control, departmentalization, delegation, Centralization vs. decentralization, committees, coordination	<b>Reading</b>	<b>CLO-3</b>
<b>07</b>	<b>Leadership</b> Leadership, Leadership Styles, Autocratic, Democratic, Laissez-Faire	<b>Group Work</b>	<b>CLO-5</b>
<b>08</b>	<b>Motivation</b> Motivation, Motivation Theories with Criticism, Relationship of Creativity and Innovation with Motivation	<b>Role Playing</b>	<b>CLO-5</b>
<b>09</b>	<b>Controlling</b> Process, types, techniques, Effective control systems, feedback loops, control requirements, Integration and Review, Real-life application of concepts	<b>Role Playing</b>	<b>CLO-6</b>

<b>Alignment of CLOs VS PLOs</b>	<b>Mapping of Course Learning Outcomes to Program Learning Outcomes:</b>								
	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	✓							
<b>Learning Materials</b>	<b>List of Books</b>								
	<p>Griffin, R. W. (2005). <i>Management</i>. A.I.T.B.S. Publishers and Distributor.</p> <p>Koontz, H., &amp; Wehrich, H. (1988). <i>Management</i>. Mc. Graw-Hill Book Com.</p>								

<b>Paper Code</b>	<b>212603</b>	<b>Marks:100</b>	<b>Credits: 4</b>	<b>Class Hours: 60</b>
<b>Paper Title</b>	<b>Business Environment and Sustainability</b>			

<b>Course Description</b>	The Business Environment course provides students with a comprehensive understanding of the dynamic and complicated business environment. It examines the numerous economic, political, social, technological, and legal elements that influence businesses. Students will obtain a broad understanding of how businesses respond to environmental issues and opportunities, and of business sustainability in the competitive environment. By evaluating case studies from the real world and participating in class discussions, students will obtain vital insights into the dynamic relationship between firms and their environments. This course carries <b>4 credits</b> and <b>60 hours</b> of effective teaching in 30 weeks.
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<b>Rationale</b>	To introduce business and the economic environment within which it operates, which has an increasingly important influence as free market policies are pursued worldwide. Important economic principles will be explained and applied to provide convincing explanations of current economic and business events. The consideration of issues relating to policy towards business will encourage the development of student's judgmental skills. In addition, the concepts and knowledge learnt in this course will provide a firm basis for the study of business strategy in future courses.
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<b>Course Objectives</b>	This course's major purpose is to equip students with the knowledge and analytical abilities required to appreciate the various dynamics that shape the corporate environment and sustain in the competitive environment. Students should be able to identify the impact of external factors on business operations and develop effective strategies for adapting to and thriving in varied contexts by the end of the course.
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<b>Course Learning Outcomes (CLOs)</b>	At the end of this course, the students will be able to –	
	<b>CLO-1</b>	Identify and explain the key components of the business environment, including economic, political, social, technological, and legal factors.
	<b>CLO-2</b>	Analyze the influence of macroeconomic factors (such as GDP, inflation, and unemployment) on business decisions and performance.
	<b>CLO-3</b>	Evaluate the impact of global market dynamics and international trade policies on business operations and expansion strategies.
	<b>CLO-4</b>	Interpret the role of government regulations, ethical considerations, and corporate social responsibility in shaping business behavior.
	<b>CLO-5</b>	Develop strategic recommendations for businesses to effectively adapt and respond to changes in the business environment.

Course Contents	Course Contents		Teaching Methods	CLOs
	1.	<b>Introduction to Business Environment</b> Understanding the concept and significance of the business environment, Factors influencing the business environment-economic, political, social, technological, and legal.	Lecture	CLO-1
	2	<b>Macroeconomic Factors and Business</b> Analysis of key macroeconomic indicators and their impact on business decisions, Business cycles and their implications for strategic planning.	Case Study and Group Work	CLO-2
	3.	<b>Globalization and International Trade</b> Exploring the effects of globalization on businesses, Understanding international trade policies and their influence on business operations.	Lecture and group work	CLO-3
	4.	<b>Legal and Ethical Dimensions of Business</b> Government regulations and their impact on business practices, Ethics and corporate social responsibility in business decision-making.	Lecture and Role Playing	CLO-4
	5.	<b>Adapting to the Business Environment</b> Strategies for businesses to navigate dynamic environments, Case studies of successful and failed adaptations to environmental changes.	Lecture	CLO-1
	6.	<b>Emerging Technologies and Disruptive Innovation</b> Analyzing the role of technology in shaping the business landscape, Understanding the impact of disruptive innovation on established industries.	Problem solving	CLO-5
	4.	<b>Sustainability and Environmental Challenges</b> Assessing the importance of sustainable practices for businesses, Understanding the challenges posed by environmental factors on business sustainability.  <b>Business Environment and Stakeholder Analysis</b> Identifying and analyzing key stakeholders and their influence on business	Case Study and Problem Solving	CLO-4 CLO-5

		operations, Stakeholder engagement and management strategies.		
	5.	<p><b>Business Environment in the Digital Age</b> Exploring the impact of digital transformation on businesses, Strategies for leveraging technology to gain a competitive advantage.</p> <p><b>Wrap-up and Future Trends</b> Recapitulation of key concepts from the course, Discussion on emerging trends likely to shape the future business environment.</p>	<b>Group Work and Presentation</b>	<b>CLO-4 CLO-5</b>

		<b>Mapping of Course Learning Outcomes to Program Learning Outcomes:</b>							
<i>Alignment of CLOs VS PLOs</i>	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			✓					

<i>Learning Materials</i>	<b>List of Books</b>
	Kew, J., & Stredwick, J. (2008). <i>Business Environment: Managing in a Strategic Context</i> (2 <sup>nd</sup> ed.). Kogan Page.
	Paul, J. (2018). <i>Business Environment</i> (4th ed.). McGraw Hill India.
	Saleem, S. (2020). <i>Business Environment</i> . Pearson India.

<b>Paper Code</b>	<b>212605</b>	<b>Marks:100</b>	<b>Credits: 4</b>	<b>Class Hours: 60</b>								
<b>Paper Title</b>	<b>Introduction to Business</b>											
<b>Course Description</b>	Introduction to Business is an introductory course for the undergraduate students of the BBA program of Management department, which is designed to give an elementary idea about business. This course carries <b>4 credits</b> and <b>60 hours</b> of effective teaching in 30 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.											
<b>Rationale</b>	The course <i>Introduction to Business</i> is designed to provide a basic understanding of business, management to the students. The course is designed to build a strong foundation of business arena among the students to help them to do better in the higher courses and also complete their under-graduation degree in Management. With this strong base, students from different disciplines will be able to perform accordingly in the following courses.											
<b>Course Objectives</b>	The principal objective of this course is to convey the fundamental knowledge of business to students. The specific objectives of this course are to: <ol style="list-style-type: none"> <li>1) have a complete idea of business in a holistic manner;</li> <li>2) be familiar with all of the characteristics and factors of business, as well as the economic environments in which they operate;</li> <li>3) be able to apply what you've learned in real-world situations;</li> <li>4) use examples from current events, as well as more formal case studies, to apply, illustrate, and discuss different aspects of business.</li> </ol>											
<b>Course Learning Outcomes (CLOs)</b>	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to- <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;"><b>CLO-1</b></td> <td>Identify the related environments of business and economic systems, international business, social responsibility, and business ethics</td> </tr> <tr> <td><b>CLO-2</b></td> <td>Recognize the different forms of business organizational structure, entrepreneurship, small business, business operations, and marketing concepts.</td> </tr> <tr> <td><b>CLO-3</b></td> <td>Explain start process and identify financial Institutions in Bangladesh</td> </tr> <tr> <td><b>CLO-4</b></td> <td>Justify ethical standard of business and business combination process to gain strategic position over competitive market.</td> </tr> </table>				<b>CLO-1</b>	Identify the related environments of business and economic systems, international business, social responsibility, and business ethics	<b>CLO-2</b>	Recognize the different forms of business organizational structure, entrepreneurship, small business, business operations, and marketing concepts.	<b>CLO-3</b>	Explain start process and identify financial Institutions in Bangladesh	<b>CLO-4</b>	Justify ethical standard of business and business combination process to gain strategic position over competitive market.
<b>CLO-1</b>	Identify the related environments of business and economic systems, international business, social responsibility, and business ethics											
<b>CLO-2</b>	Recognize the different forms of business organizational structure, entrepreneurship, small business, business operations, and marketing concepts.											
<b>CLO-3</b>	Explain start process and identify financial Institutions in Bangladesh											
<b>CLO-4</b>	Justify ethical standard of business and business combination process to gain strategic position over competitive market.											

<i>Course Contents</i>	<b>Course Contents</b>		<b>Teaching Methods</b>	<b>CLOs</b>
	<b>1.</b>	<b>Concepts in Business</b> Meaning and Definition of Business-Functions, Characteristics and Nature of Business-Components of Business-Pre-Requisites of Business-Owner of a business-The Payoff of Business ownership, The Winning hand of Ownership, Characteristics of successful Business Owner, Form of Business Ownership in Bangladesh, One Person Company.	<b>Interactive Lecture and Q/A</b>	<b>CLO-1</b>
	<b>2.</b>	<b>Sole Proprietorship</b> Meaning and Definition-Characteristics and Nature of Sole Proprietorship-Advantages and Disadvantages-Formation of Sole Proprietorship.	<b>Story Telling</b>	<b>CLO-1</b>
	<b>3.</b>	<b>Partnership</b> Meaning and Definition-Characteristics and Nature of Sole Proprietorship-Advantages and Disadvantages-Kinds of Partners and Partnership-Partnership Agreement-Provision of Partnership Deed-Rights and Duties of Partners-Liabilities of Partners-Formation of partnership-Dissolution of Partnership Firm.	<b>Group Work and Presentation</b>	<b>CLO-2</b>
	<b>4.</b>	<b>Joint Stock Companies (JSC)</b> Meaning and Definition-Characteristics and Features of JSC-Advantages and Disadvantages of JSC-Public Vs. Private Limited Company-Formation of a JSC in Bangladesh-Legal Documents Issued by A Company: Memorandum, Articles, Prospectus-Company Meeting: Shareholders' Meetings, Directors' Meeting-Share Capital-Winding up of Company, Public Limited Company (PLC)	<b>Group Work and Presentation</b>	<b>CLO-2</b>
	<b>5.</b>	<b>Cooperative Society</b> Meaning and Definition-Principles and Characteristics of Cooperative-Advantages and Disadvantages of Cooperative-Types of Cooperative Society-Formation of Cooperative Society in Bangladesh-Winding	<b>Group Work and Presentation</b>	<b>CLO-2</b>

		up of Cooperative Society.								
	<b>6.</b>	<b>State Enterprises</b> Meaning and Definition-Historical Background of State Enterprises-Importance, Successes and Failures of State Enterprises-Proposals for Improvement.	<b>Case Study and Presentation</b>	<b>CLO-2</b>						
	<b>7.</b>	<b>Franchising</b> Meaning and Definition-Factors influencing Franchising-Types of Franchising Agreement. Pros and cons of franchising.	<b>Case Study and Presentation</b>	<b>CLO-2</b>						
	<b>8.</b>	<b>Business Start-Up</b> Identifying Startup Ideas, Creating a New Business from Search, Finding Startup Ideas, Using Internal and External Analysis to evaluate and opportunity, Selecting Strategies that capture opportunities.	<b>Group Work and Presentation</b>	<b>CLO-3</b>						
	<b>9.</b>	<b>Financial Markets and Institutions in Bangladesh</b> Bank, Non-Banking Financial Institutions, Micro Finance Institute, Insurance, Stock Exchanges.	<b>Lecture</b>	<b>CLO-3</b>						
	<b>10.</b>	<b>Business combination and integration</b> Types-Levels-Internal and external integration- Advantages and disadvantages-Growth of MNCs and EPZs in Bangladesh.	<b>Lecture</b>	<b>CLO-4</b>						
	<b>11.</b>	<b>Business Ethics</b> Definition, Significance, Root Causes of Unethical Behavior, Steps to Ensure Ethical Behavior.	<b>Lecture</b>	<b>CLO-4</b>						
<i>Alignment of CLOs VS PLOs</i>	<b>Mapping of Course Learning Outcomes to Program Learning Outcomes:</b>									
		<b>PLOs</b>	<b>PLO-1</b>	<b>PLO-2</b>	<b>PLO-3</b>	<b>PLO-4</b>	<b>PLO-5</b>	<b>PLO-6</b>	<b>PLO-7</b>	<b>PLO-8</b>
	<b>CLO-1</b>							✓	✓	
	<b>CLO-2</b>					✓	✓			
	<b>CLO-3</b>	✓		✓						
<b>CLO-4</b>		✓		✓						
<i>Learning</i>	<b>List of Books</b>									

<b>Materials</b>	<p>Madura, J. (2021). <i>Financial Markets &amp; Institutions</i> (13th ed.). Higher Education Press.</p> <p>Nickels, W. G., McHugh, S., &amp; McHugh, J. (2021). <i>Understanding Business</i>. McGraw-Hill.</p> <p>Skinner, S. J., &amp; Ivancevich, J. M. (1992). <i>Business for the 21st Century</i>. R.D. Irwin.</p> <p>Stab, J. T., &amp; Attner, R. F. (2009). <i>Introduction to Business</i>. PWS-Kent.</p>
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<b>Paper Code</b>	<b>212607</b>	<b>Marks:100</b>	<b>Credits: 4</b>	<b>Class Hours: 60</b>
<b>Paper Title</b>	<b>Business Communication</b>			
<b>Course Description</b>	Business Communication is an elective course for the undergraduate students of the BBA program of the Management department, which carries 4 credits and 60 hours of effective teaching in 30 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.			
<b>Rationale</b>	Communication is essential in business as in other spheres of life. In every business activity it requires human beings to interact and react, that is to communicate. Communication acts as a basis of information to the whole organization. Business communication is a fundamental course for business graduates around the world. It is necessary to understand the concept of formal and informal communication in the workplace. It is through communication that any organization becomes an open system interacting with its environment. The course may enrich students' knowledge about different types of communication and uses in different situations.			
<b>Course Objectives</b>	<p>The principal objective of this course is to convey the fundamental knowledge of business communication to students.</p> <p>The specific objectives of this course are to:</p> <ol style="list-style-type: none"> <li>1) To understand different aspects/mechanism of communication.</li> <li>2) To understand its scope and importance in business, and the role of communication and communication principles.</li> <li>3) To know what the most common barriers to successful business communication are and how they can be overcome.</li> <li>4) To learn the effective ways of communication and methods of communication.</li> <li>5) To develop the student's capability of writing English competently,</li> </ol>			

	<p>accurately and appropriately in variety of managerial communication scenarios.</p> <p>6) To apply communication skills as a foundation for personal development as well as achieve better result and attain organizational goal through effective communication.</p>
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On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to:

<b>Course Learning Outcomes (CLOs)</b>	<b>Course Learning Outcomes:</b>	
	Upon successful completion of the course a student will be able to:	
	<b>CLO-1</b>	Understand effective ways of communication and its scope and in business, and the role of communication.
	<b>CLO-2</b>	Demonstrate critical and innovative thinking and increase compet written, and visual communication.
	<b>CLO-3</b>	Develop the communication and problem-solving skills requ workplace.
	<b>CLO-4</b>	Identify the opportunities in the field of communication.
	<b>CLO-5</b>	Apply ideas accurately in written and spoken formats thro language proficiency.

<b>Course Contents</b>	<b>Course Contents</b>		<b>Teaching Methods</b>	<b>CLOs</b>
	<b>1.</b>	<b>Introduction to Communication</b> Definition of Communication, Scope, process, steps, functions, importance and models of communication.	<b>Lecture</b>	<b>CLO1</b>
	<b>2.</b>	<b>Classification &amp; Methods of Communication</b> Horizontal and Vertical Communication, upward and downward communication, Formal and informal communication, mass communication, Grapevine: How the grapevine operates, importance & limitations of grapevine, how to use the grapevine effectively, barriers to communication, communication problems in Bangladesh.	<b>Group Discussion</b>	<b>CLO2</b> <b>CLO3</b>
	<b>3.</b>	<b>Media of communication</b> Oral communication, purpose, Merits & limitation, written communication, Aerial communication, visual and audio visual communication, two-way and one way communication, Gesture, Nods, Body language, Face to face conversation, Interviews, Meeting. Telephonic conversation, limitations, Dos and Dents in oral communication.	<b>Case Study</b>	<b>CLO3</b> <b>CLO5</b>

	4.	<b>Principles of Effective communication</b> The seven c's of Effective communication, Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness	<b>Story Telling</b>	<b>CLO1</b> <b>CLO4</b>
	5.	<b>Effective meeting</b> Preparation, Conduction, strategy and follow up-Agenda Minutes-Effective versus Ineffective groups.	<b>Lecture</b>	<b>CLO1</b> <b>CLO5</b>
	6.	<b>Technology and Business Communication</b> Role, Effects and Advantages of Technology in Business Communication e.g. Email, Text Messaging, Instant Messaging and Modern Techniques Like, Video Conferencing, Social Networking. Strategic Importance of E-Communication, Goggle workplace.	<b>Documents Presentation</b>	<b>CLO3</b> <b>CLO4</b>
	7.	<b>Communication through letters</b> Application and resumes, Cover letter, employment letter, interviews and joining, Resignation letter, Inquiry letter, Reply to Inquiry letter, order letter, complaint letter, Collection letter, claim letter, regret and apology letter.	<b>Documents Review</b>	<b>CLO2</b> <b>CLO5</b>
	8.	<b>Communication through memorandum and reports</b> Types of reports, purpose, Determining the factors, Gathering the information needed, Interpreting the findings, Writing the report, scope and preparation of reports, pattern of report, forms of shorter report and the longer report, The long analytical report, memorandum-meaning, functions, Importance, uses, procedures of writing memorandum.	<b>Lecture</b>	<b>CLO3</b> <b>CLO5</b>
	9.	<b>Report Writing</b> Identify the Types of Reports, Define the Basic Format of a Report, Identify the Steps of Report Writing, Write a Report Meeting the Format Requirements, Determine the Process of Writing a Report, Importance of Including Visuals such as Tables, Diagrams and Charts in Writing Report, Apply Citation Rules (APA Style Documentation) in Reports.	<b>Practical</b>	<b>CLO3</b> <b>CLO5</b>

<b>Alignment of CLOs VS PLOs</b>	<b>Mapping of Course Learning Outcomes to Program Learning Outcomes:</b>								
	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							✓	
<b>Learning Materials</b>	<p><b>List of Books</b>  Batty, R., &amp; Kay, F. G. (1987). <i>Business Communication Systems and Application</i>. Wiley.</p> <p>Bovee, C. L., &amp; Thill, J. V. (2016). <i>Business Communication Today</i>. Pearson Education.</p> <p>Lesikar, R. V., Flatley, M. E., Rentz, K., &amp; Pande, N. (2009). <i>Business Communication</i>. Tata McGraw Hill.</p> <p>Murphy, H. (2008). <i>Effective Business Communication</i>. Tata McGraw Hill Education Private Limited.</p>								

<b>Paper Code</b>	<b>213711</b>	<b>Marks:100</b>	<b>Credits: 4</b>	<b>Class Hours: 60</b>
<b>Paper Title</b>	<b>Business Mathematics</b>			
<b>Course Description</b>	Business Mathematics is an elementary course for the undergraduate students of the BBA (Honors) program of Management department of National University, Bangladesh which carries 4 credits and 60 hours of effective teaching in 30 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.			
<b>Rationale</b>	This course will help to review the fundamental mathematical skills such as algebra and other mathematical techniques is urgent and essential in order to solve quantitative problems encountered in business. The rationale of this course is to develop quantitative skills, which help students to extract analytical models from theoretical and empirical studies.			
<b>Course Objectives</b>	The purpose of this course is to provide students with basic mathematical skills useful in solving real-life business problems. The course involves concept understanding, problem formulation and solution, quantifying and graphing application in the areas of business mathematics. Specifically, students are to use a teamwork approach, applying mathematical tools to obtain quantitative information that is relevant to business decisions. Hence, the primary objective of Business Mathematics-I is to prepare students for subsequent work in the Business College and for their future careers in business. For this reason, all aspects of the program follow business practices and use common tools of the business world.			
<b>Course Learning Outcomes (CLOs)</b>	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-			
	<b>CL0-1</b>	Develop the prerequisite knowledge and mathematical skills necessary to undertake higher level courses which have a quantitative focus.		
	<b>CL0-2</b>	Develop knowledge about number system, sets and multiplication problems.		
	<b>CL0-3</b>	Analyze logarithmic equations, indices and surds, Matrices and Determinants and apply into real world problems. Solve business math problems using equations		
	<b>CL0-4</b>	Solve problems regarding permutation counting; apply Straight Lines, Mathematics of Finance, permutations and combinations to business problems.		

<i>Course Contents</i>	<b>Course Contents</b>		<b>Teaching Methods</b>	<b>CLOs</b>	
	<b>1.</b>	<b>Number System</b> Introduction, Real Number Systems, Absolute Value of a Number, Special Properties of Zero. Fractions, Complex and Imaginary Number, Sequence and Series, Sigma Notation, Principles of Mathematical Indication, Sum of Natural Number, Relations and Functions, Business Application.	<b>Lecture</b>	<b>CLO-1</b>	<b>CLO-2</b>
	<b>2.</b>	<b>Indices and Logarithms</b> Introduction, Index and Base of a Number, Law of Indices, Meaning of $a^m$ Positive and Fractional Indices, Operation with Power Functions. Logarithm, Anti-Logarithm, Laws of Logarithms, Common Logarithm, Natural Logarithm, Characteristics and Mantissa.	<b>Group Work</b>	<b>CLO-3</b>	
	<b>3.</b>	<b>Theory of Sets</b> Definition of a Set, Methods of Describing a Set, Types of Sets, Operation on Sets, Venn Diagram, De-Morgan's Laws, Cartesian Product of Two Sets, Business Applications.	<b>Group Work</b>	<b>CLO-2</b>	
	<b>4.</b>	<b>Linear and Quadratic Equations</b> <i>Linear Equations:</i> Equation and Identity, Linear Equations, Degree of an Equation, Solution of an Equation, Linear Simultaneous Equations with Two Variables, Linear Inequalities, Business Applications. <i>Quadratic Equations:</i> Nature of the roots of a Quadratic Equation, Relationship between Roots and Coefficients of a Quadratic Equation, Formation of Quadratic Equation with Given Roots. Business Application.	<b>Problem Solving</b>	<b>CLO-1</b>	<b>CLO-3</b>
	<b>5.</b>	<b>The Straight Lines</b> Abscissa and Ordinate of a Point, Rectangular Coordinates, Distance Between Two Points, Coordinates of Mid-Point, Division or Section Formula, Centroid of a Triangle, Area of a Triangle, Polar Coordinates, Relation between Polar and Cartesian Coordinates of a Point, Straight Line and Standard form of Its Equations, General Equation of a Straight Line, Intersection of Two Straight Lines, Condition	<b>Interactive Lecture</b>	<b>CLO-4</b>	

		for Concurrent of the Three Straight Lines, Angle between Two Straight Lines, Equation of a straight line passing through two points, Cost equation, Business Applications.			
	<b>6.</b>	<b>Permutations and Combinations</b> Fundamental Principles of Permutations, Permutations of Things which are and are not All Different, Circular Permutations. Combinations, Relations, Relation between Permutation and Combination, Business Applications.	<b>Group Work</b>	<b>CLO-4</b>	
	<b>7.</b>	<b>Mathematics of Finance</b> Interest, Simple Interest, Compound Interest, Nominal and Effective Rates of Interest, Continuous Compounding, Discounting, Depreciation, Annuity, Derivation of Different Types of Annuity, Amortization and Sinking Funds, Business Applications.	<b>Group Work</b>	<b>CLO-4</b>	
	<b>8.</b>	<b>Matrices and Determinants</b> Definition of a Matrix, Types of Matrices, Algebra of Matrices, Inverse of a Square Matrix, Solving System of Linear Equations by Matrix Method, Determinants of a Square Matrix, Cramer's Rule to Solve System of Linear Equations.	<b>Interactive Lecture</b>	<b>CLO-3</b>	

		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
<i>Alignment of CLOs VS PLOs</i>	CLO-1					✓			✓
	CLO-2	✓	✓						
	CLO-3		✓		✓		✓		
	CLO-4	✓						✓	
	CLO-5			✓					

<b>Learning Materials</b>	<p><b>List of Books</b></p> <p>Bowen, E. K., Prichett, G. D., &amp; Saber, J. C. (1987). <i>Mathematics with Applications in Management and Economics</i> (Irwin series in management and the behavioral sciences). Irwin Professional Publishing.</p> <p>Islam, M.R., &amp; Gani, M.O. (2017). <i>Business mathematics</i> (5th ed.). Dhaka, Bangladesh: CBO Publications.</p> <p>Sanchetti, D. C., &amp; Kapoor, V. K. (1982). <i>Business Mathematics</i>. S. Chand and Company Ltd.</p>
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PROVISIONAL

<b>Paper Code</b>	<b>212213</b>	<b>Marks:100</b>	<b>Credits: 4</b>	<b>Class Hours: 60</b>
<b>Paper Title</b>	<b>Microeconomics</b>			
<b>Course Description</b>	Microeconomics is a core course for the undergraduate students of the BBA program under management department, which carries 4 credits and 60 hours of effective teaching in 30 weeks. The course grades will be assessed through participation, group discussion, class presentations, quiz, assignments, two midterms, and comprehensive examinations. This is an elementary-level course for applying the economics concept in the field of business.			
<b>Rationale</b>	Today microeconomics occupies a very important place in the study of economic theory. It is an important method of economic analysis, which Professor Keynes regards as “ <i>a necessary part of one’s apparatus of thought</i> ”. It is microeconomics that tells us how a free market economy with its millions of consumers and producers work to decide about the allocation of productive resources among the thousands of goods and services.			
<b>Course Objectives</b>	The purpose of this course is to provide you with a basic understanding of the principles of microeconomics. At its core, the study of economics deals with the choices and decisions that have to be made in order to manage scarce resources available to us. Microeconomics is the branch of economics that pertains to decisions made at the individual level, i.e. by individual consumers or individual firms, after evaluating resources, costs, and tradeoffs. When we talk about “the economy,” then, we are referring to the marketplace or system in which these choices interact with one another. In this course, we will learn how and why these decisions are made and how they affect one another in the economy. Each of the following units has been designed as a building block, where the concepts you learn in one unit will enable you to understand the material you discover in the next. By the end of this course, you will have a strong grasp on the major issues that face micro economists, including consumer and producer behavior, the nature of supply and demand, the different kinds of markets and how they function, and the welfare outcomes of consumers and producers. You will also be able to apply the formal principles you learn to real world issues.			
<b>Course Learning Outcomes (CLOs)</b>	Upon successful completion of the course a student will be able to:			
	<b>CLO-1</b>	Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of a good produced.		

	<b>CLO-2</b>	Represent demand, in graphical form, including the downward slope of the demand curve and what shifts the demand curve.
	<b>CLO-3</b>	Understand the links between production costs and the economic models of supply, Represent supply, in graphical form, including the upward slope of the supply curve and what shifts the supply curve.
	<b>CLO-4</b>	Understand the efficiency and equity implications of market interference, including government policy.
	<b>CLO-5</b>	Understand how different degrees of competition in a market affect pricing and output and apply economic reasoning to individual and firm behavior.

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<i>Course Contents</i>	<b>Course Contents</b>		<b>Teaching Methods</b>	<b>CLOs</b>
	<b>1.</b>	<b>The Central Concepts of Economics</b> Why Study Economics? The Three Problem of Economic Organization, Society's Technological Possibilities	<b>Lecture</b>	<b>CLO-1</b>
	<b>2.</b>	<b>The Modern Mixed Economy</b> The Market Mechanism, Trade, Money, and Capital, The Visible Hand of Government	<b>Group Work and Presentation</b>	<b>CLO-1</b>
	<b>3.</b>	<b>Basic Elements of Supply and Demand</b> The Demand Schedule, The Supply Schedule, Equilibrium of Supply and Demand	<b>Lecture.</b>	<b>CLO-2</b>
	<b>4.</b>	<b>Supply and Demand: Elasticity and Applications</b> Price Elasticity of Demand and Supply, Applications to Major Economic Issues	<b>Case Study</b>	<b>CLO-2</b>
	<b>5.</b>	<b>Economic Theory of Consumer Behavior</b> Reasons for Consumption- Principles of diminishing marginal utility indifference curves- Budget constraint- Utility maximization and consumer equilibrium.	<b>Reading</b>	<b>CLO-2</b>
	<b>6.</b>	<b>Production and Business Organization</b> Theory of Production and Marginal Products, Business Organizations	<b>Problem Solving</b>	<b>CLO-3</b>
	<b>7.</b>	<b>Analysis and costs</b> Economic Analysis of Costs, Economic Costs and Business Accounting, Opportunity Costs	<b>Case Study</b>	<b>CLO-3</b>
	<b>8.</b>	<b>Analysis of Perfectly Competitive Markets</b> Supply Behavior of the Competitive Firm, Supply Behavior in Competitive Industries, Special Cases of Competitive Markets, Efficiency and Equity of Competitive Markets	<b>Group Work and Presentation</b>	<b>CLO-5</b>

	<b>9.</b>	<b>Imperfect Competition and Monopoly</b> Patterns of Imperfect Competition, Monopoly Behavior	<b>Lecture</b>	<b>CLO-5</b>
	<b>10.</b>	<b>Competition Among The Few</b> Behavior of Imperfect Competitors, Game Theory, Public Policies to Combat Market Power	<b>Lecture</b>	<b>CLO-5</b>
	<b>11.</b>	<b>The Labor Market</b> Fundamentals of Wage Determination, Labor Market Issues and Policies	<b>Reading</b>	<b>CLO-4</b>
	<b>12.</b>	<b>Government Taxation and Expenditure</b> Government Control of the Economy, Government Expenditures, Economic Aspects of Taxation	<b>Research Paper Reading</b>	<b>CLO-4</b>

**Mapping of Course Learning Outcomes to Program Learning Outcomes:**

<b>Alignment of CLOs VS PLOs</b>	<b>Mapping of Course Learning Outcomes to Program Learning Outcomes:</b>								
		<b>PLO-1</b>	<b>PLO-2</b>	<b>PLO-3</b>	<b>PLO-4</b>	<b>PLO-5</b>	<b>PLO-6</b>	<b>PLO-7</b>	<b>PLO-8</b>
	<b>CLO-1</b>							✓	
	<b>CLO-2</b>	✓							✓
	<b>CLO-3</b>		✓				✓		
	<b>CLO-4</b>					✓		✓	
<b>CLO-5</b>			✓	✓					

<b>Learning Materials</b>	<p><b>List of Books</b></p> <p>Dewett, K. K. (2010). <i>Modern Economic Theory</i>. New Delhi.</p> <p>Lovewell, M. (2023). <i>Understanding Economics</i> (9th ed.). McGraw Hill Ryerson.</p> <p>Samuelson, P., &amp; Nordhaus, W. (2009). <i>Economics</i> (19th ed.). McGraw-Hill Book Company.</p>
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