



CHITTAGONG INDEPENDENT UNIVERSITY

BBA OBE Curricula Synopsis

Effective From Spring - 2023

GENERAL EDUCATION/FOUNDATION COURSES (36 Credits)

Communication Skills			6
1.	ENG-0114-101	Listening and Speaking Skills	3
2.	ENG-0114-102	English Reading Skills	3
3.	BUS-0114-105	Business Communication	3
4.	ENG-0114-106	Advanced English Skills	3
Computer & IT Skills			3
1.	CAB- 0611-101	Computer Applications in Business	3
2.	DTB-0613-101	Digital Transformation in Business	3
Numeracy			6
1.	BUS-0542-211	Business Statistics	3
2.	MAT-0021-101	Intermediate Mathematics	3
Natural Sciences			3
1.	ENV-0521-111	Introduction to Environmental Science	3
2.	PHY-0533-111	Physics	3
3.	PSY-0313-111	Psychology	3
Social Sciences			9
1.	SOC-0314-111	Introduction to Sociology	3
2.	HEA-0923-101	Health and Society	3
3.	ANT-0314-111	Anthropology	3
4.	SOC-0111-301	Social Science Research Methods	3
5.	BUS-0114-201	Introduction to Business	3
6.	ETH-0223-201:	Ethics, Responsibility, and Sustainability in Business	3
Humanities			9
1.	BDS-0114-101	Bangladesh Studies	3
2.	BDS-0222-102	History of the Emergence of Bangladesh	3
3.	BLL-0232-101	Bangla Bhasha & Shahitto (বাংলা ভাষা এবং সাহিত্য)	3

BBA CORE COURSES: (57 Credits)
Effective from Spring 2023

Core Courses			57 Credits
1.	ACN-0411-201	Principles of Accounting	3
2.	ACN-0411-204	Cost and Management Accounting	3
3.	ACN-0411-304	Auditing and Taxation	3
4.	BUS-0114-202	Business Mathematics	3
5.	BUS-0114-310	Business Analytics	3
6.	BUS-0421-361	Legal Environment of Business	3
7.	BUS-0111-485	Business Research Methods	3
8.	ECN-0311-211	Microeconomics	3
9.	ECN-0311-212	Macroeconomics	3
10.	FIN-0412-211	Principles of Finance	3
11.	FIN-0412-311	Bank Management	3
12.	HRM-0413-301	Human Resource Management	3
13.	HRM-0413-381	Employment / Labour Law	3
14.	MGT-0413-201	Principles of Management	3
15.	MGT-0413-301	Organizational Behavior	3
16.	MGT-0413-305	Entrepreneurship Development & SME Management	3
17.	MGT-0413-331	Operations & Supply Chain Management	3
18.	MGT-0413-490	Strategic Management	3
19.	MIS-0612-201	Fundamentals of MIS	3
20.	MKT-0414-201	Principles of Marketing	3

BBA MAJOR & MINOR COURSES

Effective from Spring 2023

FINANCE:

Course requirements for Major in Finance: 23 Credits

Course requirements for Minor in Finance: 15 Credits

List of courses for both Finance Major & Minor

Group: A (Mandatory)			Credit Hours
1.	FIN-0412-303	Corporate Finance	3
2.	FIN-0412-306	Financial Markets & Institutions	3
3.	FIN-0412-440	Insurance and Risk Management	3
4.	FIN-0412-465	Investment Analysis	3
5.	FIN-0412-480	International Financial Management	3
Group: B (Optional) Any Three including FIN-0412-400L			
1.	FIN-0412-309	Introduction to Fin Tech	3
2.	FIN-0412-380	Islamic Finance	3
3.	FIN-0412-390	Quantitative Analysis of Financial Decision	3
4.	FIN-0412-403	Financial Econometrics	3
5.	FIN-0412-410	Emerging Market Finance	3
6.	FIN-0412-430	Export-Import Financing and Strategies	3
7.	FIN-0411-450	Advanced Financial Accounting	3
8.	FIN-0412-475	Derivative Instruments	3
9.	FIN-0412-490	Sustainable Finance	3
10.	FIN-0412-400L	Software Applications in Finance (compulsory for major)	2

MARKETING:

Course requirements for Major in Marketing: 23 Credits

Course requirements for Minor in Marketing: 15 Credits

List of courses for both Marketing Major & Minor

Group: A (Mandatory)			Credit Hours
1.	MKT-0414-312	Marketing Management	3
2.	MKT-0414-381	Sales Management	3
3.	MKT-0414-350	Service Marketing	3
4.	MKT-0414-481	Consumer Behavior	3
5.	MKT-0414-460	Digital Marketing	3
Group: B (Optional) Any Three including MKT 400L			
1.	MKT-0414-360	Marketing Research	3
2.	MKT-0414-340	Advertising	3
3.	MKT-0414-401	International Marketing	3
4.	MKT-0414-410	Marketing for Nonprofit Organizations	3
5.	MKT-0414-440	Hospitality and Tourism Marketing	3



6.	MKT-0414-444	Green Marketing	3
7.	MKT-0414-450	Product and Pricing Policy	3
8.	MKT-0414-491	Strategic Marketing	3
9.	MKT-0414-470	Brand Management	3
10.	MKT-0414-490	Project in Marketing	3
11.	MKT-0414-400L	Software Applications in Marketing (compulsory for major)	2

HUMAN RESOURCES MANAGEMENT:

Course requirements for Major in HRM: 23 Credits

Course requirements for Minor in HRM: 15 Credits

List of courses for both HRM Major & Minor			
Group: A (Mandatory)			Credit Hours
1.	HRM-0413-361	Talent Acquisition Management	3
2.	HRM-0413-415	Leadership	3
3.	HRM-0413-450	Human Resource Development	3
4.	HRM-0413-461	Total Reward Management	3
5.	HRM-0413-481	Industrial Relations	3
Group: B (Optional) Any Three including HRM-0413-400L			
1.	HRM-0413-362	Human Resource Information Systems	3
2.	HRM-0413-363	Safety, Health, and Environmental Compliance	3
3.	HRM-0413-365	Office Management and Communications	3
4.	HRM-0413-368	Human Resource Audit	3
5.	HRM-0413-369	HRM and SDG	3
6.	HRM-0413-371	Performance Management	3
7.	HRM-0413-401	Business Ethics, CSR & Governance	3
8.	HRM-0413-411	Human Resource Management Practices in Bangladesh	3
9.	HRM-0413-465	International Human Resource Management	3
10.	HRM-0413-490	Project in HRM	3
11.	HRM-0413-400L	Software Applications in HRM (compulsory for major)	2

GENERAL MANAGEMENT:

Course requirements for Major in General Management: 23 Credits

Course requirements for Minor in General Management: 15 Credits

List of courses for both General Management Major & Minor			
Group: A (Mandatory)			Credit Hours
1.	MGT-0413-365	Office Management and Communications	3
2.	MGT-0413-401	Business Ethics, CSR & Governance	3
3.	MGT-0413-451	Quality Management	3
4.	MGT-0413-461	Project Management	3
5.	MGT-0413-475	Diversity and Cross-Cultural Management	3

Group: B (Optional) Any Three including MGT-0413-400L			
1.	MGT-0413-340	Management Science	3
2.	MGT-0413-415	Leadership	3
3.	MGT-0413-410	Disaster & Environmental Management	3
4.	MGT-0413-431	Change Management	3
5.	MGT-0412-440	Insurance & Risk Management	3
6.	MGT-0413-465	International Human Resource Management	3
7.	MGT-0413-471	Seminar in Management	3
8.	MGT-0412-480	International Financial Management	3
9.	MGT-0413-481	Advanced Supply Chain Management	3
10.	MGT-0413-400L	Software Applications in Management (Compulsory for major)	2

ACCOUNTING:

Course requirements for Major in Accounting: 23 Credits

Course requirements for Minor in Accounting: 15 Credits

List of courses for both Accounting Major & Minor

Group: A (Mandatory)			Credit Hours
1.	ACN-0411-301	Accounting for Assets	3
2.	ACN-0411-305	Accounting for Liabilities	3
3.	ACN-0411-405	Fundamentals of Cost Accounting	3
4.	ACN-0411-406	Advanced Cost Accounting	3
5.	ACN-0411-410	Taxation System in Bangladesh	3
Group: B (Optional) Any Three including ACN-0411-400L			
1.	ACN-0411-450	Advanced Financial Accounting	3
2.	ACN-0411-455	Corporate Accounting	3
3.	ACN-0411-460	Accounting for Managerial Control	3
4.	ACN-0411-465	Social & Environmental Accounting	3
5.	ACN-0411-468	International Accounting	3
6.	ACN-0411-480	Human Resources Accounting	3
7.	ACN-0411-490	Seminar in Accounting	3
8.	ACN-0411-400L	Accounting Software Applications (Compulsory for major)	2

INTERNATIONAL BUSINESS:

Course requirements for Major in International Business: 23 Credits

Course requirements for Minor in International Business: 15 Credits

List of courses for both International Business Major & Minor

Group: A (Mandatory)			Credit Hours
1.	INB-0410-301	Fundamentals of International Business	3



2.	INB-0311- 302	International Trade & Investment Theories	3
3.	INB-0410- 315	International Business Regulations and Ethics	3
4.	INB-0410- 435	Market Development and Global Strategy	3
5.	INB-0413- 481	Global Logistics & Supply Chain Management	3
Group: B (Optional) Any Three including INB 400L			
1.	INB-0410- 409	International Business Negotiations	3
2.	INB-0410- 304	Bangladesh in International Business	3
3.	INB -0414-401	International Marketing	3
4.	INB-0410- 408	International E-Business Management	3
5.	INB -0410-407	WTO and Multilateral Trade Agreement	3
6.	INB -0410-410	Doing Business in Emerging Economies	3
7.	INB -0410-426	Globalization, Innovation and Competitiveness	3
8.	INB -0413-475	Cross-Cultural Management	3
9.	INB -0413-465	International Human Resource Management	3
10.	INB-0412- 480	International Financial Management	3
11.	INB -0410-490	Seminar in International Business	3
12.	INB-0410- 400L	Software Applications in International Business (compulsory for major)	2

MANAGEMENT INFORMATION SYSTEM (MIS)

Course requirements for Major in MIS: 23 Credits

Course requirements for Minor in MIS: 15 Credits

List of courses for both MIS Major & Minor			
Group: A (Mandatory)			Credit Hours
1.	MIS -0612-401	Database Management	3
2.	MIS -0612-405	Systems Analysis and Design	3
3.	MIS-0612- 430	Data Communications and Networking	3
4.	MIS -0612- 460	Enterprise Resource Planning	3
5.	MIS -0612-450	Information Resource Management.	3
Group: B (Optional) Any Three including MIS 400L			
1.	MIS-0613- 305	Object- Oriented Programming	3
2.	MIS-0612- 455	Web Applications and Internet	3
3.	MIS -0613-440	Operating System	3
4.	MIS -0612-465	E-commerce	3
5.	MIS-0612- 470	Decision Support System	3
6.	MIS-0612- 480	Knowledge Management Systems	3
7.	MIS-0612- 481	Internet Security	3
8.	MIS-0612- 490	Special Topic in MIS	3
9.	MIS -0613- 400L	Software Application in MIS (compulsory for major)	2



LFE & INTERNSHIP/RESEARCH PROJECT:

Mandatory			9
1.	LFE-0111-201	Live-in-Field Experience	3
2.	BBA-0111-496	Internship	6
3.	BBA-0111-497	Research Project**	6

**In exceptional situation, a student will be allowed to opt for Research Project as an alternative to Internship.

Grading & Other relevant Policies

Grading Scale & Grades:

Chittagong Independent University has been following the UGC prescribed grading system as per the UGC Circular NO/ Sha/464/04/2690-100, dated:13.6.2006 which is furnished below:

Numerical Grade	Letter Grade		Grade Point
80% and above	A+	(A Plus)	4.00
75% to less than 80%	A	(A regular)	3.75
70% to less than 75%	A-	(A minus)	3.50
65% to less than 70%	B+	(B Plus)	3.25
60% to less than 65%	B	(B regular)	3.00
55% to less than 60%	B-	(B minus)	2.75
50% to less than 55%	C+	(C Plus)	2.50
45% to less than 50%	C	(C regular)	2.25
40% to less than 45%	D	(D regular)	2.00
Less than 40%	F	Fail	0.00

Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA) and their calculation procedures:

The Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA) are calculated by Total Grade points divided by Total Credits for GPA.

Course Withdrawal Procedure:

A student may withdraw from a course by the deadline with the consent of the instructor and the Academic Advisor. Withdrawal from only one course in a semester is allowed but the students should provide valid reasons along with documents while applying for the withdrawal. However, withdrawal from the whole semester may be permitted on a case-by-case basis provided the student has valid



reasons for withdrawal from the semester along with valid documents. A grade of 'W' will be recorded on the transcript. Withdrawing from a course does not discharge a student from financial liability or responsibility for the course.

Course Add/Drop Procedure:

A student may add or drop a course by completion of an official Add/Drop form prior to the conclusion of the drop/add period. The signature of the academic advisor will be required for any drop/add/change of course. Students may add or drop a course within the stipulated period.

Incomplete (I) Grade Policy:

1. An 'I' grade is given to a student who has fulfilled 75% of a course but was unable to complete it due to illness or for any other acceptable reasons. The student should fulfill the remaining 25% before the end of the following semester in consultation with the course instructor.

2. The student is not required to register for the incomplete course in the next semester, however, assigning an incomplete or 'I' grades should be strongly discouraged. It will only be considered for the students who have a valid reason acceptable to the course instructor and the Dean of School.

3. In case if the instructor who assigned an incomplete grade to a student is not available for any valid reason to change the 'I' grade, the Dean of the School shall do it.

4. An 'I' grade must be replaced in the following term/semester when it was assigned. If a student failed to complete the course within the following term/semester, the grade may convert to "F" following the grade change procedure.

5. In a situation where the student is unable to complete the course due to unanticipated illness or family emergency and has not attended at least 75% of the classes held, he/ she will be asked to withdraw from that course and retake it.

6. A student whose internship/thesis or seminar paper/senior project is in progress, he/she will have the opportunity to obtain a 'Continuation grade' for the course under specific conditions and guidelines. The symbol of 'Continuation grade', will be "CN". 'CN' grade can be given for maximum three semesters only.

Retake/Grade Improvement Policy:

1. Retake of a course shall be allowed only to the course with B- (minus) grades and below.

2. After the retake of a course the higher grade earned by the student will be considered towards counting of the CGPA.

3. Students will be allowed to retake any course twice before graduation.

4. A course must be re-taken in immediate successive enrolled semester if the grade is 'F'.

5. A course must be re-taken in immediate successive enrolled semester if the prerequisite grade is not achieved.

