

Course Plan
Bachelor of Business Administration (BBA)
Effective from the Academic Session: 2019–2020

Year	Course No.	Course Title
1 st Year 1 st Semester	MKT-111	Introduction to Business
	MKT-112	Principles of Management
	MKT-113	Microeconomics
	MKT-114	Computing and Information Systems
	MKT-115	Bangladesh Studies
1 st Year 2 nd Semester	MKT-121	Macroeconomics
	MKT-122	Financial Accounting
	MKT-123	Business Mathematics – I
	MKT-124	Business Communication
	MKT-125	General Science & Environment
2 nd Year 1 st Semester	MKT-211	Principles of Marketing – I
	MKT-212	Financial Management
	MKT-213	Human Resource Management
	MKT-214	Insurance and Risk Management
	MKT-215	Business Mathematics - II
2 nd Year 2 nd Semester	MKT-221	Principles of Marketing - II
	MKT-222	Agricultural Marketing
	MKT-223	Taxation & Auditing
	MKT-224	Business Statistics – I
	MKT-225	Fundamentals of Psychology
3 rd Year 1 st Semester	MKT-311	Marketing Management
	MKT-312	Organizational Behavior
	MKT-313	Integrated Marketing Communications
	MKT-314	E- business
	MKT-315	Business Statistics – II
3 rd Year 2 nd Semester	MKT-321	Legal Aspects of Marketing
	MKT-322	Advertising
	MKT-323	Entrepreneurship Development
	MKT-324	Operations Management
	MKT-325	Supply Chain Management
4 th Year 1 st Semester	MKT-411	Global Marketing
	MKT-412	Product Planning and Development
	MKT-413	International Economics
	MKT-414	Corporate Governance & Social Responsibility
	MKT-415	Econometrics
4 th Year 2 nd Semester	MKT-421	Brand Management
	MKT-422	Marketing Research
	MKT-423	Selling and Sales Management
	MKT-424	Consumer Behavior
	MKT-425	Services Marketing