

Curriculum of BBA in Marketing and International Business

12 Courses (36 Credits)

10 Courses (120 Credits)

GED:
12 Courses
(36 Credit)

	Course Code	Course Titles	Credits		Course Code	Course Titles	Credits
Languages: 3 Courses (9 Credits)	ENG103	Intermediate Composition	3	Humanities: 3 Courses (9 Credits)	PHI401	Business Ethics	3
	ENG105	Advanced Composition	3		Select Two Courses from History HIS103 Emergency of Bangladesh (Mandatory)(Applicable from 163 Batch), Bangladesh Culture and Heritage, /HIS205		
	ENG115 or BEN205	English Literature or Bengali Language	3				
	(BEN205 Applicable from 163 Batch) Students received notification from 182 Batch						6
Social Sciences: 2 Courses (6 Credits)			Counted in School Core				
	Select One Course from Political Science/Government						
	POL101	Introduction to Political Science,	3				
	Select One Course from Sociology / Anthropology / Geography			Sciences (with lab): 3 Courses with 3 Labs (9credits +3Credits=12 credits)	Select Three Courses from Sciences		
SOC101	Introduction to Sociology,	3	BIO103		Biology I,		
ANT101	Introduction to Anthropology,		CHE101		Chemistry I,		
GEO205	Introduction to Bangladesh Geography			ENV107	Introduction to Environmental Science,		
				PBH101	Introduction to Public Health,		
				PHY107	Physics I,		
				PSY101	Introduction to psychology		12
	Course Code	Course Titles	Credits				

School Core:
7 Courses (21 Credits)

BBA
Core:
 12 Courses
 (36 Credits)

ACT201	Introduction to Financial Accounting	3
ACT202	Introduction to Managerial Accounting	3
FIN254	Introduction to Financial Management	3
LAW200	Business Law and Ethics	3
MGT212	Organizational Management	3
MGT314	Operations and Supply Chain Management	3
MGT351	Human Resource Management	3
MGT368	Entrepreneurship	3
INB372	International Business	3
MGT489	Strategic Management	3
MIS207	E-Business	3
MKT202	Introduction to Marketing	3
BUS498	Internship	non-credit

Course Code	Course Titles	Credits
ECO101	Introduction to Microeconomics	3
ECO104	Introduction to Macroeconomics	3
BUS251	Business Communication	3
MIS107	Computer Information Systems	3
BUS172	Introduction to Statistics	3
BUS173	Applied Statistics	3
BUS135	Applied Business Mathematics	3

FREE ELECTIVES: 3 Courses (9 Credits)
 Select Three Courses in any subjects areas

Major Requirments :Marketing & International Business
 6 courses (18 Credits)
 Major Required (Courses are listed below): Four (4) required courses from a major (12 Credits)

Marketing

International Business

Required Courses

Required Courses

<p>MKT337- Integrated Marketing Communications (Prerequisite- MKT202)</p> <p>MKT 344 - Consumer Behavior (Prerequisite- MKT202)</p> <p>MKT 460- Strategic Marketing (Prerequisite-MKT202)</p> <p>MKT 470- Marketing Research (Prerequisite- BUS173/ECO173/MKT202)</p>
Elective Courses (select any two)
<p>MKT 412- Services Marketing (Prerequisite-MKT202)</p> <p>MKT 417-Export Import Management</p> <p>MKT382- International Marketing (Prerequisite-MKT202)</p> <p>MKT465- Brand Management (Prerequisite-MKT202)</p> <p>MKT 330- Digital Marketing & Social Networks for Business</p> <p>MKT 450- Marketing Channels (Prerequisite-MKT202)</p> <p>MKT445- Sales Management</p> <p>MKT475- Marketing Analytics (Prerequisite-MKT202/MKT470)</p>

<p>MKT 382- International Marketing (Prerequisite- MKT202)</p> <p>INB 400- International Trade & Finance (FIN 444-Before 143 batch)</p> <p>INB 490- Cross- Cultural Management</p> <p>INB 480- Global Business Strategy (Prerequisite- INB372/MGT372)</p>
Elective Courses (select any two)
<p>INB 410- Global Competitive Analysis (Prerequisite-INB372/MGT372)</p> <p>MKT 417-Export Import Management</p> <p>INB 350- International Business Negotiation (Prerequisite- INB372/MGT372)</p> <p>INB355- Country Risk Analysis (Prerequisite- INB372/MGT372)</p> <p>FIN 444- International Financial Management</p> <p>INB 415- Global Fashion Buying and Merchandising (Prerequisite- INB372/MKT202)</p> <p>INB 450- Emerging Economies (Prerequisite- MKT202/INB372)</p> <p>INB495- International Trade Law (Prerequisite- INB372)</p>

***For newly admitted students BUS112 (Elementary Mathematics) and ENG102 (Introduction to Composition) are mandatory unless these courses have been waived based on admission test results.
(Please check your admission offer letter)

Prepared by: Fatematuzzohura Tonni, Program Officer