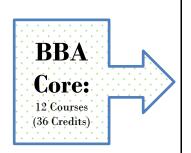
## **Curriculum of BBA in Marketing and International Business**

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## Courses (120 Credits)

		Course Code	Course Titles	Credits		Course Code	Course Titles	Credits
GED: 12.Courses (36 Credit)	Languages: 3 Courses (9 Credits)	ENG103 ENG105 ENG115 or BEN205 (BEN205 Ap	Intermediate Composition Advanced Composition English Literature or Bengali Language plicable from 163 Batch) Students received notification f	3 3 3 from 182 Batch	Humanities: 3 Courses (9 Credits)	PHI401 Select Two HIS103 HIS101	Business Ethics o Courses from History Emergency of Bangladesh (Mandatory)(Applicable from 163 Batch), Bangladesh Culture and Heritage, /HIS205	3
	Social Sciences: 2 Courses (6 Credits)	POL101 POL104	Course from Political Science/Government Introduction to Political Science, Introduction to Governance / PAD201 Course from Sociology / Anthropology / Geography Introduction to Sociology, Introduction to Anthropology, Introduction to Bangladesh Geography	Counted in School Core 3 3	Sciences (with lab): 3 Courses with 3 Labs (9credits +3Credits=12 credits)	Select Thu BIO103 CHE101 ENV107 PBH101 PHY107 PSY101	ree Courses from Sciences Biology I, Chemistry I, Introduction to Environmental Science, Introduction to Public Health, Physics I, Introduction to psychology	12
		Course Code	Course Titles	Credits	]		School Cor	·e:





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
<b>MIS207</b>	E-Business	3
MKT202	Introduction to Marketing	3
<b>BUS498</b>	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



MKT337- Integrated Marketing Communications (Prerequisite- MKT202)

MKT 344 - Consumer Behavior (**Prerequisite- MKT202**)

MKT 460- Strategic Marketing (**Prerequisite-MKT202**)

MKT 470- Marketing Research (Prerequisite- BUS173/ECO173/MKT202)

**Elective Courses (select any two)** 

MKT 412- Services Marketing (Prerequisite-MKT202)

MKT 417-Export Import Management

MKT382- International Marketing (Prerequisite-MKT202)

MKT465- Brand Management (Prerequisite-MKT202)

MKT 330- Digital Marketing & Social Networks for Business MKT 450- Marketing Channels (Prerequisite-MKT202)

MKT445- Sales Management

MKT475- Marketing Analytics (Prerequisite-MKT202/MKT470)

MKT 382- International Marketing (**Prerequisite- MKT202**)

INB 400- International Trade & Finance (FIN 444-Before 143 batch)

INB 490- Cross- Cultural Management

INB 480- Global Business Strategy (Prerequisite- INB372/MGT372)

## **Elective Courses (select any two)**

INB 410- Global Competitive Analysis (Prerequisite-INB372/MGT372)

MKT 417-Export Import Management

INB 350- International Business Negotiation (Prerequisite- INB372/MGT372)

INB355- Country Risk Analysis (Prerequisite- INB372/MGT372)

FIN 444- International Financial Management

INB 415- Global Fashion Buying and Merchandising (Prerequisite- INB372/MKT202)

INB 450- Emerging Economies (Prerequisite- MKT202/INB372)

INB495- International Trade Law (**Prerequisite- INB372**)

\*\*\*For newly admitted students BUS112 (Elementary Mathematics) and ENG102 (Introduction to Composition) are mendatory unless these courses have been waived based on admission test results. (Please check your admission offer letter) Prepared by: Fatematuzzohura Tonni, Program Officer