

# **AHSANULLAH UNIVERSITY OF SCIENCE AND TECHNOLOGY**



## **Bachelor of Business Administration (BBA)**



### **SCHOOL OF BUSINESS**

**Room # 6C01, Level - 5, Block - C**

**141-142 Love Road, Tejgaon I/A, Dhaka - 1208, Bangladesh**

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## **GOALS OF THE SCHOOL OF BUSINESS**

The globalized business world is getting extremely competitive, innovative and dynamic. The School of Business (SoB) sets its goal to make the students competent to face the challenges of business world as well as non-business organizations with state-of-art knowledge, expertise and skills in diversified areas to transform those into sustainable and winning organizations. Furthermore, it aims to prepare the students to work as effective leaders and decision makers in challenging environment in different cultural settings.

## **OBJECTIVES OF THE BBA PROGRAM**

The primary objective of the Bachelor of Business Administration program is to prepare individuals who plan their careers to be managers or administrators in business, government, and non-government organizations. The program has been designed to help potential individuals to develop analytical skills, communication skills, leadership qualities, e-business competency, entrepreneurial ability, and decision making capabilities in both ordinary courses of business and crisis situations to make the organizations competitive and sustainable. The program will promote a student's ability to evaluate business and organizational situations and to make informed and creative judgment to formulate strategic and operational plans. The emphasis, however, is on developing capabilities for managing business organizations.

## **ACCREDITATIONS**

Dhaka Ahsania Mission established this Private University in 1995 as per permission accorded by the Ministry of Education, People's Republic of Bangladesh and the University Grants Commission of Bangladesh. Degrees of this University are recognized by the Government of Bangladesh, the Public Service Commission, Universities and Employers of home and abroad.

## **ACBSP MEMBERSHIP**

ACBSP (Accreditation Council for Business Schools and Programs) has provided membership to the School of Business (SOB) on 25 February 2022. ACBSP is a global business education accrediting body with headquarters at Overland Park, Kansas, USA and has 1200 member campuses in 60 countries of the world. This prestigious membership will encourage SoB of AUST to enhance the standard of quality of Business Program leading to international accreditation.

## **INTERNATIONAL RELATIONS**

A number of memorandums of understanding has been signed between this university and (i) The University of Wyoming, USA, (ii) The Drexel University, USA, (iii) The Washington State University, USA, (iv) The University of Houston, USA, v) The Sejong University, Seoul, Korea, vi) The Erasmus Mundus Mobility with Asia (EMMA), vii) AIT, Thailand, viii) Aalborg University, Denmark, so that the students of this university have the opportunity for higher study or further study with transfer of credits. Similar arrangements are being made with some other reputed universities of USA, Australia, UK, and Canada.

## **MoU WITH CORPORATE HOUSES**

AUST signed Memorandum of Understanding (MoU) with different corporate houses and institutions. Focusing on the benefits of business students, some of them are notable; like the MoU with TaxHouse Bangladesh Limited (signed on June 23, 2022) that facilitates providing free training courses on taxation and paid part-time job facilities, and also the MoU with Bangladesh Institute of Capital Market (BICM) (signed on January 17, 2023) that facilitates equipping for capital market literacy on a regular basis.

## **PERMANENT RECOGNITION**

Government of Bangladesh has awarded Ahsanullah University of Science and Technology (AUST) the permanent recognition since it fulfills all the terms and conditions to run as a private university. AUST is the first university to get this recognition.

## **QUALITY ASSURANCE**

Quality assurance of the School of Business involves systematic review of educational programs and processes to maintain and improve quality education under the supervision of Institutional Quality Assurance Cell (IQAC). Issues raised by the students about the evaluation of faculty members are being addressed by the School on a regular basis in order to ensure continuous improvement of teaching and learning. School of Business provides a platform to help students stay involved and motivated for endless learning.

## ENVIRONMENT OF THE CAMPUS

The university is free from pollution and thus, it has a sound and congenial environment to perform academic activities. The authority of the university is much concerned for preventing sound pollution for maintaining mental health of the students.

## AUST BUSINESS SOCIETY (AUSTBS)

AUSTBS is a platform for business students. The Business Society aims to:

- Establish positive and friendly relationships among teachers and students.
- Establish unity and friendship among students.
- Foster creativity among students.
- Strengthen the relationship between different universities and foster a sense of community.
- Arrange extra-curricular and co-curricular activities to enhance the versatile competence of the students.

## SPECIAL FEATURES

1. Experienced faculty members with strong research background with PhDs from reputed international and national universities.
2. Rich library and computer lab with high-speed broadband internet facilities.
3. Internationally recognized standard courses.
4. Free from politics & session jam.
5. Permanent campus (the 1<sup>st</sup> private university having a permanent campus).
6. Air-conditioned class rooms and spacious reading room.
7. Highly equipped lab facilities.
8. Multimedia teaching facilities.
9. Prayer room.
10. Medical service with a full-time physician.
11. Wi-Fi connection for aiding education.

## ADMISSION REQUIREMENT

### For SSC/equivalent & HSC/equivalent students:

- SSC & HSC or equivalent from any discipline.
- Minimum total of SSC and HSC GPAs: 7.00 including additional subject with at least 2.00 at any level.
- Candidates passing SSC or O-level or equivalent examinations in 2017 and onwards, and HSC or A-level or equivalent examinations in 2019 and onwards.

### For GCE O & A-Level Students

- The candidate completed minimum five subjects in O-level and two subjects in A-level.
- Minimum equivalent total of O & A-level GPAs: 7.00 with at least 3.00 at any level.
- Grade equivalence: A\*/A=5, B=4, C=3, D=2, and E=1.
- ❖ Quota for Freedom Fighters' sons/daughters and remote & underdeveloped areas is applicable for BBA Program.

## APPLICATION AND ADMISSION PROCEDURE

A candidate needs to apply in the prescribed form available on the website (<https://iums.aust.edu/admission/>) by paying an application fee through bKash. The candidates are required to appear in an admission test, and the successful candidates will be allowed to take admission. The detailed application procedure, the syllabus for the admission test, and other information are available on the website (<http://admission.aust.edu/>).

## FEE STRUCTURE\*

Fees of 1 <sup>st</sup> Semester (at the Time of Admission)**		TK. 102,250.00
Fees Payable in Other Semesters	(TK. 82,625 x 7 Semesters)	TK. 578,375.00
<b>Total</b>		<b>TK. 680,625.00</b>

\* Subject to change as and when decided by the AUST authority.

\*\* If needed, an easy mode of payment can be availed.

## TUITION FEE WAIVER

Students may avail 40% - 100% waiver on tuition fee based on SSC/equivalent and HSC/equivalent results at the time of admission. A student will continue to avail the waiver if she/he can earn minimum GPA 3.00 in the subsequent semester final examination(s).

Tuition Fee Waiver	100%	90%	80%	70%	60%	50%	40%
GPA in SSC & HSC	10 (Golden)	10 (One Golden)	10	≥ 9.5	≥ 9.0	≥ 8.5	≥ 8.0

## FEE STRUCTURE, WAIVER AND SEMESTER WISE PAYMENT

### Payment at the Time of Admission\*

Description	Golden GPA (SSC+HSC)	Golden GPA (Either in SSC or HSC)	GPA 10 (SSC+HSC)	GPA ≥9.50	GPA ≥9.00	GPA ≥8.50	GPA ≥8.00	Full payment (GPA Less Than 8.00)
Remarks (Tuition Fee Waiver Award)	100%	90%	80%	70%	60%	50%	40%	No waiver
Admission Fee	8,750.00	8,750.00	8,750.00	8,750.00	8,750.00	8,750.00	8,750.00	8,750.00
Registration Fee	19,500.00	19,500.00	19,500.00	19,500.00	19,500.00	19,500.00	19,500.00	19,500.00
Establishment Fee	27,300.00	27,300.00	27,300.00	27,300.00	27,300.00	27,300.00	27,300.00	27,300.00
Tuition Fee	0.00	4,290.00	8,580.00	12,870.00	17,160.00	21,450.00	25,740.00	42,900.00
Laboratory Fee	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00
Transportation Fee**	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00
<b>Total</b>	<b>59,350.00</b>	<b>63,640.00</b>	<b>67,930.00</b>	<b>72,220.00</b>	<b>76,510.00</b>	<b>80,800.00</b>	<b>85,090.00</b>	<b>102,250.00</b>

### Payment for Each of the Seven Semesters\*

Description	Golden GPA (SSC+HSC)	Golden GPA (Either in SSC or HSC)	GPA 10 (SSC+HSC)	GPA ≥9.50	GPA ≥9.00	GPA ≥8.50	GPA ≥8.00	Full payment (GPA Less Than 8.00)
Remarks (Tuition Fee Waiver Award)	100%	90%	80%	70%	60%	50%	40%	No waiver
Admission Fee	8,750.00	8,750.00	8,750.00	8,750.00	8,750.00	8,750.00	8,750.00	8,750.00
Establishment Fee	27,300.00	27,300.00	27,300.00	27,300.00	27,300.00	27,300.00	27,300.00	27,300.00
Tuition Fee	0.00	4,290.00	8,580.00	12,870.00	17,160.00	21,450.00	25,740.00	42,900.00
Laboratory Fee	1,875.00	1,875.00	1,875.00	1,875.00	1,875.00	1,875.00	1,875.00	1,875.00
Transportation Fee**	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00
<b>Total</b>	<b>39,725.00</b>	<b>44,015.00</b>	<b>48,305.00</b>	<b>52,595.00</b>	<b>56,885.00</b>	<b>61,175.00</b>	<b>65,465.00</b>	<b>82,625.00</b>

### Total Amount for BBA Program\*\*\*

Description	Golden GPA (SSC+HSC)	Golden GPA (Either in SSC or HSC)	GPA 10 (SSC+HSC)	GPA ≥9.50	GPA ≥9.00	GPA ≥8.50	GPA ≥8.00	Full payment (GPA Less Than 8.00)
Remarks (Tuition Fee Waiver Award)	100%	90%	80%	70%	60%	50%	40%	No waiver
Amount at the Time of Admission	59,350.00	63,640.00	67,930.00	72,220.00	76,510.00	80,800.00	85,090.00	102,250.00
Amount Payable for Subsequent Semesters	278,075.00	308,105.00	338,135.00	368,165.00	398,195.00	428,225.00	458,255.00	578,375.00
<b>Total</b>	<b>337,425.00</b>	<b>371,745.00</b>	<b>406,065.00</b>	<b>440,385.00</b>	<b>474,705.00</b>	<b>509,025.00</b>	<b>543,345.00</b>	<b>680,625.00</b>

\* The applicant, if needed, can apply for an easy mode of payment.

\*\* The transportation fee is changeable overtime and to be applicable for each subsequent semester.

\*\*\* A student will have to earn a minimum GPA of 3.00 in the final examination of each semester in order to continue availing the tuition fee waiver.



## NUMBER OF SEMESTERS IN BBA PROGRAM

BBA program consists of eight semesters spread over four academic years. Duration of each semester is 20 weeks, of which 13 to 15 weeks are devoted to holding classes and 5 to 6 weeks to final examination. 42 courses of 1.5/3/4 credit hours are offered during the program.

## COURSES AND CREDIT HOURS

The 4-year BBA program consists of 42 courses of 1.5/3/4 credit hours totaling 129 credit hours. Course composition of BBA program is:

Core Courses (38 Courses)	113 Credit Hours
Courses for Specialization (4 Courses)	12 Credit Hours
Internship/Project	04 Credit Hours
<b>Total</b>	<b>129 Credit Hours</b>

## AREAS OF SPECIALIZATION

- Marketing
- Management
- Finance
- Management Information System
- Human Resource Management
- Accounting

## INTERNSHIP/PROJECT (4 Credit Hours)

It is an interactive program between industry and educational institution to orient students about real world business environment. The program intends to integrate and synthesize the theoretical knowledge with business practices in real business settings. After completing all the required courses of the program, students have to undertake an Internship / Project for eight to twelve weeks.

## LETTER GRADES AND THE CORRESPONDING GRADE-POINTS

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

## AWARD OF DEGREE

The University will confirm awarding Bachelor of Business Administration (BBA) degree upon the recommendation of the School of Business to the students completed the required courses with a minimum CGPA of 2.20 within 7 years.

## CO-CURRICULAR ACTIVITIES

Besides performing academic work, students of the School of Business take part in several co-curricular activities like presentation competition; quiz competition, business plan presentation with innovative ideas, wall magazines, photography and art exhibitions, debate competitions, case presentations, seminars, discussion sessions, and workshops.

## EXTRA-CURRICULAR ACTIVITIES

Under the umbrella of AUST Business Society, students of the School of Business organize annual picnic, study tour, indoor/outdoor games, and other different programs that may uphold interpersonal relationships among participating students.

## COURSES and CREDIT HOURS

### First Year

First Semester (16 Credit Hours)			Second Semester (15 Credit Hours)		
Course No.	Title of the Courses	Credit Hours	Course No.	Title of the Courses	Credit Hours
BBA 111	Introduction to Business	3	BBA 121	Principles of Management	3
BBA 112	Principles of Accounting	3	BBA 122	Basic Statistics	3
BBA 113	Fundamentals of Mathematics	3	BBA 123	Microeconomics	3
BBA 114	English Fundamentals	4	BBA 124	Principles of Marketing	3
BBA 115	Introduction to Sociology & Psychology	3	BBA 125	Principles of Finance	3

### Second Year

First Semester (16.5 Credit Hours)			Second Semester (15 Credit Hours)		
Course No.	Title of the Courses	Credit Hours	Course No.	Title of the Courses	Credit Hours
BBA 211	Advanced Accounting	3	BBA 221	Marketing Management	3
BBA 212	Business Communication	3	BBA 222	Quantitative Tools and Techniques for Business Decisions	3
BBA 213	Business Mathematics	3	BBA 223	Financial Management	3
BBA 214	Macroeconomics	3	BBA 224	Insurance and Risk Management	3
BBA 215	Introduction to Computer in Business (Theory)	3	BBA 225	Legal Aspects of Business	3
BBA 216	Introduction to Computer in Business (Practical)	1.5			

### Third Year

First Semester (16 Credit Hours)			Second Semester (16.5 Credit Hours)		
Course No.	Title of the Courses	Credit Hours	Course No.	Title of the Courses	Credit Hours
BBA 311	Cost & Management Accounting	4	BBA 321	Taxation	3
BBA 312	Organizational Behaviour	3	BBA 322	Fundamentals of Human Resource Management	3
BBA 313	Operations Management	3	BBA 323	Consumer Behavior	3
BBA 314	Economic Profile of Bangladesh	3	BBA 324	Fundamentals of Management Information System (Theory)	3
BBA 315	Money and Banking	3	BBA 325	Entrepreneurship Development & Small Business Management	3
			BBA 326	Fundamentals of Management Information System (Practical)	1.5

### Fourth Year

First Semester (15 Credit Hours)			Second Semester (15 Credit Hours)		
Course No.	Title of the Courses	Credit Hours	Course No.	Title of the Courses	Credit Hours
BBA 411	Supply Chain Management	3	BBA 421	Strategic Management	3
BBA 412	Project Management	3	BBA 422	Research Methodology in Business	3
BBA 413	Export-Import Management	3	BBA 423	E-Business	3
	Optional course for Major	3		Optional course for Major	3
	Optional course for Major	3		Optional course for Major	3

**BBA 599: Internship/Project = 4 Credit Hours**

**Total Credit Hours =129**

## OPTIONAL COURSES FOR SPECIALIZATION (MAJOR)

A student will have to select a major (Specialization) in Fourth Year First Semester out of six major areas of specialization. He/she has to continue the same specialization in Fourth Year Second Semester. From the three specialization courses two will be offered in each semester.

### Marketing

Course No.	Title of the Courses	Credit Hours
<b><i>Fourth Year First Semester (any two courses)</i></b>		
BBA 511	Brand Management	3
BBA 512	Marketing Research	3
BBA 513	Competitive Marketing	3
<b><i>Fourth Year Second Semester (any two courses)</i></b>		
BBA 514	Tourism Marketing	3
BBA 515	Retail Management	3
BBA 516	International Marketing	3

### Management

Course No.	Title of the Courses	Credit Hours
<b><i>Fourth Year First Semester (any two courses)</i></b>		
BBA 521	Material Management & Quality Control	3
BBA 522	Comparative Management	3
BBA 523	Management Thought	3
<b><i>Fourth Year Second Semester (any two courses)</i></b>		
BBA 524	International Business	3
BBA 525	Career Planning and Development	3
BBA 526	Industrial Relations	3

### Finance

Course No.	Title of the Courses	Credit Hours
<b><i>Fourth Year First Semester (any two courses)</i></b>		
BBA 531	Investment and Security Analysis	3
BBA 532	Commercial Bank Management	3
BBA 533	Financial Markets and Institutions	3
<b><i>Fourth Year Second Semester (any two courses)</i></b>		
BBA 534	Financial Analysis and Control	3
BBA 535	Financial Planning	3
BBA 536	Corporate Finance	3

### Management Information System

Course No.	Title of the Courses	Credit Hours
<b><i>Fourth Year First Semester (any two courses)</i></b>		
BBA 541	Introduction to Information and Network Technology	3
BBA 542	Computer Programming for Business	3
BBA 543	Information Security Management Systems	3
<b><i>Fourth Year Second Semester (any two courses)</i></b>		
BBA 544	Decision Support System	3
BBA 545	Managing Information Resources	3
BBA 546	Database Management System	3

### Human Resource Management

Course No.	Title of the Courses	Credit Hours
<b><i>Fourth Year First Semester (any two courses)</i></b>		
BBA 525	Career Planning and Development	3
BBA 526	Industrial Relations	3
BBA 551	Organizational Development	3
<b><i>Fourth Year Second Semester (any two courses)</i></b>		
BBA 552	International Human Resource Management	3
BBA 554	Managerial Skills Development	3
BBA 556	Human Resource Information Systems	3

### Accounting

Course No.	Title of the Courses	Credit Hours
<b><i>Fourth Year First Semester (any two courses)</i></b>		
BBA 581	Accounting Theory	3
BBA 582	Auditing	3
BBA 583	Advanced Financial Accounting	3
<b><i>Fourth Year Second Semester (any two courses)</i></b>		
BBA 584	Advanced Cost Accounting	3
BBA 585	Accounting Information Systems	3
BBA 586	Managerial Accounting	3

## THE UNIVERSITY

### **Vice-Chancellor, Ahsanullah University of Science and Technology**

**Prof. Dr. Muhammad Fazli Ilahi**, Ph.D. (UK)

Former Vice-Chancellor, Islamic University of Technology & Former Professor, BUET

### **Pro-Vice-Chancellor, Ahsanullah University of Science and Technology**

**Prof. Dr. Mahbubur Rahman**, Ph.D. (UK)

### **Dean, Faculty of Business & Social Sciences**

**Prof. Dr. Saleh Mohammed Mashehdul Islam**

BBA (AUST), MBA (MSM, Netherlands), PGD (UK), Ph.D. (AMU, India)

### **Head, School of Business**

**Prof. Dr. S.M. Shafiul Alam**, M. Com (DU), MPA (Australia), Ph.D. (JU)

### **Faculty**

At present, there are twenty regular faculty members in the School of Business. Among them, nineteen (19) are full-time faculty members and one (01) is part-time with full load basis faculty member. In addition to this, experienced and qualified teachers from home and abroad serving in different universities and other organization are involved as adjunct faculties. The full-time and part-time regular faculty members are:

### **Professor**

**Dr. Saleh Mohammed Mashehdul Islam**

BBA (AUST), MBA (MSM, Netherlands), PGD (UK), Ph.D. (AMU, India)

**Dr. S.M. Shafiul Alam**, M. Com (DU), MPA (Australia), Ph.D. (JU)

**Dr. Wahiduzzaman Khan**, BBA, MBA (RU), Ph.D. (RU)

### **Associate Professor**

**Mr. Salman Salem Shinwary**, MBS (RU), PGDIM (BIM), MBM (ULBS, Romania)

**Ms. Parul Akhter**, BBA, MBA (DU), MBM (ULBS, Romania)

**Dr. Naznin Sultana Chaity**, BBA (AUST), MBA (DU), Ph.D. (JU)

### **Assistant Professor**

**Mr. Kazi Ahmed Farhan**, BBA, MBA (DU)

**Mr. Md. Shak Forid**, BBA, MBA (CU)

**Mr. Md. Mahfujur Rahman**, BBA, MBA (DU)

**Ms. Rifat Parveen Bokhari**, BBA, MBA (DU)

**Ms. Salma Akter**, BBA, MBA (DU) (on leave)

**Mr. Md. Hafez**, BBA, MBA (DU)

**Ms. Nazma Akter**, BBA, MBA (RU)

**Ms. Sabreya Khanom Zuma**, BBA, MBA (DU)

**Mr. Saheb Ali Mondal**, BBA, MBA (RU)

### **Lecturer (Grade - I)**

**Ms. Nahida Sultana**, BBA, MBA (DU)

**Ms. Rasheda Akter Rupa**, BBA, MBA (DU)

### **Lecturer (Grade - II)**

**Ms. Rownak Jahan**, BBA, MBA (DU)

**Ms. Afrin Sultana**, BBA, MBA (DU)

### **Lecturer (PTFL)**

**Ms. Nusrat Jahan Tanha**, BBA, MBA (DU)