

# Curriculum for BBA Program: Major in Marketing and International Business

(Applicable from Fall 2014 and onwards)

40 Courses (120 Credits)

	Course Code	Course Titles	Credits		Course Code	Course Titles	Credits
<b>Languages:</b> 3 Courses (9 Credits)	ENG103	Intermediate Composition	3	<b>Humanities:</b> 3 Courses (9 Credits)	PHI401	Business Ethics	3
	ENG105	Advanced Composition	3		<b>Select Two Courses from History</b>  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	
<b>Social Sciences:</b> 2 Courses (6 Credits)	Counted in School Core			<b>Sciences (with lab):</b> 3 Courses with 3 Labs (9credits +3Credits=12 credits)	<b>Select Three Courses from Sciences</b>		
	<b>Select One Course from Political Science/Government</b>				BIO103	Biology I,	12
	POL101	Introduction to Political Science,	3		CHE101	Chemistry I,	
	POL104	Introduction to Governance / PAD201			ENV107	Introduction to Environmental Science,	
<b>Select One Course from Sociology / Anthropology / Geography</b>			PBH101	Introduction to Public Health,			
SOC101	Introduction to Sociology,	3	PHY107	Physics I,			
ANT101	Introduction to Anthropology,	3	PSY101	Introduction to psychology			
GEO205	Introduction to Bangladesh Geography						

**GED:**  
12 Courses  
(36 Credit)

**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 <b>(Prerequisite- MKT202)</b></p> <p>MKT 344 - Consumer Behavior <b>(Prerequisite- MKT202)</b></p> <p>MKT 460- Strategic Marketing <b>(Prerequisite-MKT202)</b></p> <p>MKT 470- Marketing Research <b>(Prerequisite- BUS173/ECO173/MKT202)</b></p>
<b>Elective Courses (select any two)</b>
<p>MKT 412- Services Marketing <b>(Prerequisite-MKT202)</b></p> <p>MKT 417-Export Import Management</p> <p>MKT382- International Marketing <b>(Prerequisite-MKT202)</b></p> <p>MKT465- Brand Management <b>(Prerequisite-MKT202)</b></p> <p>MKT 330- Digital Marketing &amp; Social Networks for Business</p> <p>MKT 450- Marketing Channels <b>(Prerequisite-MKT202)</b></p> <p>MKT445- Sales Management</p> <p>MKT475- Marketing Analytics <b>(Prerequisite-MKT202/MKT470)</b></p> <p>MKT355- Agricultural Marketing <b>(Prerequisite-MKT202)</b></p>

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

\*\*\*For newly admitted students BUS112 (Elementary Mathematics) and ENGL102 (Introduction to Composition) are mandatory unless these courses have been waived based on admission test results.  
**(Please check your admission offer letter)**

*Prepared by: Fatematu Zohura Tonni, Program Officer*