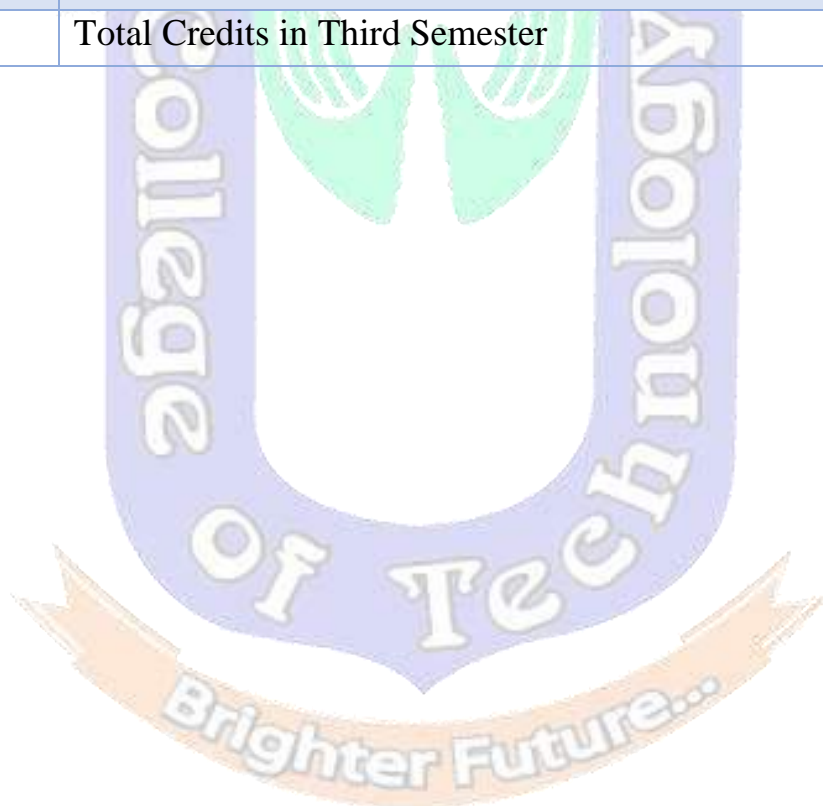


College Of Technology
BACHELOR OF BUSINESS ADMISSION (BBA)
THIRD SEMESTER
Detailed Syllabus

Course Code	Course Title	Credit
520119	Business Statistics-I	3
520121	Organizational Behavior	3
520123	Legal Environment of Business	3
520125	E-Commerce	3
520127	Macro Economics	3
	Total Credits in Third Semester	15



BACHELOR OF BUSINESS ADMISSION (BBA)

Second Year (Third Semester)

Detailed Syllabus

Course Code: 520119

3 Credits

Course Title: Business Statistics-I

- 1. Concepts of Statistics :** Introduction- Statistics Defined- Statistical Data- Statistical Methods-Statistics: Science or Art- Functions of Statistics- Scope of Statistics- Statistics and the Computer- Limitations of Statistics- Distrust of Statistics- Problems.
- 2. Collection of Data, Data Classification, Tabulation and Presentation:** Sources of Data, Primary and Secondary Data Sources- Internal Data- Classification of Data- Formation of a Frequency Distribution- Classification according to Class Intervals- Principles of Classification-Tabulation of Data- Review of the Table- Types of Tables- Parts of a Table- Charting Data-General Rules for Constructing Diagrams- Types of Diagrams- One-Dimensional or Bar Diagrams- Two- Dimensional Diagrams- Pictograms and Cartograms- Choice of a Suitable Diagram- Graphs- Graphs of Time Series or Line Graphs- Graphs of Frequency Distributions-Limitations of Charts- Problems.
- 3. Measures of Central Tendency:** Objectives of averaging, Requisites of a measure of central Tendency, Measures of Central tendency, Mathematical averages, Geometric mean, Harmonic mean, Averages of position, partition values, Mode, Relationship between mean, median, and mode-comparison between measures of central tendency.
- 4. Measures of Dispersion:** Significance of Measuring Dispersion; Properties of A Good Average Dispersion; Range-Inter-Quartile Range and quartile Deviation; Mean Deviation; Standard Deviation; Co-efficient of, Variations and Their Application.
- 5. Moments, Skewness and Kurtosis:** Concepts; Moments from Arbitrary Value; Moments from Mean; Relation between Moments; Measures of Skewness and its Uses, Measures of Kurtosis and Its Application.
- 6. Sampling and Sampling distributions:** Reasons of Sample Survey-Population parameters and sample statistics-Sampling Methods-Sampling distributions-Sampling distribution of Sample mean-Sampling distribution of sample proportion.
- 7. Probability and probability distributions:** Concepts of probability-definition of probability combinations of permutations-Rules for probability and algebra of events-Bayes' Theorem- Probability distributions-expected value and variance of a random variable-Discrete Probability distributions-continuous probability distribution.

Recommended Books:

1. Bruce L, Bowerman, Richard T.O. Connel, Michael L, Hand (2002).Business Statistics in Practice,International Edition, McGraw Hill Higher Education.
2. Islam, Md. Rafiqul,(2017). Business Statistics, 4th Edition, CBO Publications, Dhaka

Good luck

BACHELOR OF BUSINESS ADMISSION (BBA)

Second Year (Third Semester)

Detailed Syllabus

Course Code: 520121

3 Credits

Course Title: Organizational Behavior

- 1. Introduction and overview:** Definition-Nature and importance of organizational behavior- Individual behavior and its element-Fundamental element of organizational behavior-Social system.
- 2. Causation in behavior:** The stimulus-The organism-The concept of interaction between S and O.
- 3. Conflict in organization:** Industrial conflict-Organizational conflicts at the individual and group level- Organizational reaction to conflicts at the individual and group level- Organizational reaction to conflict- Inter organizational conflict.
- 4. General principles of personnel Testing:** The use of psychological test in industry-The types of best aptitude tests and achievement tests.
- 5. Attitudes and Job satisfaction:** Definition-Components of Attitudes, Definition-Causes of Job Satisfaction- How to Measure Job Satisfaction?
- 6. Frustration:** The symptoms of frustration- Dealing with frustration
- 7. Motivational theories:** The classical model-Two factor theory-Equity theory-Multiplicative theory-Maslow's need priority-Job satisfaction.
- 8. Leadership in organization:** Leadership traits and characteristics-Personality factors- Situation factors- Interaction of personality and situation factors-Leadership effectiveness- Theories and research.
- 9. Management development and training:** A system view-The group for organizational effectiveness- Types of training-Evaluation of training Programs.

Recommended Books:

1. Davis, Keith (1969), Human Relation at Work: The Dynamics of Organization Behavior 3rd Edition, McGraw-Hill.
2. Stephen P. Robbins & Timothy A. Judge, Organizational Behavior, (2014). 16th Prentice Hall India Private Limited.

Good luck

BACHELOR OF BUSINESS ADMISSION (BBA)

Second Year (Third Semester)

Detailed Syllabus

Course Code: 520123

3 Credits

Course Title: Legal Environment of Business

- 1. The Contract Act, 1872:** Definition of a Contract- Essentials Elements of a Contract- Offer-Acceptance- Consideration- Void and Voidable Agreements- Capacity of Parties- Free Consent Legality of Object and Consideration Contingent Contract- performance of Contracts- Termination and Discharge of Contracts- Indemnity & Guarantee – Bailment and Pledge.
- 2. The Negotiable Instruments Act, 1881:** Definition- Acceptance and Negotiation- Rights and Liabilities of Parties- Dishonor of Negotiable Instruments.
- 3. The Sale of Goods Act, 1930:** Definitions. Transfer of Ownership ‘Performance of the Contract of Sales.
- 4. The Company Act, 1994:** Definition, Characteristics, Types, Memorandum– Contents and Clauses, Alteration. Article of Association– Purpose, Content, Alteration-, Formation of Company– Steps, Procedure of registration and Incorporation, Certification of Incorporation, Prospectus: Purpose, Contents, Chairman, Directors and Managing Director– Appointment, Qualification, Powers and Duties, Removal, Vacation of Office, Remuneration, Meetings –Statutory Meetings, Statutory Report, Annual Meeting, Extraordinary General Meeting, Resolutions, Minutes of Proceeding Winding Up – Winding up by the Court. Voluntary Winding Up, Winding Up subject to the Supervision of the Court, Appointment of Official Liquidators.
- 5. The Partnership Act, 1932:** The nature of partnership–Relations of partners to one another–Relations of partners to third parties–Incoming and outgoing partners–Dissolution of a firm–Registration of firms.
- 6. The Bangladesh Labor Act, 2006:** Important Statutory Definitions: Factory, Worker, Employer, Commercial Establishment, Industrial Establishment; *Summary of major provisions on:* Employment and Conditions of Services, Employment of Adolescent, Provisions of Health, Hygiene, Safety and Welfare Measures, Working hours and leave, Trade Union and Industrial relations, Dispute resolution, Workers’ Participation in Companies’ Profits.

Recommended Books:

1. The Negotiable Instruments Act, 1881;
2. The Sale of Goods Act, 1930;
3. The Company Act, 1994;
4. The Partnership Act, 1932;
5. The Bangladesh Labor Act, 2006

Good luck

BACHELOR OF BUSINESS ADMISSION (BBA)

Second Year (Third Semester)

Detailed Syllabus

Course Code: 520125

3 Credits

Course Title: E-Commerce

- 1. Understanding E-commerce:** Meaning of E-commerce & E-Business. Origins and Growth of E-commerce. History of E-commerce. Why Study E-commerce? Unique Features of Ecommerce Technology, Types of E-commerce, Growth of the Internet, Web, and Mobile Platform. E-Commerce Business Model and Concepts.
- 2. Infrastructure for E-Commerce:** The Internet, The Evolution of the Internet, The Internet Today The Future Internet Infrastructure, Limitations of the Current Internet. The Web, The Internet and the Web, Mobile Apps.
- 3. Building an E-Commerce Perspective:** Imagine Your E-commerce Presence, Building an Ecommerce Presence, Choosing Software and Hardware, Other E-Commerce Site Tools, Developing a Mobile Web Site and Building Mobile Applications.
- 4. E-commerce Security and Payment Systems:** The E-commerce Security Environment, Security Threats in the E-commerce Environment, Technology Solutions, Management Policies, Business Procedures, and Public Laws, E-commerce Payment Systems, Online Credit Card Transactions Credit Card E-commerce Enablers, Mobile Payment Systems, Digital Cash and Virtual Currencies, Electronic Billing Presentment and Payment.
- 5. E- Commerce Marketing:** Consumers Online, The Internet Audience and Consumer Behavior, Consumer Behavior Models, The Online Purchasing Decision, Digital Commerce Marketing and Advertising Strategies and Tools, The Web Site as a Marketing Platform: Establishing the Customer Relationship, Traditional Online Marketing and Advertising Tools, Search Engine Marketing and Advertising, Display Ad Marketing, E-mail Marketing, Affiliate Marketing, Viral Marketing, Lead Generation Marketing, Social, Mobile, and Local Marketing and Advertising, Multi-Channel Marketing: Integrating Online and Offline Marketing, Other Online Marketing Strategies, Customer Retention Strategies, Pricing Strategies, Long Tail Marketing, Internet Marketing Technologies, The Revolution in Internet Marketing Technologies, Customer Relationship Management (CRM) Systems , Understanding the Costs and Benefits of Online Marketing Communications, Online Marketing Metrics, How Well Does Online Advertising Work? The Costs of Online Advertising,
- 6. Mobile Marketing:** M-commerce Today, How People Actually Use Mobile Devices, In-App Experiences and In-App Ads, How the Multi-Screen Environment Changes the Marketing Funnel, Are Mobile Devices a Good Marketing Platform? Basic Mobile Marketing Features, The Technology: Basic Mobile Device Features, Mobile Marketing Tools: Ad Formats, Starting a Mobile Marketing Campaign, Insight on Business: Mobile Marketing: Land Rover Seeks Engagement on the Small Screen, Measuring Mobile Marketing Results. Local and Location-Based Marketing, The Growth of Local Mobile Marketing, The Growth of Location-Based Mobile Marketing, Location-Based Marketing Platforms, Location-Based Mobile Marketing: The Technologies, Why Is Local Mobile Attractive to Marketers? Location-Based Marketing Tools, A New Lexicon: Location-Based Digital Marketing Features, Local Marketing Ad Formats, Starting a Location-Based Marketing Campaign, Measuring Location-Based Marketing Results.
- 7. Introduction to Social Media Marketing:** Social Media Marketing, Social Media Marketing Players, The Social Media Marketing Process, Face book and Twitter Marketing

Recommended Books:

1. David Chaffey, (2014).E-Business and E-Commerce Management 6th Edition, Pearson.
2. Kenneth C. Laudon & Carol Guercio Traver, (2015.)E-Commerce, 11th Edition, Pearson.

Good luck

BACHELOR OF BUSINESS ADMISSION (BBA)

Second Year (Third Semester)

Detailed Syllabus

Course Code: 520127

3 Credits

Course Title: Macro Economics

- 1. Fundamental Concepts of Macroeconomics:** Income, Consumption, Savings, Investment, Employment and Output.
- 2. National Income Accounting :** GDP, GNP, NNP, Nominal and Real National Income, Methods of National Income Accounting, Problems of Computing National Income, Usefulness of National Income Accounting.
- 3. Theory of Income Determination:** Classical Approach of Macro-Economics, the Demand for and Supply of Labor, the Equilibrium Level of Employment and Output, Say's Law of Market, Keynesian Approach.
- 4. Investment:** Concepts of Investment, Marginal Efficiency of Investment and Capital.
- 5. Inflation:** Inflation, Types, Causes, Effects and Control of Inflation. Inflation Vs. Deflation. Demand Pull and Cost Push Inflation-Definition and Its Nature, Inflationary Gap, Measurement of Inflationary Gap.
- 6. Consumption and Savings Function:** Concepts of Consumption and Savings Function, MPC, APC, MPS, APS, Short Run and Long Run Views, Keynesian Approach.
- 7. The Quantity Theory of Money Transaction:** Fisher's Equation of Exchange, Cambridge Equation and Friedman's Quantity Theory of Money.

Recommended Books:

1. Samuelson, A. Paul and Naurdhus, D. William (2009) "Economics" 18th Edition, McGraw Hill Book Co. New York. USA
2. N. Gregory Mankiw, (2018) *Principles of Macroeconomics 8th Edition*, Cengag Dewett, K K&Navalur,H. M (1986). Modern Economic Theory, 23rd Edition, S. Chand & Co. Ltd., India

Good luck