



North Bengal International University

**Faculty of Business Studies
Department of Business Studies**

**ACADEMIC CURRICULUM
OF
MASTER OF BUSINESS ADMINISTRATION (MBA)**

(For 4-Year BBA Graduate)

[MBA (1-Year) Program]

SPECIALIZATION IN MBA (1-YEAR) PROGRAM

- Major in Finance
- Major in Banking and Insurance
- Major in Management
- Major in Human Resource Management
- Major in International Business
- Major in Marketing
- Major in Accounting
- Major in Tourism and Hospitality Management

COURSE AND CREDIT STRUCTURE OF MBA PROGRAM

	COURSES		CREDITS
Common Courses	7	7 x 3	= 21
Major Courses	4	4 x 3	= 12
Project & Viva-Voce	1	1 x 3	= 03
Total	12		= 36

Course-Wise Marks distribution

Course (Final Term)	:	50%
Course (Mid Term)	:	20%
Class Test/Tutorial/Presentation:		10%
Class Attendance	:	10%
Assignment	:	<u>10%</u>
		Total=100%

A. List of courses (Compulsory)

	Course Code	Course Title	Credits
1	ACT 5002	Accounting for Managers	3
2	BUS 5003	Business Ethics and Corporate Social Responsibility	3
3	BUS 5004	Global Business Environment	3
4	BUS 5005	Social Entrepreneurship	3
5	FIN 5002	Micro-Finance and SMEs	3
6	HRM 5001	Human Resource Management	3
7	MKT 5002	Services Marketing	3

B. List of courses (Major)

Major: FINANCE (any four)

Course Code	Course Title	Credit Hours
FIN 6001	Financial Management	3
FIN 6002	Financial Institutions and Markets	3
FIN 6003	Working Capital Management	3
FIN 6004	Real Estate and Lease Financing	3
FIN 6005	Corporate Finance	3
FIN 6006	Investment and Portfolio Management	3
FIN 6007	Financial Derivatives	3

Major: BANKING AND INSURANCE (any four)

Course Code	Course Title	Credit Hours
BI 6001	Bank Funds Management	3
BI 6002	Islamic Banking	3
BI 6003	Practices of Life Insurance	3
BI 6004	Practices of General Insurance	3
BI 6005	Computer and Software Applications in Banks	3
BI 6006	International Banking	3
BI 6007	Insurance Claims Management	3

Major: MANAGEMENT (any four)

Course Code	Course Title	Credit Hours
MGT 6001	Management Theory	3
MGT 6002	Total Quality Management	3
MGT 6003	Organizational Behavior	3
MGT 6004	Strategic Management	3
MGT 6005	Project Management	3
MGT 6006	Management Consultancy	3
MGT 6007	Small Business Management	3

Major: HUMAN RESOURCE MANAGEMENT (any four)

Course Code	Course Title	Credit Hours
HRM 6001	Human Resource Planning	3
HRM 6002	Compensation Management	3
HRM 6003	Industrial Relations	3
HRM 6004	Training and Development	3
HRM 6005	Conflict Management	3
HRM 6006	Strategic Human Resource Management	3
HRM 6007	Leadership and Teamwork	3

Major: INTERNATIONAL BUSINESS (any four)

Course Code	Course Title	Credit Hours
IB 6001	International Trade Operations	3
IB 6002	International Business Law	3
IB 6003	Cross Cultural Issues and International Business Negotiations	3
IB 6004	International Financial Management	3
IB 6005	International Competitiveness	3
IB 6006	International Marketing and Strategic Issues in Global Marketing	3
IB 6007	International Financial Markets and Investment Banking	3

Major: MARKETING (any four)

Course Code	Course Title	Credit Hours
MKT 6001	Consumer Behavior	3
MKT 6002	Supply Chain Management	3
MKT 6003	Brand Management	3
MKT 6004	Marketing Management	3
MKT 6005	Strategic Marketing	3
MKT 6006	E-marketing	3
MKT 6007	International Marketing	3

Major: ACCOUNTING (any four)

Course Code	Course Title	Credit Hours
ACT 6001	Financial Accounting	3
ACT 6002	Cost and Management Accounting	3
ACT 6003	Auditing	3
ACT 6004	Taxation	3
ACT 6005	Accounting Information Systems	3
ACT 6006	Multinational Accounting	3
ACT 6007	Accounting Theory	3

Major: TOURISM AND HOSPITALITY MANAGEMENT (any four)

Course Code	Course Title	Credit Hours
THM 6001	Tourism Planning and Development	3
THM 6002	Hospitality Sales and Management	3
THM 6003	Tourists Behavior	3
THM 6004	Tourism Destination Marketing	3
THM 6005	Tourism Impact and Sustainability	3
THM 6006	Tourism Research	3
THM 6007	Introduction to Tourism Industry	3

SEMESTER-WISE DISTRIBUTION OF COURSES

Course Code	Course Title	Credit Hours
BUS 5003	Business Ethics and Corporate Social Responsibility	3
FIN 5002	Micro-Finance and SMEs	3
HRM 5001	Human Resource Management	3
MKT 5002	Services Marketing	3
Total Credits		12

Course Code	Course Title	Credit Hours
ACT 5002	Accounting for Managers	3
BUS 5004	Global Business Environment	3
BUS 5005	Social Entrepreneurship	3
	Major 1	3
Total Credits		12

Course Code	Course Title	Credit Hours
	Major 2	3
	Major 3	3
	Major 4	3
	Project & Viva-Voce	3