

## **BBA PROGRAM**

### **Introduction:**

The Premier University BBA program extends over a period of four years divided into eight semesters. Each semester consists of 15 weeks, and each course consists of 39 lectures of 60 minutes duration. Each course is credited as 3 units. Students are allowed to enroll in 7 courses at the maximum in each semester.

### **Program Design:**

The BBA curriculum consists of foundation, core, integrative and elective courses. The foundation and core courses are designed to equip the students with the basic knowledge and skills in the major business functional and analytical areas. The integrative courses provide students with opportunities to apply theories and practices from several disciplines to complex business and organizational problems. The elective courses allow each student to select advanced courses according to his/her particular interest in a given area of concentration.

### **Major/Concentration:**

The students may concentrate in a particular major by choosing eight courses from a given area of specialization. Currently, the faculty offers five majors. They are accounting, management, marketing, finance and HRM. A major is offered if teachers are available and if a minimum of ten students sign up for that. The Academic Council of Premier University reserves the right to offer/withdraw electives.

### **Project Work/ Internship:**

The project work / internship is an integral part of BBA degree requirement. The basic objective of project work/internship is to provide practical exposure to the students in a working environment. Students are placed in business organizations, autonomous and government enterprises and other research bodies or development projects so that they get an opportunity for translating theoretical conception in real life situation. The project work / internship covers 8 weeks of organizational attachment and another 3-4 weeks for finalization of the report. The student must prepare and submit a report within the specified time and must get a passing grade. Failure to obtain a passing grade calls for either revision or resubmission of the report or retake of the project work / internship program as may be determined by the authority of the university.

### **Degree Requirements:**

The BBA degree requirements are: -

- a. Completion of minimum 120 credit hours,
- b. Passing of all courses individually,

- c. Passing of viva-voce,
- d. Completion of project work /internship program.

**List of Courses: BBA Program**

<b>Course Code</b>	<b>Course Name</b>
ACC 102	Principles of Accounting
BUS 101	Introduction to Business
ENG 101	General English
HUM 101	Basics in Humanities
STA 101	Basic Statistics
ENG 201	English Composition
MGT 201	Principles of Management
MTH 151	Business Mathematics
PSY 151	Introduction to Psychology
STA 151	Business Statistics
BUS 201	Business Communication
ECO 105	Microeconomics
FIN 105	Business Finance
LAW 251	Business Law
MKT 105	Principles of Marketing
ACC 152	Intermediate Accounting
ECO 155	Macroeconomics
FIN 301	Financial Management
HRM 251	Human Resource Management
MKT 301	Marketing Management
ACC 251	Taxation: Theory & Practice
BUS 351	Entrepreneurship
CIS 201	Computer Application in Business
CIS 351	Management Information System
MTH 361	Operations Research
ACC 415	Managerial Accounting
BUS 361	Business Research Methods
MGT 351	Organizational Behavior
BUS 305	Macro Environment Analysis
BUS 411	International Business
BUS 421	Project Management
MGT 499	Strategic Management

**Major / Concentration: BBA Program**

**Major in Accounting**

<b>Course Code</b>	<b>Course Name</b>
ACC 451	Cost Accounting

ACC 454	Tax Accounting
ACC 485	Advanced Financial Accounting
ACC 455	Advanced Cost Accounting
ACC 475	Accounting for Management Control
ACC 460	Accounting Information System
ACC 481	Financial Reporting
ACC 462	Auditing

### Major in Management

Course Code	Course Name
MGT 450	Operations Management
MGT 452	Management Science
ECO 452	Managerial Economics
MGT 462	International Management
MGT 454	Small Business Management
MGT 471	Organization Development & Change
MGT 464	Managing Innovation
MGT 472	Organization Structure & Design

### Major in Human Resource Management

Course Code	Course Name
HRM 461	Strategic Staffing
HRM 464	Employee Training & Development
HRM 450	Labor Law
HRM 466	Organization Development & Change
HRM 467	Organization Structure & Design
HRM 453	Industrial Relations
HRM 473	Compensation Management
HRM 474	Labor Economics

### Major in Marketing

Course Code	Course Name
MKT 455	Consumer Behavior
MKT 458	Integrated Marketing Communication
MKT 473	Marketing Channels
MKT 480	Strategic Brand Management
MKT 483	International Marketing
MKT 465	Service Marketing
MKT 485	Pricing
MKT 468	Personal Selling & Sales Management

## Major in Finance

Course Code	Course Name
FIN 454	Principles & Practice of Banking
FIN 455	Security Analysis & Portfolio Management
FIN 456	Financial Statements Analysis & Valuation
FIN 457	Insurance & Risk Management
FIN 462	Working Capital Management
FIN 461	Financial Markets & Institutions
FIN 466	Corporate Finance
FIN 464	International Financial Management

### Brief Description of Courses: BBA Program

#### **ENG 101      General English**

This course is designed for developing adequate proficiency in listening and reading comprehension, speaking and writing of correct English. The course contains fundamentals of grammar, composition, translation, vocabulary and pronunciation. This course will enhance knowledge and skills of students in English as a language and communication medium.

#### **BUS 101      Introduction to Business**

This course outlines the aims and objectives, functions and responsibilities of business enterprises. Through this course students will gain an understanding of the various aspects of business activities, and a vocabulary of business terms and business environment.

#### **HUM 101      Basics in Humanities**

This course is designed to orient the students with the basics in humanities. Topics on literature, fine arts, culture, civilization and other finer ramifications of human life and living are included in this course.

#### **STA 101      Basic Statistics**

This course introduces basics of collection, processing and presentation of statistical data to the students. The course includes topics such as, frequency distribution, measures of central tendency, measures of dispersion, basic probability concepts, simple correlation and regression analysis, statistical quality control, and the like.

#### **ACC 102      Principles of Accounting**

This course focuses on Generally Accepted Accounting Principles (GAAP) which aims understanding basic accounting theory and performs the accounting required for an accounting cycle. It includes the

techniques of recording, summarizing, analyzing the transactions of a business and preparing & interpreting the financial statements.

**STA 151          Business Statistics**

This course emphasizes on sampling theory and methodology, probability distribution, estimation and hypothesis testing for linear statistical models. Index number, time series analysis, and Chi-square test are also discussed in the course.

**ENG 201          English Composition**

This course has been designed with a view to advancing the English language abilities of the learners through a wide-ranging set of activities and exercises. Upon the successful completion of the course, students will be expected to reach an optimum level of proficiency in spoken and written English, which will enable them to communicate with ease and confidence in real life situations. The course contains three units, which are spoken English, essentials of English pronunciation and conversation practice & writing exercises.

**PSY 151          Introduction to Psychology**

This course aims at familiarizing the students of business with the central concepts and theories of psychology and provides a conceptual overview of understanding human behavior and mental processes. It covers both the traditional areas of psychology and applied topics, including the biological foundations of behavior, sensation, perception, learning, memory, abnormal behavior and treatment and health psychology.

**BUS 201          Business Communication**

This course is designed to help the students in learning the techniques and acquiring the skills needed to communicate effectively in management. The course deals with English for business communication and covers various techniques of effective communication like business letters and e-mails, memos, reports and other tools.

**MGT 201          Principles of Management**

This foundation course will help the students to know the basics in management. The course deals with the concepts and meaning of management; management principles and theories; and functions of business management such as planning, organizing, staffing, motivating and controlling. Various techniques of management and social responsibility of management will also be discussed in this course.

**MTH 151      Business Mathematics**

This course covers basic algebra, coordinate geometry, set theory, equations and inequalities, mathematics of finance, permutations and combinations, matrix, linear programming, differential and integral calculus. Methods of solving business problems are reviewed in details.

**ECO 105      Microeconomics**

This course brings into focus the basic concepts and theories of microeconomics. It covers theory of demand, supply, household behavior, production and cost, and utility. It further focuses on product-market equilibrium, and the price discrimination.

**BUS 305      Macro Environment Analysis**

This course deals with different external environments, such as political, legal, demographical, socio-cultural and technological, which are beyond the direct control of business organizations. The course teaches how these environments should be analyzed systematically to identify opportunities and threats for organization and how different elements of these environments can be incorporated into the decision making process.

**FIN 105      Business Finance**

This course is designed to introduce students to the basic concepts of finance. This course provides an understanding of overall financial functions and activities in business organization. The course also covers provisions of finance, mathematics of finance, credit and bank services, risk and return, time value of money, raising short, intermediate and long-term finance, development of financial institutions and implications of all these concepts in business.

**LAW 251      Business Law**

This course deals with laws related to business and its operation. Company law, mercantile law, industrial laws are discussed in detail. This course strives to help the students understand the increasing network on legislation which influences the organization and general management.

**MKT 105      Principles of Marketing**

This course introduces the students of the business studies to the basic concepts & principles of marketing. It helps students to understand the marketing process, overall marketing environment, marketing information system, consumer and business markets and buyer behavior; market segmentation, targeting and positioning; and developing the marketing mix.

**ECO 155      Macroeconomics**

This course focuses on the mechanism of macro economy and its cyclical fluctuation. Major topics included are Gross Domestic Product (GDP), Gross National Product (GNP), national income, personal income, determination of national income by Classical and Keynesian theories, savings, consumption, investments, government expenditures and balance of trade and payments. This course also examines economic problems and their solutions; good and ill effects of fiscal and monetary policies and some aspects of international economics with current affairs.

**HRM 251      Human Resource Management**

Human Resources Management course provides an overview of the fundamentals, importance, and impact of human resource management in an organization. The course focuses primarily on planning, attracting and selecting, placing, developing, evaluating, and rewarding human resources.

**MKT 301      Marketing Management**

This course investigates marketing from managerial perspective. It focuses on different marketing strategies, marketing plan and implementation. It will help students to expand knowledge and thoughtfulness of main theories, concepts and models in marketing to conduct the improvement and implementation of marketing strategies.

**ACC 152      Intermediate Accounting**

This course focuses on the theoretical concepts and financial statements in advanced level. It is the continuation of "Principles of Accounting". Students will be able to understand the concepts of current and long term liabilities, cash flow statement, and preparation and analysis of financial statements of companies.

**FIN 301      Financial Management**

This course focuses on the analysis of financial problems that a business firm faces. The aim of this course is to teach students different financial theories and their implications for financial problem solving. The course covers financial management decisions, financial performance analysis, capital budgeting techniques, cost of capital, dividend policy, capital structure and leverage etc.

**CIS 201      Computer Application in Business**

This course is primarily designed to teach students different software packages popularly used in business enterprises. Students will attend lab classes to have hands-on experiences on how to install, design and

implement these software packages. The course will also familiarize students with the fundamental issues of computer operations.

### **BUS 351          Entrepreneurship**

This course introduces the students with the process of entrepreneurship development. It includes start-up strategies for new business, forms of ownership, sources of financing, evaluation of alternative business plans and analysis of business functions. Strategies to embrace calculated risk in investment and contemporary environment for entrepreneurship development are also discussed in this course.

### **ACC 251          Taxation: Theory and Practice**

This course aims at developing students' ability to critically evaluate the taxation procedures of different firms and also the importance of taxation in the economy of Bangladesh. This course focuses on comprehensive analysis of taxation theory, tax regulations, various types of taxes, tax approval authorities. It will help the student to have a strong foundational understanding of the underlying framework and basic principles and concepts of Bangladesh income tax law, converting assessment procedure, income and tax computation of different entities and VAT.

### **MTH 361          Operations Research**

This course is a survey of operations research techniques that has found application in the business area. Stress is placed upon model building understanding and solution techniques, including application of the linear programming, transportation, and assignment algorithms as well as sensitivity analysis of the variables. Other topics include game theory, queuing theory, simulation and sequencing models.

### **CIS 351          Management Information System**

This course will provide students with an in-depth understanding of how today's business firms use information technologies and systems to achieve corporate objectives. It will also help students to acquire the basic knowledge and skills to utilize information systems in organization. This course includes the role of information systems, organization and strategy; databases and data management; ERP and business applications; telecommunications; e-commerce; IT infrastructure development and security.

### **BUS 361          Business Research Methods**

This course intends to familiarize students with and generate their aptitude for necessary knowledge and skills required to undertake research at business organizations. The subject covers principles and methods of research; collection, collation, measurement, presentation and interpretation of data; report writing and presentation of research findings as well as ways to make useful application of the research result.



The course refreshes the basic and most commonly used statistical and other tools used in business researches.

**MGT 351      Organizational Behavior**

This course introduces students with various behavioral concepts and tools that will assist them in making responsible decisions through the analysis of human factors of management. The course covers individual behavior, attitude, personality, perception, organizational communication, conflicts, negotiations, structure, culture, change and managing stress.

**ACC 415      Managerial Accounting**

This course has been designed to enable the students to acquire the skills necessary to use, interpret and analyze accounting data which will ultimately help to become a better manager. It includes behavioral pattern of costs, cost-volume-profit relationship, variable and absorption costing approaches and profit planning tools.

**BUS 411      International Business**

The course focuses on the analysis of the major business management functions in international business environment like organizational policies and strategies of multinational companies. Topics include trade and investment theories, various environments, foreign exchange, finance and Accounting, operations management, marketing, human resource management and information technology in the context of international business.

**BUS 421      Project Management**

This course develops basic skills necessary to organize projects effectively and efficiently. The course focuses on productivity improvement, project life cycle, converting stakeholders' needs into realistic objectives, establishing dependable monitoring techniques, estimating project costs and realistic time schedules etc.

**MGT 499      Strategic Management**

This course intends to equip students with the knowledge of models, methods and practices of strategic management to help them become effective strategy formulators and implementers. It explores how organizations should conduct systematic analysis of environment; how to formulate policies, understand business risk and opportunities, and strategies and alternatives. The course is conducted mainly through

cases, group discussions and selected additional readings to articulate the knowledge in other courses on functional areas of management.

## **Major in Management**

### **MGT 450      Operations Management**

This course examines how manufacturing and service organizations efficiently utilize a variety of resources to provide goods and services. Topics include production planning, scheduling and control, plant location and layout, work study method, inventory control, maintenance management, quality control and productivity management.

### **MGT 452      Management Science**

This course is designed to provide students with a sound conceptual understanding of the role that management science plays in the decision-making process. It aims at orienting the students to business analysis and developing their quantitative skills for solving business problems. The course includes topics such as application, methodologies and models of MS; linear programming; decision theory; goal programming; integer programming; dynamic programming and Markov analysis.

### **ECO 452      Managerial Economics**

This course allows business students to use economics to formulate strategic business decisions. Topics include demand and supply, elasticity of demand, income elasticity and cross price elasticity, demand estimation and forecasting; consumer and producers theories; theory of cost; perfect competition; monopoly, duopoly, oligopoly and monopolistic competition; market imperfections; pricing policies.

### **MGT 462      International Management**

This course intends to respond to the continuing demand for changing management applications in organization nature. After studying this course students will learn the concepts of international management and be able to apply these concepts to practical situations. This course deals with factors affecting international management, impact of MNCs, globalization and localization, international strategic management, levels of international strategies and foreign market analysis.

### **MGT 454      Small Business Management**

This course primarily focuses on both the entrepreneurial aspect and continuing management of small businesses. As managing a small firm is a multidisciplinary activity, this course focuses on various issues

like how to set up a business, basics of business, leadership, management, marketing, financial controls and other business strategies for successful start-up and operations of the small business enterprise.

**MGT 471      Organization Development and Change**

This course focuses on the understanding of basic processes and systems of organizational development and change. The approach of discussion is integrated and comprehensive. Topics include organizational renewal and changes, development process, intervention process, organizational culture, change in vision and mission statement and their impact, challenges of organizational development and change, etc.

**MGT 464      Managing Innovation**

This course aims to create the understanding of innovation processes in organization and how to manage such processes effectively. It includes discussions on nature of innovation, innovation process, innovation typologies, changes in the external environment and drivers for change, models of organizational innovation and change, individual and group creativity, factors associated with innovation, practices for developing innovative organizations, organizational culture, and transformational leadership. The course helps to appreciate the importance of personal creativity and social interaction for development and implementation of new ideas, services, products, and processes.

**MGT 472      Organization Structure and Design**

This course intends to examine various techniques and theories of organizational structure and design. The course discusses classical, neo-classical, contemporary and emerging design approaches; functional, divisional, geographical, hybrid and matrix structures; hourglass, cluster and network structures; problems and perspectives in designing organizations and developing organizational structures.

**Major in Human Resource Management**

**HRM 461      Strategic Staffing**

This course addresses the strategic role and skills needed to assess how organizations create value and to align with one of the major HR functions staffing to execute the organization's strategy. The course specifically discusses about strategic staffing, staffing strategies, strategic job analysis, forecasting and planning, sourcing and identifying recruits, recruiting, assessing internal and external candidates, managing workforce flow etc.

**HRM 450      Labor Law**

This course discusses labor laws and analyzes their impacts on employment decision-making. The course covers conditions of employee service and employment; wage and payment; health, hygiene and safety; trade unions, disputes, labor court; workers participation in company profits etc.

#### **HRM 464      Employee Training and Development**

The primary objective of this course is to explain the tools and techniques of training and development that are used to develop employee knowledge, skills and abilities. Discussion includes how to assess training and development needs; how to design and develop training programs; how to administer and evaluate training programs.

#### **HRM 473      Compensation Management**

This course discusses the strategies, procedures and other issues involved in developing and administering a compensation system that attracts and retains competent workforce. The course enables students to know how to integrate information of employee performance into compensation system; how to develop and administer a competitive pay structure; difficulties of designing an effective pay structure; and so on. The linkage between compensation and employee motivation; effect of laws and regulations on pay system; executive compensation; etc. are also discussed.

#### **HRM 453      Industrial Relations**

This course focuses on building and maintaining a healthy relation between management and labor for smooth operation of business. The content of the course includes major theories and approaches to industrial relations; structure and activities of trade unions; strategies for dealing with unions; forms and issues concerning industrial conflict; dispute and grievance resolution mechanisms; etc. Social control of industrial conflict, special issues of woman and child labor; maintaining organizational stability and disciplining employee behavior; compliance of labor laws; etc. are also discussed.

#### **HRM 466      Organization Development and Change**

This course focuses on the understanding of basic processes and systems of organizational development and change. The approach of discussion is integrated and comprehensive. Topics include organizational renewal and changes, development process, intervention process, organizational culture, change in vision and mission statement and their impact, challenges of organizational development and change, and so on.

#### **HRM 467      Organization Structure and Design**

This course intends to examine various techniques and theories of organizational structure and design. The course discusses classical, neo-classical, contemporary and emerging design approaches; functional,

divisional, geographical, hybrid and matrix structures; hourglass, cluster and network structures; problems and perspectives in designing organizations and developing organizational structures.

**HRM 474      Labor Economics**

Labor Economics is designed to teach students how to use economic tools to analyze issues related to labor markets and to develop knowledge of the relevant institutional framework. This course focuses on labor supply and demand, labor market equilibrium, various applications of human capital investment and education, wage determination, hiring practices, labor market discrimination, bargaining, contracts, incentives and unemployment fluctuations.

**Major in Marketing**

**MKT 473      Marketing Channels**

Selecting and managing the channel is the focus of this course. Therefore, the concrete course objectives are to offer an insight, realistic view and proper knowledge of marketing channels; expose marketing techniques, identify and work on channel problems; motivate, encourage and assist students to improve their analytical and critical problem solving skills; support to develop rational view of the realms of marketing theory and practice.

**MKT 455      Consumer Behavior**

The aim of this course is to facilitate the understanding of the individual consumer behavior. The course covers consumer decision-making process, the impact of internal and external factors on the process, consumer adoption and diffusion process, and purchase and post purchase behavior. Students will learn the basic theories and apply the classroom ideas in real life context throughout the semester.

**MKT 458      Integrated Marketing Communication**

This course provides students with a framework to devise and implement an integrated marketing communication campaign for a business. Topics include the planning, development, implementation and evaluation of sundry communication tools such as advertising, sales promotion, direct marketing, public relations and personal selling.

**MKT 483      International Marketing**

The course is introduced to help the students to develop a critical appreciation of both the opportunities and challenges associated with increasing globalization of markets. The course will discuss the key environmental factors that shape buyer needs and preferences, influence of overseas political and economic factors about companies, the influence of international competition, pricing policies,

international distribution system, advertising and promotion for international markets and different strategic decisions to international marketing.

**MKT 468          Personal Selling and Sales Management**

The course deals with both the management of sales force as well as the techniques involved in effective personal selling. This course aims to develop an understanding of the sales process, the skills of effective sellers, the optimization of the sales force (time and allocation), the strategic role of sales management, and the process of motivating and controlling a sales force.

**MKT 465          Service Marketing**

This course explores the management of marketing efforts for service businesses. The focus is on the strategies and concepts to minimize the gap between service expectation and service experience by customers. The course investigates service design and delivery according to customers' expectation, role of employees and customers in service delivery, service recovery, pricing and marketing communication of services.

**MKT 480          Strategic Brand Management**

This course examines the concepts and techniques of achieving long-term profitability through sound branding. Students will learn how to devise successful branding strategies by building, measuring, and managing brand equity. It covers theories and models of the strategic brand management process that includes building customer based brand equity; determining brand positioning and brand values; selecting appropriate brand elements; planning and implementing integrated marketing programs to build brand equity; measuring brand performance; & finally devising a sustainable branding strategy.

**MKT 485          Pricing**

This course covers fundamental theories, and analytical and conceptual tools for constructing effective pricing strategies. It covers the critical pricing related concepts such as customers' value perception, the price-demand relationship, cost structure and elements, and the competition. Students will learn how profitable pricing strategies can be developed with regard to different customer segments, new products, and stages in the lifecycle of products, product lines, the distribution channel, and promotion.

**Major in Finance**

**FIN 462          Working Capital Management**

This course is designed as an undergraduate program. Upon the successful completion of the course , students are expected to conduct liquidity analysis of company's financial position, demonstrate

application of various inventory management techniques, estimate efficient collection, movement, and disbursement of cash in firm, utilize short-term financial planning model to forecast cash flows, develop short-term investment and financing strategy.

**FIN 461            Financial Markets and Institutions**

The aim of this course is to understand the functions performed and the roles played by the system of financial markets and financial institutions in the global economy. It also makes a wide range of financial market events comprehensible to the students. At the end of this course, students will have a sophisticated knowledge about present and future financial market developments.

**FIN 454            Principles & Practices of Banking**

This course contents familiarizes students with the evolution of banking, and different structural, functional and other classifications of banking. The course also covers role of banks in economic development, financial statement of banks, banking system in Bangladesh, social responsibilities and ethical issues in banking operations, various functions of bank operations such as deposits, loans, mortgages, liquidity, asset-liabilities management and specialized bank services.

**FIN 457            Insurance & Risk Management**

This course looks at risk exposures and how these risks are addressed. It focuses on risk management process that involves five steps: identification, evaluation, control, financing and monitoring. The course also covers different types of insurance—fire, marine, life, health and disability, and home, property, and automobile insurance; and methods to calculate insurance needs.

**FIN 456            Financial Statement Analysis & Valuation**

This course intends to provide students with the conceptual background and analytical skills that are necessary for analysis and valuation of business activities. Through this course students will learn how to analyze and interpret financial and non-financial information strategically and accomplish valuation of assets, liability and equity.

**FIN 455            Security Analysis and Portfolio Management**

This course concerns itself with investment in financial assets with specific attention to the returns and risk associated with investment in securities. The objectives of the course are to provide students with different techniques of investing financial assets and risks associated with investing in securities; identify and evaluate the financial markets; construct optimal portfolios; conduct fundamental and technical analysis and assess the concepts of diversification and management of portfolio.

**FIN 464            International Financial Management**

The course discusses how to broaden financial decision-making to the global setting. Problems pioneered through international factors are also considered. Course contents cover issues, such as the determination of cost of capital and exchange rate, international diversification, foreign exchange market, money and capital market, long term investment in multinational country and the quantification & hedging of economic exposure.

**FIN 466            Corporate Finance**

This course examines important issues in corporate finance from the perspective of financial managers who are responsible for making significant investment and financing decisions. It includes the concept of capital budgeting, uncertainty and various strategic tools of investment and financing decisions. The course also analyzes corporate financial policy, including capital structure, cost of capital and dividend policy, and evaluates the corporate status by analyzing the financial distress position.

**Major in Accounting****ACC 481            Financial Reporting**

The course provides a user perspective on the role of accounting and financial reporting in capturing and conveying economic information about an organization. The course will guide students to acquire confidence in using the concepts and vocabulary of accounting to analyze business performance and resource allocation and communicate with top management. It will also help them become familiar with the format and use of financial statements and the role of accounting in making business decisions.

**ACC 485            Advanced Financial Accounting**

The course broadens students' horizons by examining the regulations, techniques and debates surrounding topics such as: fair value accounting; accounting for financial instruments; accounting in specialist sectors and intangible assets. It also reviews ways of analyzing the corporate report and introduces new techniques for analyzing quantitative and subjective information.

**ACC 475            Accounting for Managerial Control**

This course focuses on management accounting, which is the key function in organizations that involves developing and using financial and non-financial information to support decision making. It also provides strategic insights so that organization can execute strategy better than competitors. After completing this course students will be able to apply management accounting techniques in planning, control and decision-making situations; apply and evaluate alternative methods of investment appraisal and techniques for allocating and managing resources.



**ACC 454      Tax Accounting**

This is the advanced level of taxation which focuses on in depth analysis of taxation theory, tax regulations, tax practices, various types of taxes and double taxation relief. This course is designed to give fundamental learning of taxation principles, laws and different characteristics and functions of financial ordinance.

**ACC 451      Cost Accounting**

This course is designed to introduce the fundamentals of cost accounting, with emphasis on costing systems in the service, merchandising, and manufacturing sectors. Costing of materials, labor and overheads are studied as keys to planning and control. Service department costs allocation and Activity Based Costing are also studied.

**ACC 460      Accounting Information System**

The course develops a strong conceptual foundation in accounting information systems, a necessary prerequisite for effective performance in the field of accounting to chase the challenge of digital era. It covers how to prepare accounting database, use different software, generate required information, and enable e-commerce systems.

**ACC 455      Advanced Cost Accounting**

The course focuses on strategic and behavioral implications and impacts of planning and control of organizations. It analyzes cost information for management planning and control through process costing, joint & by products analysis and standard costing methods.

**ACC 462      Auditing**

This course emphasizes on concepts and principles which help to understand the public accounting profession and the professional standards utilized in providing auditing and other assurance services, and reporting on financial statements. It covers audit administration, control, verification of assets and liabilities and audit procedure of different entities.