

# 1 INTRODUCTION

## 1.1 The Institute

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The Institute of Business Administration (IBA), University of Dhaka, is the pioneer in rendering business education in Bangladesh. It is also the leading business school in the country. Commitment to the highest educational standards distinguishes IBA among the educational institutes in Bangladesh. This reputation has been achieved through a tradition of excellence and dedication to quality education and research. IBA graduates are highly sought after by the industry and IBA is proud of its students who have made outstanding contributions to various fields, both at home and abroad.

IBA was founded in 1966 in collaboration with Indiana University, Bloomington, USA, under a Ford Foundation Financial Assistance Program with the objective of providing professional training to create future business leaders. The founder-director of IBA is Professor M. Shafiullah.

IBA began its journey by launching its flagship MBA program. In the 1970s, the MPhil and PhD programs were introduced. In response to the growing demand for business education at the undergraduate level, the BBA program was started in 1993. In 2007, the Executive MBA program was launched to cater to the growing demand for quality education among mid-career executives.

In a proud history spanning more than four decades, the teachers and students of IBA have partnered together to achieve an enviable level of excellence in Bangladesh. A variety of factors have contributed to its success, some of which are:

- A rigorous admission selection process which ensures superior quality of students;
- A unique curriculum designed in line with North American business schools tailored to meet the requirements of the local market;
- Effective teaching methods where a blend of experimental and experiential learning is pursued;
- A highly trained and experienced faculty who bring into the classroom their vast knowledge and experience;
- A learning approach where student participation is encouraged; and
- A supportive culture and facilities for research and learning.

## **1.2 Administration**

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IBA is a constituent of the University of Dhaka and functions within the broad framework of policies, rules, and regulations of the University.

The Institute is headed by a Director, who is also a faculty member of the Institute. The Director is responsible for overall management and supervision of the activities of the Institute. The present Director of IBA is:

**Professor G M Chowdhury**  
MBA (Aston), Dip-in-Mktg (CIM, UK)  
DMS (Kingston)

### **1.2.1 Board of Governors**

A Board of Governors, chaired by the Vice-Chancellor of the University of Dhaka, provides the policy and administrative guidance for IBA. The Board consists of eleven members:

- 1) Vice-Chancellor of the University
- 2) Treasurer of the University
- 3) Dean of the Faculty of Business Studies
- 4) One nominee of the Syndicate from among its members
- 5) One nominee of the Academic Council from among its members
- 6) One nominee of the Faculty of Social Sciences
- 7) Three members from the business community nominated by the Chancellor
- 8) One elected representative of IBA faculty members, and
- 9) Director, IBA as Member Secretary

The present Vice Chancellor of the University of the Dhaka is the Chairperson of the board:

**Professor A A M S Arefin Siddique**  
Ph.D. (Mysore)  
M. A. (DU)  
Vice-Chancellor, University of Dhaka

### **1.2.2 Academic Board**

The Academic Board of the Institute reviews the academic programs. All Professors and Associate Professors of IBA are members of this Board and the Director of IBA is the Chairperson of the board. The other members are the Dean of the Faculty of Business Studies and the Chairmen of the Departments thereunder. There is also a

provision of including nominated members from the academic and business communities.

### **1.2.3 Co-ordination and Development (C&D) Committee**

The Co-ordination and Development Committee consists of the top one-third of the total number of teachers of the Institute. It is responsible for, among other things, planning of further development of the Institute in the areas of academic and research programs, and recruitment and training of teachers.

### **1.2.4 Academic Committee**

The Academic Committee is comprised of all the teachers of the Institute. The Committee provides operational guidance to the academic programs of the Institute. It deals with admission of students, curricula, examinations, teaching, and co-curricular activities etc.

## **1.3 Linkages: AMDISA and AMDIB**

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IBA is a member of the Association of Management Development Institutions of South Asia (AMDISA) which is headquartered at Hyderabad, India. IBA is also the leading institute of the Association of Management Development Institutions of Bangladesh (AMDIB). The AMDIB office is located inside the IBA premises. The Director of IBA is the incumbent President of AMDIB. Both the Associations cater to faculty and institutional development of their member organizations.

## **2 PROGRAMS OF IBA**

### **2.1 Academic Programs**

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IBA fosters an exciting academic environment with collaborative student-faculty interaction, active learning approaches, team-based experiences, and practical applications. Students are encouraged to think critically, practice intellectual curiosity, explore the bounds of creativity and innovation, and demonstrate scholarly enthusiasm.

A brief introduction of the programs and centers of IBA are presented here.

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

The Bachelor of Business Administration program of IBA is one of the most coveted programs in the country. This four-year professional undergraduate business program blends academic theory and business practice while preparing students to excel in challenging work environments or in advanced academic studies. This state-of-the-art program is proven to be of paramount importance in achieving the vision of preparing

leaders who help transform businesses through their rigorous analysis and innovative insights.

### **2.1.2 Master of Business Administration (MBA) Program**

IBA has both full-time and part-time MBA program which is a professional graduate program to develop skills and judgment in an individual for effective management. The emphasis is to develop a student's ability to evaluate business and organizational situations so as to enable them to make informed and creative judgment about policy and operational issues. Central to this approach is the development of creativity and reasoning in students, which is so essential for every manager regardless of function or level within an organization. A unique educational approach is taken to groom the graduates who enter the university from diverse backgrounds.

### **2.1.3 Executive MBA (EMBA) Program**

This is the most recent inclusion in the IBA offerings. The program is designed to enrich the knowledge of executives and to promote sharing of knowledge and experience among them. The program is interactive, where faculty members play the role of facilitators in pursuit of exchange of knowledge. The faculty members are selected from both the academia and the industry.

### **2.1.4 Master of Philosophy (MPhil) Program**

The Institute of Business Administration awards MPhil degree of the University of Dhaka. This is a full-time two-year program. Candidates possessing Masters degree from the University of Dhaka or from any recognized university and having good academic record may seek admission to the MPhil program on the recommendation of the Academic Committee of IBA and the approval of the Board of Advanced Studies of the University of Dhaka.

### **2.1.5 Doctor of Philosophy (PhD) Program**

IBA runs an outstanding doctoral program to interested and qualified candidates. The three-year program is designed to provide students with rigorous theoretical and methodological training needed to perform original research. Candidates interested in the PhD program must have at least Masters or equivalent degrees recognized by the University of Dhaka in the same or related subject. A candidate who has obtained an MPhil degree from this University or from a recognized university is also eligible for admission in this program.

### **2.1.6 Doctor of Business Administration (DBA) Program**

The DBA program at IBA is designed to provide advanced doctoral level education to professional practitioners in business and management. The prime objective of the DBA program is to produce graduates who can contribute to the advancement of their professions and to the expansion of knowledge relating to the current theories, practices and issues in business and management. Experienced managers or business

consultants having a recognized MBA or EMBA degree can apply for admission into the program.

## **2.2 Support Programs**

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### **2.2.1 Management Development Program (MDP)**

The Management Development Program of the Institute is geared towards helping individual managers and organizations augment their management development efforts. The services provided by the program include management trainings, seminars, workshops and executive forums. A Chairperson heads the Management Development Program.

### **2.2.2 Management Consultancy Program (MCP)**

The Institute has been rendering professional consulting services since its inception in 1966. To provide enhanced professional services to the business, industry and government, all consulting activities of IBA have been brought under the umbrella of MCP from 1991. The program is headed by a Chairperson who is assisted by a committee consisting of IBA faculty members who act as the resource persons of the MCP consultant team. External experts are also engaged as and when required.

## **3 CENTERS AT IBA**

To cater to the unique needs of the business and society, the Institute has created some special centers, viz., Center for Management Research and Publications (CMRP), IBA Computer Center (IBACC), Development and Policy Research Center (DPRC), Center for Women's Studies (CWS), Center for Entrepreneurship and Small Business Development (CESBD), IBA Case Development Center (ICDC), Center for Population Management and Research (CPMR), and IBA Environment Development Center (IEDC). Each Center is headed by a Chairperson chosen from among the IBA faculty members.

### **3.1 Center for Management Research and Publication (CMRP)**

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IBA has a strong program in the field of research and publications. CMRP facilitates in acquiring research funds and allocating research grants to faculty members. It further organizes regular research seminars on issues of national interest. It also takes up specific research projects at the request of government or private organizations on its own or in collaboration with agencies or organizations and endeavors to publish the research findings.

This Center has been publishing an internationally reputed quarterly journal titled "Journal of Business Administration" since 1975. The Journal provides opportunity to

the IBA faculty and fellow academicians to have their research articles published. The Journal prints articles on different aspects of management and business administration and aspires to strike a balance between theory and practice. It aims to serve the academic needs of the students as well as that of the national and international academic communities. The Journal also fosters international network with institutes and organizations through mutual exchange of journals.

### **3.2 IBA Computer Center (ICC)**

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The IBA Computer Center was established with the aim of narrowing the gap between the demand for and supply of trained personnel in the computer and IT fields through its various programs. The Center has been successfully performing its dual role of providing short-term IT training courses and providing computing facilities and services to IBA students, faculty, administration, and library.

The Center offers courses on computer languages, software applications, business application packages, specialized areas such as Systems Analysis and Design, Linear Programming, and Database Programming and Design. The Center also arranges tailor-made training programs for business, government and other organizations.

### **3.3 Development & Policy Research Center (DPRC)**

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Development and Policy Research Center (DPRC) was established with the mission of best serving the country with objective-based, neutral, non-partisan research and policy analysis in the fields of market and development. Established in 2007, DPRC is mandated to pursue a host of activities such as undertaking policy analysis and action research, holding seminars and capacity building workshops, running a student leadership program and publishing a policy-oriented news letter.

### **3.4 Center for Women's Studies (CWS)**

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This Centre was launched in 1990 to offer comprehensive and compatible training to cater to the needs of women executives, managers, and entrepreneurs.

### **3.5 Center for Entrepreneurship and Small Business Development (CESBD)**

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This Center plays a catalytic role in expanding the small and micro-enterprise sectors in Bangladesh. Its activities include training for entrepreneurship development, consultancy for business development, management, marketing, finance, and accounting services for small businesses. It also arranges seminars and workshops for the development of entrepreneurs and the small business sector in Bangladesh.

### **3.6 IBA Case Development Center (ICDC)**

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ICDC was set up with the objectives of supporting case development initiatives in Bangladesh, publishing business and management cases, arranging training programs and workshops for case development, and popularizing case method of teaching in business and management education.

### **3.7 Center for Population Management and Research (CPMR)**

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This Center was established in 1979 by IBA with financial assistance from the Ford Foundation and approval of the Ministry of Health and Population Control, the Planning Commission, and the External Resources Division of the Government of Bangladesh. It has a Governing Body with the Director of IBA as its Chairperson. The Governing Body, on approval of the Vice-Chancellor, appoints the Centre Chairperson from amongst the IBA faculty. It has undertaken a number of research, training, and consulting work, and has published several research monographs in the past few years. The Center usually engages in designing training programs, developing reading materials, and conducting training for government and non-government health and family planning programs, services, and organizations.

### **3.8 IBA Environment Development Center (IEDC)**

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The IEDC is responsible for the maintenance and upkeep of the infrastructure and environment of IBA. The main objective is to maintain a better and healthy IBA campus.

## **GENERAL FACILITIES**

### **4.1 Building**

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The Institute has its own premises within the campus of University of Dhaka. The main building is four-storied and contains 65,000 square feet of floor space. It houses the administrative and faculty offices, conference room, lecture and seminar rooms, Computer Labs, Alumni Association Office, and an auditorium. It also has a Faculty Lounge, as well as two cafeterias for students.

### **4.2 Library**

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The five-storied library building, measuring 24,000 square feet, accommodates stock rooms, reading rooms, equipment room, and a spacious examination hall. The Library provides a rich collection of books, periodicals, and research materials on management to support teaching programs and research work. It has a collection of around 500 CDs and over 55,000 volumes including textbooks, periodicals, and documents. New volumes are continuously being added to the Library every year. Books are classified

according to the Dewy Decimal system and are arranged in open shelves. The searching, retrieval, and issuing system is totally computerized.

The entirely air-conditioned Library has a reading room with a capacity for 300 readers. It remains open from 7.45 a.m. to 7.45 p.m. on all weekdays during semester periods. However, to cater to the needs of the students of EMBA Program, the library is also open till 9.30 p.m. on Tuesdays and Saturdays, and on Fridays, it is open from 9 a.m. to 9.30 p.m. with a 2 hour prayer break in-between. The Library may also remain open during holidays under special arrangement.

### **4.3 Classrooms**

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Classrooms of IBA are equipped with air-conditioning facilities, multimedia projector, computers and in-built sound system to facilitate teaching. The classroom setup also allows instructors to use a variety of pedagogical approaches and teaching styles.

### **4.4 Auditorium**

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IBA has an in-house auditorium at the ground floor which seats up to 250 people. The auditorium is used for conducting seminars, orientation programs, and various cultural events including the freshers' reception and farewell ceremony.

## **5 STUDENT SERVICES**

### **5.1 Counseling and Guidance**

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A significant feature of the education system at the Institute is the close contact between the students and the faculty members. Each student, on enrolment, is assigned to a faculty advisor. The faculty advisor counsels the student on issues relating to academic programs. The counseling and guidance is part of the larger university system.

The current faculty advisors of the Institute are:

Mr. Shama-e-Zaheer  
Assistant Professor

Mrs. Homayara L. Ahmed  
Assistant Professor

Mr. Sagar Sen  
Lecturer



## **5.2 Scholarship**

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A good number of scholarships are available for meritorious students. Few stipends are also available for financially needy ones. These scholarships and stipends are donated by various individuals and business organizations. The Scholarship Committee of IBA selects the students for these awards. In addition, the University of Dhaka also awards a number of merit scholarships.

## **5.3 Accommodation**

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The five-storied IBA Hostel located in Green Road has accommodation for 150 male students. It has a large dining room, a spacious indoor games room, a reading room, a prayer room, and other necessary facilities. Students are able to avail the University bus service from the Farm Gate bus stoppage. All IBA male students must be either resident in IBA Hostel or attached to Muktizoddha Ziaur Rahman Hall.

For female students, there are a limited number of seats available at Rokeya Hall and Shamsunnahar Hall of the University of Dhaka. For non-resident female students, the attachment has to be with one of these two halls.

The halls of residence set the residency rules and the authorities may prescribe other conditions of residence from time to time.

## **5.4 Job Placement**

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The Institute operates a Placement Office for the benefit of its graduates and their prospective employers. The Office arranges campus recruitment. It maintains records of current students and alumni and publishes profiles of all graduating students. These records and profiles are available to graduates and prospective employers. The responses from employers have always been highly encouraging and all IBA graduates have been employed in responsible and well-paid positions.

The Placement Office is also responsible for coordinating the Internship Program for the BBA and MBA students after completion of their course work. This Office is led by a faculty member as its Chairperson and managed by a full-time Placement Officer.

## **5.5 Extra-Curricular Activities**

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### **5.5.1 IBA Communication Club**

Officially the oldest club in IBA, the Communication Club (formerly known as the Debating Club) has a formidable reputation as one of the most active and successful student clubs in the country. Its members compete not only in university-level debate

and case competitions in Bangladesh, but also participate in regional and international tournaments and hold roundtable conferences.

#### **5.5.2 IBA Business Club**

Although a recent addition to IBA, this club has already managed to carve its own place by providing IBA students with practical exposure to the corporate world. The Business Club Newsletter provides an in-depth look at the current business scenario in Bangladesh and also a look at life at IBA as seen through the eyes of IBA-ites.

#### **5.5.3 IBA Sports Club**

IBA has been participating in inter-batch, inter-departmental, and inter-university tournaments since its inception. The Sports Club coordinates, organizes, and hosts different sporting events particularly cricket, basketball, and football.

#### **5.5.4 IBA Cultural Club**

IBA has a proud history of cultural events that celebrate unity, diversity, creativity, spontaneity, and the IBA spirit. Events such as the Freshers' Reception and Farewell Ceremony help promote understanding and friendship among students from different batches and programs of IBA. The Club also organizes functions to celebrate and commemorate different important cultural and historical occasions such as *Pahela Boishakh* (Bengali New Year), International Mother Language Day, Dhaka University Day etc.

Other than these established clubs, students are always encouraged, and supported by faculty and staff, to take up projects on their own for voluntary social work. The aim of the institution is not only to create future business leaders but also to nurture these young minds to be socially responsible professionals.

### **5.6 Alumni Association**

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The IBA Alumni Association is one of the most-diverse alumni network in the country. This association acts as a conduit between IBA and the former graduates. Besides annual conventions and similar collegial events, this association holds seminars and workshops on topical issues on a regular basis and publishes a magazine named "Business Executive".

## 6 FACULTY

The Institute has highly qualified faculty members who provide guidance and take responsibility for the standard of education and training given at IBA. The faculty advances management theory and practice and disseminates management knowledge through scholarly activities, classroom applications, and service to the public and private sectors. The faculty listing is given below:

### Director

**Professor G M Chowdhury**  
MBA (Aston), Dip-in-Mktg (CIM, UK)  
DMS (Kingston)  
BSc (Hons) (North London)

### Professor

1. **Nurur Rahman**  
PhD (Ohio State, USA)  
MA (Ohio State, USA)  
MBA (Indiana, USA)  
MCom (Dhaka)
2. **A K M Saiful Majid**  
PhD (Dortmund, W. Germany)  
MBA (W. Germany)  
MSc Economics (USSR)
3. **Syed Ferhat Anwar**  
PhD (DU)  
DUT (Canada)  
MBA (IBA, DU), MSc (DU)  
BSc (Hons) (DU)
4. **Iqbal Ahmad**  
M. Indl. Admn Sc (Aston, UK)  
MSc (DU), BSc (Hons)  
PGD-in-Indl. Relations (Holland)  
Dip-in-Personnel Mgt (DU)
5. **Mohammad A. Momen**  
MBA (Drake, USA)  
MCom Finance (DU)  
BCom (Hons) Finance (DU)
6. **Nazma Ara Hussain**  
PhD (DU), MBA (IBA, DU)  
PGD in Mgt Actg (UK)
7. **Jawadur Rahim Zahid**  
PhD (MBS, UK)  
MBA (IBA, DU)
8. **Abu Yousuf Md Abdullah**  
PhD (DU)  
International MBA (Helsinki School of Economics, Finland)  
MBA (IBA, DU)
9. **Shakil Huda**  
MSc (Texas Tech, USA)  
MBA (IBA, DU)
10. **Syed Munir Khasru**  
MBA (Wharton, USA)  
MCom Finance (DU)  
BCom (Hons) Finance (DU)
11. **Md Jahangir Alam**  
PhD (DU), MBA (IBA, DU)  
MSc Physics (RU)
12. **Neaz Ahmed**  
MBA (UNB, Canada)  
MBA (IBA, DU)  
BA (Hons) Economics (DU)
13. **Syed Alamgir Jafar**  
MS Business Admin (Duquesne, Penn, USA)  
BA (Hons) (Lahore, Pakistan)

14. **Khair Jahan Sogra**  
MBA (UNB, Canada)  
MBA (IBA, DU)  
MDPW (UNB, Canada)

5. **Sutapa Bhattacharjee**  
MBA (Willamette, USA)  
MBA (FBS, DU)  
BBA (FBS, DU)

#### **Associate Professor**

1. **Md Mahboob-E-Sattar**  
MBA (IBA, DU)  
BE (Elect) (Karachi, Pakistan)
2. **Mushtaque Ahmed**  
MBA (IBA, DU)  
BSc Engg E&E (BUET)
3. **Sheikh Morshed Jahan**  
MA Int'l. Dev. Policy (Duke)  
MBA (IBA, DU)
4. **Zahid Hassan Khan**  
MBA (IBA, DU)

#### **Assistant Professor**

1. **Shama-E-Zaheer**  
MBA (Emory University, USA)  
MBA (IBA, DU)  
BBA (NSU, Dhaka)
2. **Md Mohiuddin**  
MBA (IBA, DU)  
BBA Accounting (FBS, DU)  
PGD in Soc. Sc. Res. Methods (UK)
3. **Homayara Latifa Ahmed**  
MBA (IBA, DU)  
BBA (IBA, DU)
4. **Md. Ridhwanul Haq**  
PhD (Australia)  
MBS (ANU, Australia)  
MBA (DU)  
BBA Marketing (DU)

#### **Lecturer**

1. **Sagar Sen**  
ACCA Affiliate  
MBA (IBA, DU)  
BSc (Hons) CSE (DU)
2. **Md. Iftekharul Amin**  
MBA (IBA, DU)  
BSc (Hons) CSE (DU)
3. **Khaled Mahmud**  
MBA (IBA, DU)  
BSC Engg CSE (BUET)
4. **Md. Rezaul Kabir**  
MSc (Aston)  
BBA (NSU, Dhaka)
5. **Syeda Mahrufa Bashar**  
MBA (IBA, DU)  
BBA (IBA, DU)
6. **Khonika Gope**  
MBA (IBA, DU)  
BSc Engg EEE (BUET)
7. **Rezwanul Huque Khan**  
MBA (IBA, DU)  
BSc in CIT (IUT, Dhaka)

## **FACULTY ON LEAVE**

### **Professor**

1. **Muhammad Ziaulhaq Mamun**  
PhD (AIT, Thailand)  
MBA (IBA, DU)  
MBA (American Univ, Beirut)  
BSc Engg Civil (BUET)
2. **M Shawkat Ali Ferdousi**  
MSc Fin. Economics (UK)  
Master of Env Studies (Canada)  
MBA (IBA, DU), LLB (DU)

### **Lecturer**

1. **Mujahid Mohiuddin Babu**  
MBA (IBA, DU)  
MBA (FBS, DU)  
BBA (FBS, DU)
2. **Melita Mehjabeen**  
MBA (IBA, DU)  
BBA (IBA, DU)

### **Associate Professor**

1. **Mohiuddin Ahmed**  
MBA (IBA, DU)  
BBA (IBA, DU)

### **Assistant Professor**

1. **Qazi Shaheen Kabir**  
MBA (Syracuse, USA)  
MBA (IBA, DU)  
BSc Engg (Mech) (BUET)
2. **Shakila Yasmin**  
MBA (IBA, DU)  
BSc Engg E&E (BUET)
3. **Mohammad Saif Noman Khan**  
MBA (IBA, DU)  
MA (DU)  
BA English (Hons.) (DU)
4. **Sawlat Hilmi Zaman**  
MBA (IBA, DU)  
BBA (IBA, DU)

## 7 STAFF

IBA has a team of qualified, well-trained, and experienced staff who provide support to the academic programs and administrative functions. Following is a list of the officers of IBA:

### Administration

1. **Md Manzurul Haque** Secretary-in-charge  
MCom Finance & Banking (Rajshahi)  
BCom (Hons)
2. **Abu Md Mahiuddin** Senior Placement Officer  
MCom Mgt (Rajshahi)  
BCom (Hons)
3. **Md Abdul Hai Khan** Senior Computer Analyst  
MSc Maths (Dhaka)  
BSc (Hons)
4. **N. M. Jahangir** Senior Administrative Officer  
BA (Dhaka)
5. **Md Abdur Rashid** Senior Accounts Officer  
BCom (Rajshahi)
6. **Md Sohrab Ali** Senior Technical Officer
7. **Md Shamsul Haque** Section Administrative Officer
8. **Mukter Ali** Administrative Officer  
BA (Dhaka)
9. **Md Nazrul Islam** Technical Officer  
BSS (BOU)
10. **Provash Kumar Paul** Section Officer (Technical)  
MSc Math (NU)  
BSc (Hons) Math (NU)
11. **Md. Mohidul Hasan** Administrative Officer  
MA (Dhaka)

## **Library**

- 1. Mohammad Sheikh Saadi** Deputy Librarian  
MA Lib & Inf. Sc. (DU)  
BA (Hons) Lib & Inf. Sc. (DU)
- 2. Md Moinuddin** Assistant Librarian  
MA Lib & Inf. Sc. (DU)  
BA (Hons)
- 3. Faijunnesa Shilpi** Assistant Documentation Officer  
MA Lib & Inf. Sc. (Dhaka)
- 4. Ahsanul Haque** Assistant Librarian  
MA Lib & Inf. Sc. (DU)  
BSS (Hons) MSS Sociology (CU)

## **BBA PROGRAM**

### **8.1 Admission**

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The Admission Test into the freshman year is held annually. Every applicant must fulfill the admission requirements as laid down by IBA.

#### **8.1.1 Applicant Eligibility**

All applicants must have completed the Secondary School Certificate (SSC) and the Higher Secondary Certificate (HSC) or their equivalents in any field of study. However, if an applicant has taken the O-Level examination, he/she must have passed at least 5 (five) subjects (including mathematics). In case of A-Level examination, an applicant must have passed at least 3 (three) subjects. It is important to note that applicants with O-level and A-level certificates must have a minimum of grade D in any subject.

The minimum qualifying point to be eligible to apply is 5 (five) for all applicants. The point determination is laid out in the table below:

SSC GPA/Div	HSC GPA/Div	O-Level GPA*	A-Level GPA*	Qualifying Points
>= 4.5/1st	>= 4.0/1st	>= 3.0	>= 2.5	3
>= 3.5/2nd	>= 3.0/2nd	>= 2.5	>= 2.0	2

\*Letter grades of O - Level and A - Level subjects are converted into grade points on the basis of A = 4, B = 3, C = 2 and D = 1. Grade Point Average (GPA) is calculated by averaging the grade points of the five best grades for O-level and the three best grades for A-Level.

For all other certificates, equivalence will be determined by the Equivalence Committee of IBA.

#### **8.1.2 Admission Test**

All Bangladeshi applicants are required to take the admission test which is administered by IBA at Dhaka. The admission test has the following components:

##### **Written Assessment**

The Written Test assesses the applicants' aptitudes in language, mathematics, and analytical ability. To qualify in the Written Test, an applicant must obtain the minimum qualifying score in each of these areas.

##### **Communication Test**

Applicants are selected for the Communication Test on the basis of their performances in the Written Test.



### **8.1.3 Final Selection & Registration**

The final selection for admission is based on scores obtained by an applicant in the Written Test and the Communication Test. Selected candidates should obtain the prescribed University Admission Form from the BBA Program Office and submit the completed form along with four passport-size and one stamp-size photographs, and other documents as outlined in the form within the stipulated time to the BBA Program Office. Candidates who complete the above formalities will then have to pay the requisite fees as determined by IBA.

### **8.1.4 Foreign Nationals**

Admission eligibility for a foreign national is the same as stated in section 8.1.1. However, a foreign national having a score of 1700 or more in SAT Reasoning Test (with at least 550 in Critical Reading and Math and at least 500 in Writing) may be exempted from the Written Test. Exemption decisions will be made by IBA on a case-by-case basis and exempted cases will be assessed for admission on the basis of SAT Reasoning Test score, IBA Communication Test score and academic references.

## **8.2 Rules & Regulations**

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### **8.2.1 Degree Requirements**

In order to qualify for the BBA degree, a student has to meet the following requirements:

- Completion of 40 courses and the internship program (equivalent to 123 credit hours)
- Passing of the Internship with a minimum 'C' grade
- Passing of a Comprehensive Examination with a minimum 'C' grade
- Passing of all courses individually and maintaining a minimum CGPA of 2.50.

### **8.2.2 Course Load for BBA Students**

BBA is a full-time course of study and every student must take five courses in each semester. Any student failing to take five courses in a regular semester will stand withdrawn from the program for that particular semester. An exception to this rule may be made only by the Academic Committee of IBA. The full-time course load may be relaxed for transfer students or who are enrolling again after withdrawal.

In general, no student will be allowed to take more than five courses in a semester. However, students may take six courses in a semester if they need to repeat a course in order to clear an 'F' grade. This is allowed only once during the entire program and only if the course is being offered in that semester and, if the student can be accommodated.

### **8.2.3 Class Attendance**

Students are required to attend all classes held during each semester. Only three absences per course may be excused. A student may be given a reduced or an 'F'

grade or even dismissed from the program for unexcused absences. However, the Academic Committee of IBA will make the final decision regarding any proposal for dismissal on grounds of unexcused absences.

#### **8.2.4 Transfer of Credit Hours**

Transfer of credit hours from institution(s) having equivalent curricula, comparable grading system, and grading standards may be allowed for a maximum of 30 credit hours, provided that a student has obtained minimum 'B' grade in the courses intended for transfer. Students seeking transfer must have had similar courses with at least 70% identical content. Transfer of credit will be considered only after a student enrolls in the IBA BBA program having fulfilled all admission requirements as applicable to regular students. All applications for transfer of credit will be considered by IBA on a case-by-case basis. The Academic Committee of IBA will be the final authority to permit transfer of credit hours.

#### **8.2.5 Grievance Procedure Regarding Grades**

Students aggrieved by the evaluation and grading of academic work by their faculty may file a grievance application according to the approved procedure of IBA.

#### **8.2.6 Withdrawal from the Program**

Students may apply for withdrawal from the program after completion of at least one semester provided that they are in good standing (as defined in section 8.3.1). Students having incomplete grades will not be allowed to withdraw from the program. Withdrawal will be allowed only once.

A student who is granted withdrawal must complete the program within eight academic years from the date of initial registration and will select courses from among those that will be offered for the regular students.

#### **8.2.7 Unfair Means**

Students are strictly forbidden from adopting unfair means. The following shall be considered as adoption of unfair means:

- a) communicating with fellow students for obtaining help excepting for collaborative work
- b) copying from another student's script, report or paper
- c) copying from printed matter, hand-written script, writing on desk or palm of hand, or from other incriminating documents during quizzes or exams
- d) Plagiarizing or copying from existing work without reference for inclusion in report or paper
- e) possession of any incriminating document, whether used or not, and
- f) any approach in direct or indirect form to influence a teacher concerning grades.

Students adopting unfair means may be given an 'F' grade for the assignment, test, quiz, paper, report, or even for that course, at the discretion of the instructor.

Adoption of unfair means and/or engaging in any unruly behavior which is disruptive of the academic atmosphere may result in the dismissal of the student from the program as well as expulsion of the student from IBA and as such, from the University of Dhaka.

### **8.3 Grading System**

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In each course, students receive letter grades such as 'A', 'B+', 'B', 'C+', 'C', 'D+', 'D', and 'F', depending on their performances. 'F' is a failing grade. The numerical equivalence (grade point) of each grade, as used in calculating CGPA, is as follows:

<b>Letter Grades</b>	<b>Grade Points</b>	<b>Letter Grades</b>	<b>Grade Points</b>
A	4.00	C	2.00
B+	3.50	D+	1.50
B	3.00	D	1.00
C+	2.50	F	0.00

#### **8.3.1 Good Standing**

A student having a minimum CGPA of 2.50 is considered to be in good standing. The GPA (for the first semester) and CGPA (for subsequent semesters) will be calculated on the basis of: (a) grades earned in individual courses and (b) number of courses completed, including the course(s) in which the student received an 'F' grade. If the student repeats a course and the 'F' grade is substituted by a passing grade, the new grade will be considered for calculating CGPA.

#### **8.3.2 Incomplete Grade**

For incomplete course work, a student may be assigned an incomplete grade, which will be recorded as 'I' along with an alternative grade based on an assessment of the work completed in that course. Students must complete the course work within four weeks from the date of publication of the semester results. If a student fails to do so, he/she will automatically earn the alternative grade.

#### **8.3.3 Repeating a Course**

A course may be taken only once. However, a student who has received an 'F' grade in any course must retake that course and get a minimum 'D' grade in order to meet the degree requirement. The grade earned on the retake will be shown in the Grade Sheet along with the 'F' grade earned when the course was first taken. However, the previous 'F' grade(s) will not be used in the calculation of CGPA. A particular course may be repeated only once.

#### **8.3.4 Probation and Dismissal**

If a student fails to maintain a minimum CGPA of 2.50 at the end of each semester, but obtains 2.00 or more, he/she will be placed on probation. A student obtaining a CGPA

of less than 2.00 shall be dismissed from the program. If a student on probation fails to raise his/her CGPA to at least 2.50 in the following semester, he/she will stand dismissed from the program. A student who fails to maintain a CGPA of 2.50 at the end of the final semester may be allowed to repeat the course(s) in which he/she has earned grade 'C' or lower. If a student fails to raise his/her CGPA to at least 2.50 even after repeating the course(s), he/she will be dismissed from the program.

## **8.4 BBA Curriculum**

The education leading to a Bachelor of Business Administration degree starts with general classes in a wide variety of subjects. Freshmen (first-year students) and Sophomores (second-year students) spend their first two years building a foundation for their business studies.

The variety of coursework in the curriculum contributes to a broad based understanding of business management processes.

### **8.4.1 Course Structure**

<b>Course Category</b>	<b>No. of Courses</b>	<b>Credit per Course</b>	<b>Total Credits</b>
General Education (GE)	7	3	21
Allied	6	3	18
Core	17	3	51
Major	6	3	18
Minor / Free Elective	3	3	9
Capstone	1	3	3
Internship	1	3	3
<b>Total</b>	<b>41</b>	<b>3</b>	<b>123</b>

### **8.4.2 General Education (GE) Courses**

The GE course structure is designed to enhance the students' knowledge in and develop their appreciation for liberal arts and science subjects.

#### **Compulsory**

<b>No.</b>	<b>Course Code</b>	<b>Course Title</b>
1	C101	English language
2	K101	Mathematics for Decisions
3	Z101	Psychology

## **Electives**

<b>No.</b>	<b>Course Code</b>	<b>Course Title</b>
1	C102	Foreign Language (French, German, Mandarin, Spanish)
2	G101	Economics of Geography and Environment
3	S101	Physical Sciences
4	S102	Biological Sciences
5	Z102	Philosophy
6	Z103	Sociology
7	Z104	History
8	Z105	Business Ethics and Leadership

### **8.4.3 Allied Courses**

These courses help students to build a knowledge base for later application in other courses.

<b>No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Pre-requisite Course Code</b>
1	E201	Micro Economics	K102
2	E202	Macro Economics	E201
3	G201	Bangladesh Studies	-
4	K102	Quantitative Analysis	K101
5	K201	Computer Applications	K102
6	K202	Business Statistics	K102

### **8.4.4 Core Courses**

The core courses ensure knowledge of all the functional areas of business.

<b>No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Pre-requisite Course Code</b>
1	A101	Financial Accounting I	-
2	A201	Financial Accounting II	A101
3	A202	Management Accounting	A201
4	C103	Business Communication	C101
5	F301	Financial Management I	A202
6	F302	Financial Management II	F301
7	H301	Human Resources Management	W202

No.	Course Code	Course Title	Pre-requisite Course Code
8	K301	Research Methods	K202
9	K302	Management Information Systems	K202
10	L201	Legal Environment of Business	W201
11	L301	International Business Environment	L201
12	M301	Principles of Marketing	-
13	M302	Marketing Management	M301
14	P301	Operations Management	K202
15	W201	Principles of Management	-
16	W202	Organizational Behavior	W201
17	W301	Entrepreneurship	W201

#### 8.4.5 Areas of Concentration (Major/Minor)

Students are required to take additional courses as free electives in order to develop specialization in areas which may aid in advancement along their career path.

In this category, students concentrate on their chosen professional major, which prepares them for a career in business and provides specialized analytical skills for professional advancement. Students can choose from among six areas of concentration: Accounting, Finance, Human Resources Management (HRM), Information Systems, Marketing, and Technology & Operations. To successfully complete a major, students will have to complete six courses from the respective areas of concentration.

Students may wish to pursue minor in any academic area of special interest. The requirement for minors as an option for students is successful completion of three elective courses from any one area of concentration.

The prerequisites for concentration in any area are successful completion of all required GE, Allied, and Core courses.

#### Accounting

No.	Course Code	Course Title
1	A401	Cost Accounting
2	A402	Advanced Financial Accounting
3	A403	Accounting Theory
4	A404	Accounting for Govt. and Non-Profit Organization

5	A405	Auditing
6	A406	Accounting Information System
7	A408	Taxation
8	A411	Strategic Management Accounting
9	F409	Financial Information Analysis

### **Finance**

No.	Course Code	Course Title
1	F401	Corporate Finance
2	F402	Portfolio Management
3	F403	Financial Markets and Institutions
4	F404	Bank Management
5	F405	International Finance
6	F406	Financial Derivatives
7	F407	Insurance and Risk Management
8	F409	Financial Information Analysis
9	A408	Taxation

### **Human Resources Management (HRM)**

No.	Course Code	Course Title
1	H401	Human Resource Planning
2	H402	Training and Development
3	H403	Labor-Management Relations
4	H404	Compensation Theory and Administration
5	H405	Negotiation and Conflict Management
6	H406	Performance Management
7	H407	Wages and Labor Market
8	H408	Human Resources Information Systems
9	H411	Strategic Human Resources Management

### **Information Systems**

No.	Course Code	Course Title
1	K401	Computer Programming

2	K402	Systems Analysis
3	K403	Database Management
4	K404	E-Commerce
5	K405	Decision Support Systems
6	K406	Information Technology Management
7	K411	Information Systems Strategy

### **Marketing**

<b>No.</b>	<b>Course Code</b>	<b>Course Title</b>
1	M401	Basic Marketing Research
2	M402	Consumer Behavior
3	M403	Integrated Marketing Communication
4	M404	Selling and Salesmanship
5	M405	International Marketing
6	M406	Brand Management
7	M407	Channel Management
8	M408	Retail Management
9	M409	Business to Business Marketing
10	M411	Strategic Marketing

### **Technology and Operations**

<b>No.</b>	<b>Course Code</b>	<b>Course Title</b>
1	P401	Operations Research
2	P402	Production Planning and Inventory Control
3	P403	Logistics and Supply Chain Management
4	P404	Quality Management
5	P405	Project Management
6	P406	Productivity Management
7	P407	Enterprise Resource Planning
8	P408	Appropriate Technology
9	P409	Technology Management
10	P410	Product and Services Development
11	P411	Strategic Operations Management



#### 8.4.6 Capstone Course

This course enables the students to integrate what has been learnt over the rest of the program.

Course Code	Course Title	Prerequisite Course Code
W501	Business Strategy	All General Education, Allied, and Core courses

The decisions on course offerings are made by the Academic Committee.

#### 8.4.7 Comprehensive Examination

A Comprehensive Examination is taken to evaluate the students' comprehension of their major areas of study. Students must earn a minimum of 60 percent marks in this examination. The Comprehensive Examination grade is shown on the Grade Sheet but is not included in the calculation of CGPA.

The Comprehensive Examination is usually taken two weeks before the end of the final semester. If a student fails the Comprehensive Examination, he/she may sit for a retake which is allowed only once, unless otherwise decided by the Academic Committee.

#### 8.4.8 Internship Program

Every student, after completion of all 40 courses and the comprehensive examination must complete the Internship program as part of the BBA degree requirement. A student must pass the Comprehensive Examination before starting the Internship Program. The primary objective of internship is to provide an on-the-job exposure to students and an opportunity for relating theoretical concepts to real-life situations. Students are placed in business enterprises, government and semi-autonomous institutions, NGOs, development projects, or research institutions. The program includes ten weeks of organizational attachment and four weeks for report writing.

During the internship program, the student will have to choose a supervisor from the Institute who would guide and supervise the student throughout the program.

After submission of the report, the students will have to present the internship report to the defence board. The defence board usually consists of the student supervisor and two other experienced faculty members of IBA.

Students are required to prepare and submit an internship report which is graded according to the grading scheme of IBA. The grade obtained in the internship report is shown on the Grade Sheet and is also included in calculating CGPA.

#### **8.4.9 Applicability of the Curriculum and Rules**

The Institute of Business Administration reserves the right to make, at any time without notice, changes to programs, courses, regulations, degree requirements, fees or any other information or statements contained in this booklet. No responsibility will be borne either by the University of Dhaka or by the Institute of Business Administration for any adjustments or expenses resulting out of such changes.