

BBA First Year / First Semester
Courses Description

1101 INTRODUCTION TO BUSINESS

Course Contents:

SL. NO.	Title	Content
1.	Business Concepts	Meaning of Business, Basic Elements of Business, Basic Features of Business, Branches and their place in the Economy of Bangladesh, Business Environment, Business Size, Location of Business, Efficiency of Business Enterprises, Social Responsibility of Business and its Implications.
2.	Business Organizations	Form of business ownership in Bangladesh, Relative position of each form of ownership: Sole Proprietorship, Partnership.
3.	Development of Joint-Stock Companies in Bangladesh	Phases of Development, Types Area of operations of each type , Formation of Memorandum of Association and Article of Association, Prospectus – Rights and obligation of share holders, directors, and government, Liquidation of a company, Management System.
4.	State Enterprises:	Historical Background, Fields of state enterprises, Importance, Successes and Failures, Proposals for Improvement.
5.	Cooperative Societies in Bangladesh:	Their development, Types (Industrial, commercial and service sector societies), The role of each type, Formation, Problems and approaches to solve problems.
6.	Institutions for Promotion of Business	Support service of Government Institutions, Chamber of Commerce and Industry, Federation of Chambers of Commerce and Industry, Trade Associations, The Dhaka Stock Exchange, Chittagong Stock Exchange, Board of Investment, Privatization Board, Export Promotion Bureau, Bangladesh Small and Cottage Industries Corporation, Shilpa Bank, Shilpa Rin Sangstha, Export Processing Zone.
7.	Trade Practices in Bangladesh	Commercial Policy, Import procedure, Export Procedure, Formalities, Problems and measures to overcome the problems, Documents used in trade, LC – Shipping Documents, Commercial Advice.

Recommended Books:

1. John M Ivancevich and Steven J Skinner, *Business for the 21st Century*, Irwin
2. A Guide to Opportunity – Investment guide of Bangladesh, Board of Investment, Bangladesh.

Bba 1st Semester Notes Of Business Ethics

David Kirk



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