

**BBA**

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**BACHELOR OF  
BUSINESS  
ADMINISTRATION**



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**BBA IS A VERSATILE,  
WELL-ROUNDED, AND ONE OF  
THE MOST POPULAR ACADEMIC  
DEGREES IN THE WORLD.**

## About ULAB

The University of Liberal Arts Bangladesh is a top-ranked, new-generation private university in Bangladesh.

Hosting more than 5,000 students alongside an alumni network that spans various countries, ULAB has developed an international reputation for quality teaching and research. Students at ULAB benefit from a liberal arts-based curriculum where students of one discipline can choose minor/optional courses from other disciplines, thus enabling them to develop a love for lifelong learning and become responsible and caring global citizens.

ULAB is highly regarded by its students for its warm and supportive community and multiculturalism. Students can find a rich learning environment in its large, green, peaceful campus, and a rewarding lifestyle while making lifelong personal and professional connections. Students can also avail good quality accommodation and recreational facilities in the surrounding areas along with a wide range of eateries and entertainment options.

BBA graduates will leave ULAB with more than just a degree qualification due to the university's excellent performance in various international quality frameworks such as Times Higher Education (THE) Impact Ranking, World Universities with Real Impact (WURI), and ISO 9001:2015.



## Message from the Dean

I welcome you to the BBA Program on behalf of the ULAB School of Business (USB). By choosing USB, you have chosen a life, not just a business school. At USB, we aim to create business leaders by establishing a three-way linkage between academia, industry, and society. This will enable you to identify carefully, think critically, and communicate effectively to solve social problems by collaborating with the industry while challenging the status quo. We promote development through innovation, diversity, and sustainability. Let us begin a worthwhile, life-changing, exceptional journey.

### Professor Dr. Sarwar Uddin Ahmed

Dean, ULAB School of Business



## Why ULAB



WE WILL  
GUIDE YOU  
TO SHAPE  
YOUR FUTURE  
AND TEACH  
YOU TO WALK  
YOUR OWN  
PATH

## Message from the Director



Welcome to the BBA Program at ULAB. We offer a nurturing and engaging learning environment that empowers students to build confidence and prepare for meaningful careers. Our liberal arts-inspired, industry-oriented curriculum fosters critical thinking, ethical values, and practical skills needed to thrive in Bangladesh and beyond. Supported by accomplished faculty and a vibrant ULABian community, students benefit from rich academic, co-curricular, and experiential opportunities that encourage both personal growth and professional excellence. We invite you to experience the dynamic community of ULAB and explore the many opportunities that will help shape your personal and professional journey.

**A F Wazir Ahmad, PhD**

Associate Professor & Director, BBA Program

## BBA at ULAB

The top priority of our BBA Program is to prepare you for your life and career goals.

Your journey to becoming a successful entrepreneur or business professional starts at the ULAB BBA Program. Our outcome-based education (OBE) curriculum not only offers interactive classroom learning opportunities but also features learning outside classrooms through research and consultancy projects, industry visits, training and workshops, networking & career events, club and volunteering activities, personal and professional grooming sessions, and essential skills development. Join our BBA Program to discover our vibrant and engaging ULABian community.

**OUR BBA  
CURRICULUM HAS  
BEEN DESIGNED  
TO GIVE YOU  
MAXIMUM  
LEVERAGE  
TO KICKSTART  
YOUR CAREER**

## BBA Program at a Glance

Categories	No. of Courses	Credits
General Education Foundation Courses	2	3 × 2 = 6
ULAB Core Courses	3	3 × 3 = 9
Essential Skills	4	Non-Credit
General Education Elective Courses	3	3 × 3 = 9
Major Core Courses	20	3 × 20 = 60
Major Elective (Concentration) Courses	6	3 × 6 = 18
Minor/Optional Courses	5	3 × 5 = 15
Project / Internship	1	3 × 1 = 3
<b>TOTAL</b>	<b>44</b>	<b>120</b>

**Note:** Tuition and graduation requirements are computed on the basis of courses rather than credits.

### Concentration (Major)

Accounting | Finance | Human Resource Management | Marketing | Supply Chain Management

### Minor

Economics (for BBA and students of other departments) | Business (for students of other departments)

Find out more: <https://usb.ulab.edu.bd/bba>

## LET'S APPLY:

### ULAB ADMISSIONS OFFICE

688 Beribadh Road, Mohammadpur, Dhaka-1207

**Tel:** 02-223328001-5; **Fax:** (+880 2) 223328006

**Cell:** +880 1713091936, 01714161613, 01730082197


**E-mail:** [admissions@ulab.edu.bd](mailto:admissions@ulab.edu.bd)

**Web:** [www.ulab.edu.bd](http://www.ulab.edu.bd)

**FB:** <https://www.facebook.com/ULABian/>

**Apply online at:** <http://oam.ulab.edu.bd/>

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## List of Courses

### Pre-Uni Courses (based on admission test performance) [Non-Credit]

Course Code	Course Title
ELL0098	Remedial English
MAT0099	Remedial Math

### Major Core Courses [20 Courses × 3 = 60 Credits]

Course Code	Course Title	Prerequisite
BUS1101	Introduction to Business	None
BUS1201	Business Mathematics	Remedial Math (if applicable)
BUS1301	Financial Accounting	Remedial Math (if applicable)
BUS1302	Micro Economics	Business Mathematics
BUS2101	Macro Economics	Micro Economics
BUS2102	Business Statistics	Remedial Math (if applicable)
BUS2103	Principles of Management	Introduction to Business
BUS2201	Quantitative Analysis for Business	Business Statistics
BUS2202	Business Communication	Remedial English (if applicable)
BUS2203	Legal Environment of Business	Introduction to Business
BUS2301	Marketing Management	None
BUS2302	Organizational Behavior	Principles of Management
BUS2303	Financial Management	Financial Accounting
BUS3101	Human Resource Management	Organizational Behavior
BUS3102	Entrepreneurship	None
BUS3103	International Business	Macro Economics, Financial Accounting
BUS3104	Managerial Accounting	Financial Accounting
BUS3201	Research Methodology	Quantitative Analysis for Business
BUS3202	Operations Management	Business Mathematics, Business Statistics
BUS4999	Strategic Management	All core courses

**Major Elective (Concentration) Courses** [6 Courses × 3 = 18 Credits]**Accounting**

Type	Course Code	Course Title
Any Six	BUS4111	Cost Accounting
	BUS4112	Accounting Information System
	BUS4113	Intermediate Accounting I
	BUS4114	Intermediate Accounting II
	BUS4121	Assurance and Auditing
	BUS4122	Bank & Insurance Accounting
	BUS4123	Taxation
	BUS4124	International Financial Reporting Standards

**Finance**

Type	Course Code	Course Title
Any Six	BUS4131	Corporate Finance
	BUS4132	Financial Market and Institutions
	BUS4133	Security Analysis and Portfolio Management
	BUS4134	International Financial Management
	BUS4141	Bank Management
	BUS4142	Project Finance
	BUS4143	Lease Finance
	BUS4144	Financial Derivatives
	BUS4145	Venture Capital Management

**Human Resource Management**

Type	Course Code	Course Title
Any Six	BUS4151	Managerial Skills Development
	BUS4152	Industrial and Employee Relations
	BUS4153	Human Resource Planning
	BUS4154	Training and Development

Any Six	BUS4161	Industrial Psychology
	BUS4162	Strategic Human Resource Management
	BUS4163	Change Management
	BUS4164	Compensation Management

## Marketing

Type	Course Code	Course Title
Any Six	BUS4171	Consumer Behavior
	BUS4172	Service Marketing
	BUS4173	Integrated Marketing Communication
	BUS4174	Digital Marketing
	BUS4181	Strategic Marketing
	BUS4182	Marketing Research
	BUS4183	Brand Management
	BUS4184	Personal Selling & Sales Force Management
	BUS4185	Supply Chain Management

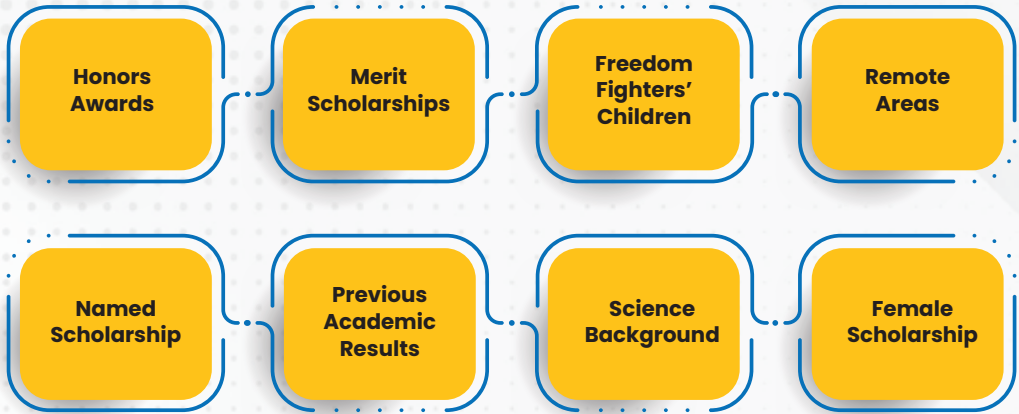
## Supply Chain Management

Type	Course Code	Course Title
Any Six	BUS4185	Supply Chain Management
	SCM4502	Logistics Management
	SCM4503	Procurement Management
	SCM4504	Project Management
	SCM4505	Building and Managing Sustainable and Resilient Supply Chain
	SCM4506	Accounting and Finance for Supply Chain Management
	SCM4507	Global Supply Chain Management
	SCM4508	Total Quality Management and Process Improvement
	SCM4509	Supply Chain Analytics
	SCM4510	Maritime Logistics

## Admission Criteria & Scholarships

ULAB offers merit-based scholarships ranging from 5% to 100%, with special scholarships available for all females. Scholarships are also given to students from Science background and English medium students.

ULAB offers scholarships on the following criteria:



**65%**  
OF ALL ULAB  
STUDENTS  
ARE RECEIVING  
VARIOUS TYPES  
SCHOLARSHIPS



## Life at ULAB



### Main Campus

You will have a serene learning environment in our large, eco-friendly, lush green campus in Mohammadpur where you can enjoy fresh and clean air in the midst of a buzzing daytime.

### Dedicated Research Centers

According to UGC report, ULAB is ranked second among all private universities in research spending. Among these, Center for Enterprise and Society (CES) is dedicated to conducting research on business and entrepreneurship.

Find out more:

<https://ulab.edu.bd/research-centers>



### Modern Classrooms

Our fully air-conditioned and Wi-Fi-enabled classrooms are equipped with the required modern amenities to aid your learning.

### Green and Social Business Incubation Centre

Whether it is a startup idea or an entrepreneurial dream, our business incubation centre is ready to support you in launching, expanding, and scaling your businesses and social initiatives.





## IoT and Other Labs

Do you know that ULAB is one of the few universities in Bangladesh to establish an IoT lab with the assistance of the Bangladesh Hi-Tech Park Authority? You also have access to six other computer labs for your use on the main campus.

Find out more :

<https://ulab.edu.bd/internet-things-iot-lab>

## Library

With more than one hundred thousand print and online resources including access to JSTOR, Bangladesh Business Reference Initiative (BBRI), and other academic and business databases, regular subscriptions to national and international dailies and business magazines, open individual spaces and closed study rooms, our library offers you spaces to work in silence or in a group.

Find out more : <https://library.ulab.edu.bd>



## Clubs & Sports

Whether you want to share your passion or try something new, our 22 clubs are ready to offer something that piques your interest. Our floodlit professional-level cricket, football, and basketball grounds and indoor games facilities are available for hosting tournaments as well as for regular practices.

Find out more : <https://cocurricular.ulab.edu.bd>

## Lounge & Cafeteria

The campus has an in-house cafeteria, several outside eateries, and lounges for you to eat and relax. The cafeteria has a mezzanine floor and life-size windows allowing in natural sunlight and offering unparalleled views overlooking the lush green fields beyond. The perfect place for you to discover new faces and have a great adda!





## Seminars and Events

Our campus regularly holds numerous academic, business, cultural, and social events and seminars for you to join for free. Meet business leaders and notable social personalities, listen to their talks and engage in conversations. ULAB indeed is a happening place!

Find out more :

<https://usb.ulab.edu.bd/bba/bba-e-resources>

## Shuttle Buses

Students can shuttle between the Research Building in Dhanmondi and the Main Campus in Mohammadpur using ULAB's shuttle bus service with a minimum fee. The services are available at regular intervals throughout the day. Currently, Longer route plan is under consideration.



# AND MANY MORE...

Career Services

Psychosocial Counseling

Career Counseling

English Zone

Industry Collaboration

Essential Skills

Job Placement

Prayer Rooms

Student Affairs

Medical Centre





## BBA Faculty Members

**95%** OF FACULTY MEMBERS  
HAVE DEGREES FROM TOP-CLASS  
FOREIGN UNIVERSITIES

**90%** OF FACULTY MEMBERS  
HAVE INDUSTRY AND  
CONSULTANCY EXPERIENCE

**35:1** STUDENT - TEACHER  
RATIO

## Campus Map

ULAB's academic activities have begun in its Permanent Campus complex in Mohammadpur. Here, ULAB has built eco-friendly structures surrounded by trees, an open sports field, library, auditorium, student center, basketball court and other necessary facilities. The complex is equipped with several labs, a modern cafeteria and other facilities. This campus is a 'Green Campus'.



## BUILDING-A

### Ground Floor

- Power System Lab, Switchgear Lab
- Protection Lab, Machine Lab
- Electrical & Electronic Circuit Lab
- Digital System Lab
- Communication Lab, Control System
- Robotics Lab
- Physics Lab, Chemistry Lab

### 1st Floor

- Class Room

### 2nd Floor

- MSJ Dept
- Workshop Room
- Broadcast Room
- Faculty Office (MSJ)
- Meeting Room
- IQAC Office
- CETL office

### 3rd Floor

- Class Room
- Adjunct Faculty Room
- HR Office

## BUILDING-B

### Ground Floor

- Computer Lab
- Computer Programming Lab
- Computer Lab, VLSI Lab
- IT Server Room
- IT Power Room

### 1st Floor

- Class Room
- Computer Lab
- IT Office

### 2nd Floor

- Library

## BUILDING-C

### Ground Floor

- Cafeteria
- Admin Office
- Co-Curriculum Office
- Indoor Game Space
- Security Office
- Security Guard Room
- Female Common Room

### 1st Floor

- Student Affairs Office
- Faculty Office
- Exam Controller Office
- Class Room
- CSE Computer Lab
- Department of Bangla
- CLS Dept.
- ULAB Press

### 2nd Floor

- GED Dept.
- CSE Dept.
- EEE Dept.
- Proctor Office
- Counselling Office

## BUILDING-D

### Ground Floor

- Accounts Office
- Registrars Office
- Class Room

### 1st Floor

- Class Room

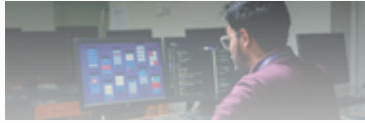
### 2nd Floor

- English Dept.
- MBA/EMBA Office
- BBA Dept.
- Faculty Lounge
- Class Room

### 3rd Floor

- Chancellery





# CAMPUS LIFE AS A ULAB STUDENT





**ULAB BBA**

**BEST  
IN  
BUSINESS**



## **University of Liberal Arts Bangladesh**

688 Beribadh Road, Mohammadpur, Dhaka-1207, Bangladesh

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[admissions@ulab.edu.bd](mailto:admissions@ulab.edu.bd)

[www.ulab.edu.bd](http://www.ulab.edu.bd)



**Scan for Location**