

NATIONAL UNIVERSITY- BANGLADESH
BBA (Honors) in Tourism and Hospitality Management
Undergraduate Program
First Year First Semester
COURSE OUTLINE

Course Code & Title : 510901: Introduction to Business
Credit : 3 Credit hours

Course Teacher: Md. Jahidul Islam Rony
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Course Objectives:

This overview of how business work is great for entrepreneurs planning on starting businesses, students trying to figure out whether a career in business is right for them, and employees looking to understand more about their companies and build their business acumen. In this course, students will study the concepts, principles and operations of private enterprise. They will explore the functions of modern business management, marketing, and ethics and social responsibility that can improve or tarnish a brand.

Course Contents:

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; Social Responsibility of business and its implications.
2. **Business organization:** Forms of business ownership in Bangladesh; Relative position of domain of ownership- sole proprietorship, partnership, joint-stock company, co-operative and state ownership; Considerations in the choice of specific form of ownership.
3. **Development of Joint-stock companies in Bangladesh:** Phase of development; Types domain of operations; Formation of Memorandum of Association and Article of Association; Prospectus; Rights and obligations of shareholders; Directors and government; Liquidation of a company.
4. **State Enterprise:** Historical Background; Fields of state enterprises; Importance; Successes and failures; Proposals for improvement.
5. **Co-operative societies in Bangladesh:** Their development; Types (Industrial, commercial and Service Sector Societies); The role of each type's; Formation; Problems and approaches to solve problems.
6. **Institute for Promotion of Business:** Support services of government institutions; Chamber of Commerce and Industry; Federation of Chamber of Commerce and Industry; Trade Associations- Dhaka Stock Exchange and Chittagong Stock Exchange; Board of Investment- Privatization Board and Export Promotion Bureau.

Text Books:

1. Steven J. Skinner and John M. Ivancevich. **Business for the 21st Century**. IRWIN 2017-2018.
2. Betty J. Brown and John. E. Clow, Glencoe. **Introduction to Business**. McGraw-Hill.