

**Department of Marketing**  
**Faculty of Business Studies**  
**University of Barishal**

**Preamble**

The Faculty of Business Studies (FBS) at the University of Barishal (BU) will offer a Bachelor of Business Administration (BBA) degree. Under the FBS, the Department of Marketing will offer a four-year BBA (Honours) in Marketing degree. The program will be divided into eight semesters, with each academic semester comprising 26 weeks (six months). The medium of instruction for the program will be English. Each course in the semester-final examination will be evaluated by two examiners – one first examiner and one second examiner.

**Examination entry requirements**

- (a) A student will be allowed to take part in the semester final examination if s/he fulfills the following conditions:
  - i. If the student is promoted to the concerned semester in due time.
  - ii. If the student has the required attendance percentage.
  - iii. If the student has paid all dues (registration fees/tuition fees/other charges) applicable to the university administration/residential hall administration/ discipline administration.
  - iv. If the student has not been instructed by the disciplinary board/examination disciplinary committee to refrain from taking part in the examination.
- (b) To be a valid exam candidate, a student needs to be collegiate by earning at least 75% attendance on average. A student having an attendance percentage in the range of 60% to less than 75% will be regarded as non-collegiate and will be allowed to sit for the final examination on condition of paying a fine of 750 Taka. A student having an attendance below 60% will be regarded as non-collegiate and shall not be allowed to sit for the final examination. However, students who have at least 50% attendance shall be allowed to sit for the examination on payment of a fine of Taka 2500. In this case, the compulsion of attendance shall be relaxed up to 5% (maximum) for female students.

**Examination schedule**

- (a) The departmental academic committee shall make the semester plan for the course teachers and concerned students to follow. The plan will include the tentative dates of mid-term examinations, class suspension, and final examinations.
- (b) When the courses of a semester are completed, the examination committee will prepare for the examination and will request the chairman to send the necessary letters of request to the controller of examinations for all necessary arrangements for holding the final examinations. Accordingly, the controller of examinations will make necessary arrangements to conduct the examination.
- (c) Gap between examinations of two courses: For three/four credit-hour courses - not less than 3 days, and for two/below credit-hour courses - not less than 2 days.

### Conduct of examinations

All semester final examinations shall be conducted by the department with the assistance of the Office of the Controller of Examinations.

- (a) If a candidate is sick and is certified by the university medical officer in favor of a sick bed, then s/he will be provided with a sick bed in the medical center or at a convenient place within the campus (other than the hall of residence) as decided by the chairman of the examination committee. In such cases, the examinee should inform the chairman of the examination committee well ahead of the examination date so that the controller of examinations or the chairman of the examination committee may have enough time to arrange sick beds and appoint a separate invigilator (if necessary).
- (b) If anybody is absent from the viva-voce on the scheduled date, any valid ground for a separate viva-voce may be arranged for him/her on condition that s/he will bear all expenses of the viva. In such a case, s/he has to apply to the chairman of the department within 15 days after the scheduled viva-voce.

### Evaluation system

Student performance in a taught course will be assessed through a combination of internal assessments and semester final exams. Each course will be evaluated on a total of 100 marks, with 40% allocated to internal assessments and 60% to the semester final examination. The marks distribution will be as follows:

Internal Assessments	Final Examination	Total
40%	60%	100%

### Internal Assessments

Internal assessments for a course are conducted by the course teacher and may consist of class tests, class participation, mid-term exams, assignments, presentations, and attendance. If a student misses a class test, presentation, or assignment submission for a valid reason approved by the course teacher, the teacher may allow the student to complete the missed work. However, if a mid-term exam is missed for a valid reason approved by the Academic Committee, they may grant permission for the student to retake the mid-term. Internal assessments account for 40% of the total course marks and are distributed as follows:

Assessment Type	Marks (%)
Class attendance	12.5 % (05 out of 40)
Assignment and/ or term paper with presentation	25 % (10 out of 40)
Mid-term/In-course exam (Preferably 2 mid-terms)	50 % (20 out of 40)
Tutorial and/or class test and/or quiz test and/or class performance	12.5 % (05 out of 40)
<b>Total:</b>	<b>40 Marks</b>

The weightage schedule for 12.5% marks allocated for class attendance:

<b>Attendance Range (in percentage)</b>	<b>Marks</b>
90% and above	5.0
85% to less than 90%	4.5
80% to less than 85%	4.0
75% to less than 80%	3.5
70% to less than 75%	3.0
65% to less than 70%	2.5
60% to less than 65%	2.0

### **Viva-Voce**

For the viva-voce examinations, a student is assigned a total of six (6) credits. If a student is unable to attend the viva-voce on the scheduled date, a separate viva-voce may be arranged for valid reasons. The student must cover all related expenses and apply to the department chairman within 15 days of the initially scheduled viva-voce.

### **Internship Report/Research/Project Report**

#### **General Rules:**

- (a) Upon completion of the 8th semester final examination, students must undergo a three-month internship/research/project assignment. The report for this is supervised and evaluated by a department-assigned supervisor. After grading, the department chair stores the evaluated scripts for at least two months following the result announcement. After this period, the scripts are transferred to appropriate custody in line with university regulations.
- (b) All students will be divided into several groups by the Academic Committee for conducting the internship/research/project report.
- (c) The research work should be original. Each candidate shall certify, at the beginning of the internship/research/project, that the work is original, completed by him or her, and has not been submitted elsewhere for any other degree or diploma.
- (d) The candidates shall be responsible for the necessary arrangements and have to bear all expenses relating to conducting their research and preparing the monograph.
- (e) One supervisor will be assigned to each group. Supervisors should be of at least the rank of Assistant Professor, though Lecturers may also supervise, as determined by the Department's Academic Committee.
- (f) Other necessary rules and guidelines for the preparation and submission of the internship/research/project report may be adopted by the Academic Committee of the Department.

### Letter Grade and Grade Point

Total marks obtained in each course, oral (viva-voce) examination, and practical course shall be converted into LG (Letter Grade) and GP (Grade Point) as follows:

Numerical Grade	Letter Grade		Grade point
80% and above	A+	(A Plus)	4.00
75% to less than 80%	A	(A regular)	3.75
70% to less than 75%	A-	(A minus)	3.50
65% to less than 70%	B+	(B Plus)	3.25
60% to less than 65%	B	(B regular)	3.00
55% to less than 60%	B-	(B minus)	2.75
50% to less than 55%	C+	(C Plus)	2.50
45% to less than 50%	C	(C regular)	2.25
40% to less than 45%	D	(D regular)	2.00
Less than 40%	F	-	0.00 (Fail)
Absent from the final exam of any course	I	-	Incomplete (To be treated as 'F' )

### Correction in the examiner's marksheet

No complaint shall be accepted on final marking, grading, and related issues. Corrections in the detailed mark sheets are possible only in matters of arithmetic calculation, and these corrections shall be made and duly signed by the tabulators concerned.

### Promotion

- Promotions will be declared on a semester-wise basis. For promotion from one semester to the next, the minimum GPA shall be 2.00. In addition, a student is also required to pass the viva voce (if any) for promotion from one semester to the next.
- If any student is absent from any course of the examinations, he will secure an I (incomplete) Grade in the result, and an I grade will be treated as 'F'.

### Degree requirements

- Credit requirement: The final results of those who have failed in any course will be published on clearance of the courses with 'F' grade(s) and fulfillment of the necessary course-credit requirement.
- For a bachelor's (Honours) degree, a student is required to-
  - Earn the required number of total credit points successfully;
  - Earn a minimum CGPA of 2.25; and
  - Complete the program within six academic years from the student's first admission to the program.
- Award of bachelor's (Pass) degree: A student who fails to secure a minimum CGPA of 2.25 after completing eight semester final examinations but succeeds in securing a CGPA of 2.00 and above but below 2.25 will be eligible for a pass degree.

**Improvement of grades**

- (a) A student securing a grade lower than 'B' will be allowed to improve the grade only once with the next available batch. If the student fails to improve the grade, the previous grade will remain valid. In a semester, the number of courses for improvement and 'F' removal in combination cannot be more than three. The maximum possible grade for an improvement examination will be capped at 'A' or a GPA of 3.75.
- (b) The improvement examination of the student shall be taken on the syllabus of his/her academic session.
- (c) No improvement shall be possible for the courses of the 7<sup>th</sup> and 8<sup>th</sup> semesters.

**Removal of 'F' (Fail) grade**

The removal of an 'F' (Fail) grade in any course shall be allowed and only for two (2) times, and the 'F' removal examination shall be taken on the syllabus of his/her academic session.

**Re-admission**

- (a) A student failing to earn the requisite credit points for promotion from one semester to the next may seek re-admission with the next available batch.
- (b) For re-admission, a student must apply within seven working days after the announcement of the result of the concerned semester.

**Drop out**

- (a) If a student is re-admitted twice in any semester and fails to earn the minimum required credits for promotion, he/she will be dropped from the program.
- (b) If a student fails to earn the required total credit points within six academic years since admission to the 1<sup>st</sup> year, s/he will be dropped from the program and will no longer be allowed to continue his/her studies in the program.

**Final results and certificate**

- (a) Final Results: At the end of the 8<sup>th</sup> semester, the results of successful regular students of that semester and the overall final results for graduation shall be published separately. The overall final results covering all semester results of regular successful students will be declared with a CGPA.
- (b) Certificate: The controller of examinations may issue the provisional certificate to a successful candidate on demand after submitting clearance certificates of all the fees and dues of the university. The original certificate of the degree shall normally be issued during/after the Convocation of the University or with special permission of the authority.

**Penalty for the adoption of unfair means**

The Penalty for the adoption of unfair means shall be determined according to the examination (Discipline and Punishments) By-Rules, 2018.

### Computation of Grade Point Average

$$GPA = \frac{\sum CP \times Gp}{\sum CP} = \frac{\sum GPE}{\sum CP} = \frac{TGPE \text{ of this Semester}}{TCP \text{ of this Semester}}$$

$$CGPA = \frac{TGPE \text{ of this Programme/ All semester}}{TCP \text{ of this Programme}}$$

Credit Point (CP)	Grade Point (GP)
Earn Credit Point (ECP)	Grade Point Earn (GPE)
Total Credit Point (TCP)	Total Grade Point Earn (TGPE)
Grade Point Average (GPA)	Cumulative Grade Point Average (CGPA)

The Grade Point Average (GPA) will be computed as follows:

$$GPA = \text{Credit} \times \text{Grade Point} / \text{Total Credits}$$

*Example: First Semester*

Courses	No of Credits	Grade Awarded	Corresponding Grade Point	Points Secured
	Col.1	Col.2	Col.3	Col.4=(Col.1×Col.3)
MKT 111	3.00	B	3.00	9.00
MKT 112	4.00	A+	4.00	16.00
MKT 113	3.00	D	2.00	6.00
MKT 114	3.00	B	3.00	9.00
MKT 115	3.00	A+	4.00	12.00
<b>Total</b>	<b>16.00</b>			<b>52.00</b>

$$\text{Earned Credit (EC)} = 3+4+3+3+3=16$$

$$\text{Semester Grade point Average (SGPA)} = 52/16=3.25$$

*Example: Second Semester*

Courses	No of Credits	Grade Awarded	Corresponding Grade Point	Points Secured
	Col.1	Col.2	Col.3	Col.4=(Col.1×Col.3)
MKT 121	3.00	A+	4.00	12.00
MKT 122	3.00	D	2.00	6.00
MKT 123	3.00	F	0.00	0.00
MKT 124	3.00	B	3.00	9.00
MKT 125	3.00	A+	4.00	12.00
<b>Total</b>	<b>16.00</b>			<b>39.00</b>

$$\text{Earned Credit (EC)} = 3+3+0+3+3=12$$

$$\text{Semester Grade point Average (SGPA)} = 39/15=2.60$$

### Cumulative data:

$$\text{Total Credit} = 16+15= 31$$

$$\text{Total Grade point secured} = 52+39=91$$

$$\text{Cumulative Grade point Average (CGPA)} = 91/31= 2.93$$

$$\text{Earned Credit (EC)} = 16+12=28$$

**Course Plan**  
**Bachelor of Business Administration (BBA)**  
**Department of Marketing, University of Barishal**

Year	Course Code	Course Title	Credit Hours
1 <sup>st</sup> Year 1 <sup>st</sup> Semester	MKT-111	Introduction to Business	3.00
	MKT-112	History of the emergence of Bangladesh	4.00
	MKT-113	Business Mathematics-I	3.00
	MKT-114	Basic English for Business	3.00
	MKT-115	Principles of Management	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
1 <sup>st</sup> Year 2 <sup>nd</sup> Semester	MKT-121	Introduction to Sociology and Psychology	3.00
	MKT-122	Business Mathematics-II	3.00
	MKT-123	Business Communication	3.00
	MKT-124	Information and Communications Technology	3.00
	MKT-125	Principles of Accounting	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
2 <sup>nd</sup> year 1 <sup>st</sup> Semester	MKT-211	Legal Aspects of Marketing	3.00
	MKT-212	Microeconomics	3.00
	MKT-213	Business Statistics-I	3.00
	MKT-214	Business and Society	3.00
	MKT-215	Human Resource Management	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
2 <sup>nd</sup> year 2 <sup>nd</sup> Semester	MKT-221	Financial Management	3.00
	MKT-222	Macroeconomics	3.00
	MKT-223	Business Statistics-II	3.00
	MKT-224	Insurance & Risk management	3.00
	MKT-225	Organizational Behavior	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
3 <sup>rd</sup> Year 1 <sup>st</sup> Semester	MKT-311	Principles of Marketing-I	3.00
	MKT-312	Taxation	3.00
	MKT-313	Entrepreneurship Development and Small Business Management	3.00
	MKT-314	International Business	3.00
	MKT-315	Banking Theory and Practice	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
3 <sup>rd</sup> Year 2 <sup>nd</sup> Semester	MKT-321	Principles of Marketing-II	3.00
	MKT-322	Quantitative Business Analysis	3.00
	MKT-323	Fundamentals of Tourism and Hospitality Management	3.00
	MKT-324	Marketing Information Systems	3.00
	MKT-325	Supply Chain Management	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
4 <sup>th</sup> Year 1 <sup>st</sup> Semester	MKT-411	Agribusiness Marketing	3.00
	MKT-412	Research Methodology	3.00
	MKT-413	Product and Brand Management	3.00
	MKT-414	E-Business	3.00
	MKT-415	Selling and Salesmanship	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
4 <sup>th</sup> Year 2 <sup>nd</sup> Semester	MKT-421	International Marketing	3.00
	MKT-422	Marketing Research	3.00
	MKT-423	Consumer Behavior	3.00
	MKT-424	Advertising and Public Relations	3.00
	MKT-425	Retail Management	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
<b>Internship and Viva-Voce</b>			<b>3.00</b>
<b>Total Credit</b>			<b>130.00</b>