



## DAFFODIL INSTITUTE OF IT (DIIT)

**Program:** Bachelor of Business Administration (BBA)

**Course Name:** Introduction to Business

**Course Code:** 510101

**Google Class Code:** hcg188

**Course Lecturer:** Md: Jahidul Islam Rony

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### **Objectives:**

Introduction to Business provides an overview of business concepts in modern world. Students will learn new business concepts, business organization, development of joint-stock companies in Bangladesh, state enterprise, co-operative societies in Bangladesh, institute for promotion of business, franchising, start-up and trade practices in Bangladesh. Throughout the course you will learn to explore career options and development of business problem-solving skills.

### **Course Details & Lecture Plan**

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#### **Chapter 01: Business Concepts**

Class 01: Meaning of Business, Basic elements of Business

Class 02: Basic features of Business, Branches and their place in the economy of Bangladesh

Class 03: Business Environment, Business Size

Class 04: Location of Business, Efficiency of Business enterprise

Class 05: Social responsibility of Business and its implications

#### **Chapter 02: Business Organization**

Class 06: Forms of Business ownership in Bangladesh

Class 07: Relative position, Formalities & Distinguishing features: Sole Proprietorship, Partnership

Class 08: Relative position, Formalities & Distinguishing features: Joint-stock Company

Class 09: Relative position, Formalities & Distinguishing features: Cooperatives & State Ownership

Class 10: Considerations in the choice of specific form of ownership

#### **Chapter 03: Development of Joint-Stock Companies in Bangladesh**

Class 11: Phases of Development

Class 12: Types Domain of operations of each type

Class 13: Formation of Memorandum of Association & Articles of Association

Class 14: Prospectus, rights and Obligation of shareholders, Directors and Government

Class 15: Liquidation of a Company

#### **Chapter 04: State enterprise**

Class 16: Historical Background & Field of State enterprise

Class 17: Objectives & Features of State enterprise

Class 18: Classification & Management of State enterprise in Bangladesh

## **Chapter 05: Co-operative Societies in Bangladesh**

Class 19: Development & types of State enterprise

Class 20: The role of each type & Formation

Class 21: Problems & Approaches to solve problems

## **Chapter 06: Institute for promotion of Business**

Class 22: Chamber of Commerce and Industries & FBCCI

Class 23: Trade Association & the Dhaka Stock Exchange

Class 24: Chittagong stock exchange & Board of Investment

Class 25: Privatization Board & Export Promotion Bureau

Class 26: BSCIC & Shilpa Bank,

Class 27: Shilpa Rin Sangstha & Export Processing Zone

## **Recommended Books**

- Steven J. Skinner and John M. Ivancevich. **Business for the 21st Century**. IRWIN 2017-2018.
- Betty J. Brown and John. E. Clow, Glencoe. **Introduction to Business**. McGraw-Hill.
- Pro.Dr. Samir Kumar Sheel, Dr. Muhammad Syeduzzaman. **Introduction to Business**. Renaissance Book Depot.

## **Instructions**

- The quiz will be held after completing every chapter.
- You have to submit assignments on the selected topic.
- There will be a presentation on the selected topic.
- One mid-term and one internal final examination will be taken centrally by the Institute.