

BBA BUSINESS ADMINISTRATION



www.uttara.ac.bd

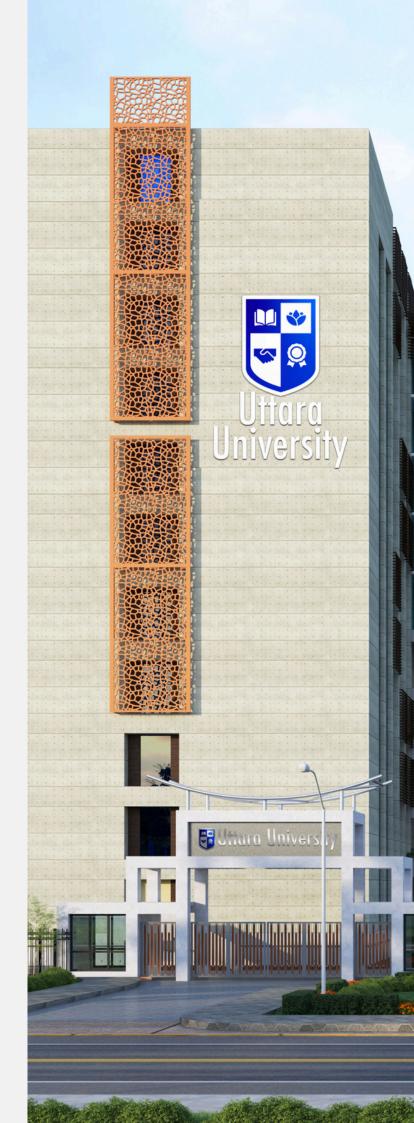
## BBA

at

## **Uttara University:**

### Developing Future-Ready Business Leaders

Uttara University's BBA program aims to form responsible leaders who can navigate the complexities of the modern business environment. The program encompasses a rage of courses that cover essential business topics such as Management, Finance, Accounting, Management Information System (MIS), Marketing and Entrepreneurship. The curriculum is designed to keep pace with the rapidly evolving business landscape, ensuring that students are wellprepared for the challenges they will face in their careers.





Uttara University, established over 20 years ago, has earned a reputation for its high-quality education and dedication to helping students achieve their goals. Guided by our motto, 'Excellence in Higher Education and Research,' the university has become a prominent center for research and innovation. We proudly entered global rankings, beginning with the World University Rankings for Innovations(WURI). Uttara University also ranked 949 globally in Research in the Round University Ranking (RUR) 2025, reflecting our growing impact and commitment to scholarly innovation. We are also committed to nurturing talent through initiatives like the Founder's Scholarship. The BBA program at Uttara University nurtures the next generation of business leaders with a perfect blend of academic rigor, practical exposure and ethical values. Our students graduate with the skills, confidence and vision to excel in the global business arena.



# WHY STUDY BBA AT UTTARA UNIVERSITY





#### Industry-Ready Curriculum

Our programs are designed to meet global industry standards, offering specializations in Accounting, Finance, Marketing, Management and more.

### **Experienced Faculty**

Learn from a team of dedicated professors with a vast pool of experience and highly respected backgrounds.

### State of the Art Lab and Library

Gain hands-on experience in our modern computer lab and the fully equipped library containing thousands of books, research journals and magazines to prepare you for the real world challenges.

### **Strong Industry Connections**

We partner with top tech firms for internships and job placements to ensure our graduates are career-ready.

## Bachelor of Business Administration (BBA)

## Programs We Offer

Category

No. of Courses

Credit

Sl. No.	Courses	No. of Courses	Credits	Time Required
1.	General Education Department (GED)	13	39	
2.	Business Core	24	72	-
3.	Elective/Major or Concentration (Each Major)	4	12	
4.	Free Elective /Minor	2	6	4 Years
5.	Capstone	1	3	
6.	Non-credit compulsory	1		
7.	Viva (each year @ 1 credit)		4	
8.	Internship/Project		4	
	Total	45	140	

Competitions
& Skill Development
Opportunities

- Business Plan Competitions
- Case Study Competitions
- Marketing/Management Challenges
- Entrepreneurship Competitions
- Workshops & Seminars
- Internships
- Certifications
- Soft Skills Training
- Guest Lectures & Industry Talks





## Career Opportunities

BBA graduates of Uttara University can pursue management roles in various industries, financial positions such as analyst or accountant, and marketing or sales careers. Entrepreneurship is another natural fit for business students, while consulting opens the horizon of problem-solving roles. International business, corporate training, and the non-profit sector are also viable paths. The list goes on to many other dimensions as well. The degrees from the School of Business at Uttara University equip students with essential skills, empowering them to comprehend the modern business environment and achieve professional success with sheer vigor.

## Akunni Success Stories



Suman Chandra Das

BBA Alumnus (UU)

Assistant Director

Bangladesh Bank

Believe in your potential and the power of your dreams. The journey may be tough, but your determination will light the way.

At Uttara University, remember that every challenge is an opportunity. Embrace your journey, stay curious and let your dreams shape your future.



**S M Hasan**BBA Alumnus (UU)
Alumni Affairs Officer
Uttara University



## Admissions & Scholarships

We offer a variety of merit-based scholarships to top-performing students. Admission is open to passionate students ready to embark on a journey of leadership and success.

For details on admission requirements and application deadlines, visit our website.

## CONTACT US

### **Uttara University**

Department of Business Administration

**(**) +8801872607360 - 69

https://www.uttara.ac.bd/