



# BBA

*Creating innovative people*

## Bachelor of BUSINESS ADMINISTRATION

**THE UNIVERSITY**  
**IMPACT**  
**RANKINGS**  
2<sup>nd</sup> Top Ranked University in Bangladesh

★ ★ ★ ★ ★  
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**WORLD UNIVERSITY**  
OF BANGLADESH

A University for Quality & Utilitarian Education

Recipient of permanent approval

## ESTABLISHED IN 2003

The University is approved and recognized by the Ministry of Education, Government of the People's Republic of Bangladesh and the University Grants Commission (UGC) of Bangladesh. It is a leading university for Quality and utilitarian education. The University has so far produced as many as 12000 graduates in its eleven departments covering twenty five programs. None of its degree holders are unemployed implying its commitment to offer up to-date and quality education.

The vision of the University is to create leaders who will make their brain the tiniest laboratory capable of making enormous contributions to economic emancipation and social well-being.



## Bachelor of Business Administration (BBA):

Business is now, more than ever before, a global activity which knows no national boundaries. The Bachelor of Business Administration prepares students for employments in this challenging global marketplace. It builds students upon the business disciplines of Marketing, Accounting, MIS, Insurance & Banking, Finance, Economics, Human Resources Management and Industrial Relations, acquiring the advanced knowledge and skills that are specific to conduct any business from small enterprises to multinational corporations.

This program seeks to integrate cultural understanding with relevant functional skills and prepares graduates for employment in all aspects of government, trade and commerce.

### Objective of BBA Program:

It is a practical and flexible program which is intended to develop different skills and abilities in students for success in a variety of careers in private and public sectors.





**Credit Hours & Duration :** Minimum 127 credit hours (duration 4 years).

**Admission Requirements :** 2nd Division or GPA of 2.50 in S.S.C and H.S.C Separately or total GPA of 6.00 with minimum GPA of 2.00 either in S.S.C or in H.S.C or total GPA of 5.00 in SSC & HSC for wards of the freedom fighters or minimum 5' O Level, 2' A Level courses with minimum 4 'B' grade 3 'C' grade or equivalent.

## Course Structure:

### Semester 1:

Course Code	Course Name	Credit Hours
BUS 201	Business Environment	3
BUS 103	Introduction to Business	3
CSE 104	Fundamentals of Computing	2
	Fundamentals of Computing Lab	1
ENG 101	Functional English	3

### Semester 2:

Course Code	Course Name	Credit Hours
MATH 202	Basic Statistics	3
SOC 203	Industrial Sociology	3
ECON 204	Micro-Economics	3
BEN 320	Bengli Language and Literature	2

### Semester 3:

Course Code	Course Name	Credit Hours
MGT 301	Principles of Management	3
CSE 302	Introduction to Internet	2
	Introduction to Internet Lab	1
ACC 303	Principles of Accounting	3
MATH 304	Mathematics for Business	3

### Semester 4:

Course Code	Course Name	Credit Hours
BUS 220	Bangladesh Studies	2
PSY 402	Industrial Psychology	3
ECON 403	Macro Economics.	3
ENG 306	Advanced English	3

### Semester 5:

Course Code	Course Name	Credit Hours
BUS 404	Business Communication & Secretarial Practice	3
MKT 503	Principles of Marketing	3
BUS 504	Business & Industrial law	3
MATH 601	Applied Statistics	3

### Semester 6:

Course Code	Course Name	Credit Hours
FIN 602	Introduction to Business Finance	3
MGT 603	Principles of Insurance and Risk Management	3
MIS 605	Fundamentals of MIS	3
ECON 701	Economy of Bangladesh	3

### Semester 7:

Course Code	Course Name	Credit Hours
BUS 702	Organizational Behavior	3
MKT 703	International Trade	3
MATH 704	Quantitative Analysis	3
BUS 801	Entrepreneurship Development	3

### Semester 8:

Course Code	Course Name	Credit Hours
ACC 803	Cost Accounting	3
MKT 804	Marketing Management	3
MGT 901	Strategic Management	3
MGT 1104	Total Quality Management	3

### Semester 9:

Course Code	Course Name	Credit Hours
ACC 1001	Principle of Taxation	3
FIN 1002	Corporate Finance	3
ACC 1003	Auditing	3
ACC 903	Managerial Accounting	3

### Semester 10:

Course Code	Course Name	Credit Hours
FIN 1004	Money and Banking	3
	2 Courses from Major Area	9

### Semester 11:

Course Code	Course Name	Credit Hours
	2 Courses from Major Area	6

### Semester 12:

Course Code	Course Name	Credit Hours
	1. One Course from Major area 2. Internship/ Project Report	3

Candidates must choose their major from the following areas -

- (a) Management
- (b) Marketing
- (c) MIS
- (d) HRM
- (e) Accounting
- (f) Finance
- (g) Insurance & Banking

### Course Waiver:

Courses may be exempted for candidates beyond 12 years of education. Dual major may be offered.

### On earning a BBA degree students acquire the following skills



**Credit Transfer:** Students can transfer their credits to World University of Bangladesh provided they can submit evidence of previous credits completed from a recognized university or university college of any Commonwealth country. Moreover, students with HNC, HND and Diploma from the BTEB or any recognized examination bodies will be given necessary credit exemptions so that they can finish their courses in a shorter period.



### Accreditation & Affiliation :

The university is a member of the Association of Commonwealth Universities (ACU), London; Association of Non- Government Universities in Bangladesh and Quality Assurance & Improvement Council and appears in the worldwide listing of universities by the UNESCO. Moreover, we have a number of agreements with renowned universities for exchange programs. The students thus, have wider scope of credit transfers and higher education abroad.





**Collaboration :** Collaboration with universities in USA, UK, Germany, China, Australia, Japan, Italy, Russia, Latvia, Portugal, Malaysia, Phillippines, Vietnam, Malawi, Uganda, Iraq, Iran, Spain, Switzerland, Puerto Rico, Georgia, South Africa, Nigeria, Kazakhstan, Palestine and many more

List of Partner Universities at

[http://www.wub.edu.bd/international\\_students/partners\\_international\\_affairs](http://www.wub.edu.bd/international_students/partners_international_affairs)

**Departmental Club :** In order to facilatades, different co-curriculum facilitade and extra-curriculum activities in different areas, World School of Business runs two clubs

1. **WUB Business Club**

2. **WUB Entrepreneurship Club**

**Alumni Relations :** The aim of the BBA Alumni association is to build an interactive strong WUB community around the world. Alumni are the number one priority for the university and the university helps them to engage with all the current students, develop their professional growth, and assist them to conjoin with other alumni of the association. The university always welcomes the association to organize professional events, bridge & annual homecoming program for all the members of the family where a bridge can be created between the current and former students to build up a bigger community around the world.



### Companies that Hire WUB's Graduates

- |                       |                     |                      |
|-----------------------|---------------------|----------------------|
| ■ AB Bank Ltd         | ■ Square            | ■ Sonali Bank Ltd    |
| ■ Bank Asia           | ■ Beximco           | ■ City Bank Ltd      |
| ■ Chevron             | ■ National Bank Ltd | ■ YKK BangladeshLtd. |
| ■ Eastern Bank Ltd    | ■ Nitol Motors Ltd  | ■ Uattra Motors Ltd  |
| ■ Unilever Bangladesh | ■ NRB Bank          | ■ Grameen Phone      |
| ■ IFIC Bank Ltd       | ■ Nestle Bangladesh | ■ Banglalink         |
| ■ Novartis            | ■ GlaxoSmith Kline  | ■ Agrani Bank Ltd    |



## World University of Bangladesh (WUB) at a glance -

- \* A magnificent new Campus
- \* A supportive Learning Environment
- \* A fully comprehensive University
- \* 300 Faculty members and staff
- \* International Recognition
- \* 11 Departments, 25 day & evening programs
- \* 5000 total students enrolled
- \* More than 12,000 alumni
- \* Active clubs - 15      \* Lab 40
- \* 4 Convocation Concluded

**Academic Session :** The courses are run by semester system, each year consists of 3 semesters. Spring (Jan-Apr), Summer (May-Aug) and Fall (Sep-Dec) Semester.

**Admission Procedure :** Apply online or by physical presence; submit all relevant papers and documents; Seat for admission test if your total CGPA in SSC and HSC is below seven; alternatively you have to face viva-voce; obtain a positive instruction and make payments.

**Financial Aid :** WUB provides a number of scholarships and financial grant to the deserving students to meet their tuition fees. To be considered for this Scholarship, a student must achieve for both SSC and HSC (or its equivalents): Golden GPA-5.00=100%, GPA-5 (1 Golden)= 80%, Normal GPA-5=70%, GPA 4.26-4.99=45%, GPA-3.5-4.25=35%, GPA 3.00-3.49=25% and GPA 2.50-2.99=20%. Special scholarship for female students, siblings, spouse, athletes, group and many others. Best performers of each semester will enjoy full free scholarship for that semester.

### International Affairs Division :

For information regarding the Section's activities, please refer to the following link: [http://www.wub.edu.bd/international\\_students/overview](http://www.wub.edu.bd/international_students/overview)

### Focus on Utilitarian Education for Economic Emancipation





## Distinguished Faculty Members of the Department:

### Full time & Adjunct

Professor Abdul Mannan Choudhury, PhD.	Professor
Professor M. Nurul Islam, PhD.	Professor
Advisor: Professor Md. Mizanur Rahman, PhD.	Professor
Advisor: Musfiq M. Choudhury, BBA, MBA(D.U), PhD.	Professor
Professor M. Moqbul Hossain, B.Com (Hons.) M.Com (DU)	Professor
Jashim Uddin, PhD.	Professor
Professor A.K.M. Ziaul Islam, B.Com (Hons.), M.Com (DU)	Professor
Muntakim Mannan Choudhury, BBA(DU), MBA (Boston), PhD (USA)	Asst. Professor
Selim Ahmed, BBA, MBA, PhD (Malaysia).	Asst. Professor &HOD
Wasib Bin Latif, BBA, MBA(RU), PhD (Malaysia)	Asst. Professor
Laboni Ferdous, B.Com (Hons.), M.Com, MBA (DU)	Asst. Professor
Issa Ahammad, BBA, MBA (DU)	Asst. Professor
A K Ziauddin Ahmed B.Sc. (Hons.) M.Sc. (DU), MBA (Japan)	Asst. Professor
Samia Islam, BBA (Hons.) MBA (DU)	Asst. Professor
Priyanka Das Dona, BBA (India), MBA, PhD fellow	Asst. Professor
Md. Moniruzzaman, BBA, MBA (India), PhD fellow	Asst. Professor
Abdullah Mohammad Sharif, BBA, MBA (AIUB), PhD fellow	Asst. Professor
Emran Ahmed, BBA, M.Sc. (UK)	Senior Lecturer
Mobarak Karim, BBA, MBA (RU), PhD fellow	Senior Lecturer
Helaluddin Ahmed, BBA, MBA (DU), PhD fellow	Senior Lecturer
Jannatul Islam, BBA, M.Sc. (UK)	Senior Lecturer
Md. Iftekharul Islam Bhuiya, BBA, M.Sc. (UK)	Senior Lecturer
Muhammed Tanvir Zubair Ahmed, B.Com, MBA (IBA, DU), MA (UK)	Senior Lecturer
Syed Ahmed Tajuddin, BBA, MBA (JNU)	Senior Lecturer
Ujjal Yaman Chowdhury, BBA, MBA (DU)	Senior Lecturer
Shabuz Mahmud, BBA, MBA (RU)	Senior Lecturer
Md. Azim, BBA, MBA (JNU), PhD fellow	Senior Lecturer
Md. Ashiqur Rahman B.Sc. Engg, Msc. Engg (UK)	Senior Lecturer
Md. Ashraf Kamal, B.Sc. Engg, PgD in Asm (Australia)	Senior Lecturer
Faisal Ahmed,BA (Hons), MA (UK)	Lecturer
Nabila Ahsan, BA (Hons), MA (UK)	Lecturer
Ahmed Al Asheq, B.Sc.(JU), MBA (AIT, Thailand)	Lecturer
Md. Ashiqur Rahman, B.Sc Engg, M.Sc Engg. UK, MBA	Lecturer



## Vice-Chancellor

**Professor Dr. Abdul Mannan Choudhury**

MBA (Manchester-Business School), PhD (London)

Formerly; Selection Grade Professor of DU

Chairman, Dept. of Management, DU

Academic Dean; Bayero University, Kano, Nigeria

Director, EMBA, & Chairman, Department of Management, DU

Proctor DU; Provost, S.M. Hall (DU)

Founder Chairman, MIS Dept. DU



**Permanent Campus :**

Sector # 17/H, Uttara, Dhaka- 1230.

01879542572, 01955384008, 01783651567

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# Masters of BUSINESS Administration

The Key to Prosperity

# M B A

Regular and Executive

**RANKED**

In global University Impact Rankings 2019



SDG 12 RESPONSIBLE  
CONSUMPTION AND PRODUCTION

TOP 200



SDG 8 DECENT WORK AND  
ECONOMIC GROWTH

TOP 201+



**WORLD UNIVERSITY  
OF BANGLADESH**

(UGC & Govt. Approved) Established : 2003

A University for Quality & Utilitarian Education

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# World University of Bangladesh (WUB)

## Department of Business Administration

**Brief Profile of WUB :** World University of Bangladesh (WUB) has been established in 2003. The University is approved and recognized by the Ministry of Education, Government of the People's Republic of Bangladesh and the University Grants Commission (UGC) of Bangladesh. It is a leading Private University for utilitarian and quality education. The university has produced as many as twelve thousand graduates in its eleven departments covering twenty five programs. None of its degree holders is unemployed implying its commitment to offer up-to-date and quality education.

**Vision :** The vision of the University is to create leaders who will make their brain the tiniest laboratory capable of making enormous contributions towards economic emancipation and social well-being.

**Mission :** Our mission is to build a University of development through utilitarian education at affordable cost. Students are to flourish academically, individually and socially after undergoing studies of our exciting range of programs which are updated to reflect the latest developments.

## ABOUT MBA PROGRAM

The World School of Business offers world class Master of Business Administration (MBA) program which helps the graduates to cope up in the global competition. The vision of World School of Business is to be the center of excellence in business arena to create successful business leaders. The mission of the World School of Business is to offer high quality business courses with a view to creating ethically and morally responsible future business leaders with the ability of strategic thinking, problem solving, critical analysis, and efficient communication.

The objective of our MBA program is to endow the candidate to progress in the senior posts where specialist knowledge can be applied in the career development. In this program, we evaluate our students based on participation in assignments, case studies, group projects, Simulations and presentation where students learn teamwork, leadership, ability to motivate and coordinate with others. In addition, this program helps students to build on communication skills as well as knowledge about the changing economic and social world.

After completing MBA program, our graduate will be able to comprehend the business as an integrated system and apply strategic planning tools and techniques to coordinate among the functional areas in a global, intercultural and diverse environment. Our graduates will also exhibit business related skills including leadership, interpersonal, decision making and innovative business

## ADMISSION REQUIREMENT

### *Master of Business Administration (Regular)*

- Graduate in any discipline.
- Combined GPA of 5.0 in S.S.C and H.S.C with minimum 2.5 in each or total GPA of 6.00\* with minimum GPA of 2.00 either in S.S.C or in H.S.C.
- Students completing five GCE O-level subjects and at least two A-level subjects may apply. Out of these 7 subjects applicants must have minimum 4 'B' grade & 3 'C' grade.

### *Master of Business Administration (Executive)*

- Graduate with minimum 14 years of schooling in Commerce, Business, Science or Arts, Medical Science or Engineering or Equivalent and worth at two (2) years of working experience.
- CGPA requirements are same as mentioned in the MBA (Regular)

### *Master of Business Administration (Direct)*

- 4 years BBA, M. Com., with or without experience.
- CGPA requirements are same as mentioned in the MBA (Regular)

# STRUCTURE OF MBA PROGRAM

The MBA program of the World School of Business is designed in such a manner so that candidates from any background can join the program. The applicants from variety of areas can apply to this program but the amount of credits that they need to complete will depend on evaluation of the academic background and prior experience.

The credit requirements for a student of MBA (Regular) are as given below:

Categories of Courses	No. of Courses	Credits
Foundation Courses	6	18
General Courses	10	30
Specialization Courses for Major	4	12
Project/Dissertation/Internship		6
Total		66

The credit requirements for a student of MBA (Executive) are as given below:

Categories of Courses	No. of Courses	Credits
Foundation Courses	6	18
General Courses	4	12
Specialization Courses for Major	4	12
Project/Dissertation/Internship		6
Total		48

The credit requirements for a student who completed BBA/M.Com are as given below:

Categories of Courses	No. of Courses	Credits
General Courses	6	18
Specialization Courses for Major	4	12
Project/Dissertation/Internship		6
Total		36



The MBA curriculum is designed to provide international standard education with a distinct focus on the global market. A team of faculty and industry professionals constantly enhance our curriculum keeping it current. Our MBA is a one year & six months program based on a series of foundation, general and specialized courses.

## HOW RELEVANT WE ARE IN TERMS OF COURSES OFFERED



The courses of MBA program are:

**Foundation Courses** (Six courses only for both Regular and Executive MBA program)

- Business Communication
- Financial Accounting
- Principles of Marketing
- Principles of Management
- Introduction to Business
- Statistics in Business

**General Courses** (Ten courses for Regular, four courses for Executive and six courses for BBA/M.Com Graduates)

- International Business
- Managerial Economics
- International Financial System
- Business Research Method
- Bank Management
- Management Science
- Strategic Management
- Marketing Management
- Organizational Theory and Behavior
- Management Accounting

### Specialization Courses of MBA:

1. Management
2. Marketing Management
3. Corporate Finance
4. Accounting
5. Human Resource Management
6. Management Information System
7. Banking
8. Retail Marketing
9. Leadership
10. E-Business
11. Real Estate Management
12. Textile & Apparel Management
13. Tourism & Hospitality Management



### The MBA Thesis

Students are required to submit a thesis/project based on an internship period of four (4) months. The project based internship program is an excellent application of what is learnt throughout the MBA program. It is an all-encompassing assignment combining decision making ability, collaboration, working under pressure and an integrated approach towards management. The internship will carry six (6) credits and will be evaluated by a panel of experts. Students will be required to defend their thesis prior to graduation.

### On earning MBA students acquire the following skills :



### Scholarship & Stipend

1. Best performers of each semester will enjoy full free scholarship for that semester
2. 10%-100% Scholarship for meritorious but poor students.
3. Free education for sons and daughters of freedom fighters and from backward areas
4. 50% scholarship for females, physically handicapped, Siblings, Spouse, Sports persons, Artists, and on the basis of admission test results.

**Credit Transfer :** Students can transfer their credit to the World University of Bangladesh provided they can submit evidence of previous credits completed from a recognized University or University College of any Commonwealth country. Moreover, students with HNC, HND and Diploma from the BTEB or any recognized examination bodies will be given necessary credit exemptions to enable them to finish their courses in a shorter period.

**Corporate Linkage :** The Department of Business Administration has industrial relationship with public and private companies in Bangladesh and employees of other kinds.

**Our Collaboration :** Collaboration with Universities of USA, UK, Germany, China, Australia, Japan, Italy, Russia, Latvia, Portugal, Malaysia, Philippines, Vietnam, Malawi, Uganda, Iraq, Iran, Spain, Switzerland, Puerto Rico, Georgia, South Africa, Nigeria, Kazakhstan, Palestine and many more

List of Partner Universities at [http://www.wub.edu.bd/international\\_students/partners\\_international\\_affa](http://www.wub.edu.bd/international_students/partners_international_affa)

### Departmental club

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1. WUB Business Club
2. WUB Entrepreneurship club

### Alumni Relations

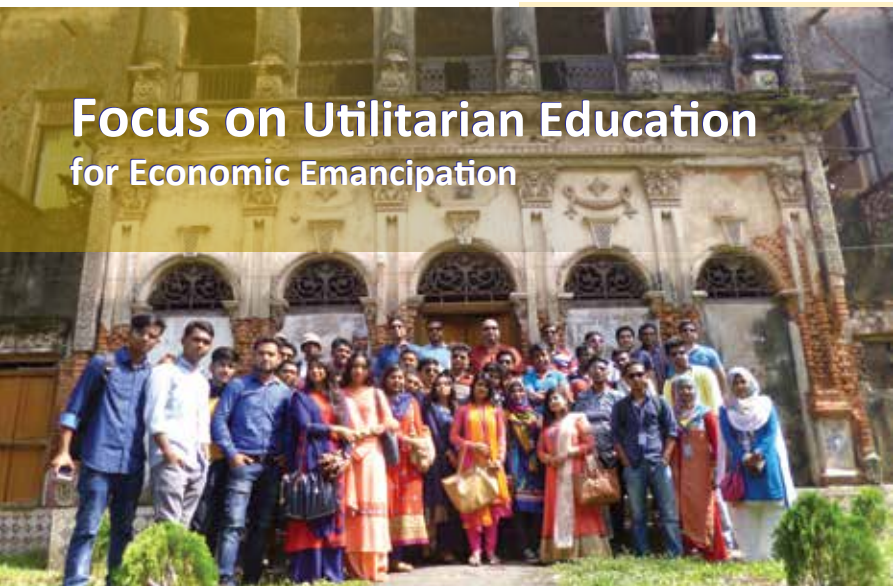
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## Focus on Utilitarian Education for Economic Emancipation





## Semester ( 4-months )

Spring	: January - April
Summer	: May - August
Fall	: September - December

### Paper Requirements:

**Applicants have to submit the following Documents at the time of admission-**

- Original Certificates of SSC & HSC
- Original transcripts of SSC & HSC
- Four (4) Copies passport size recent Photograph
- One set photocopies of all academic documents
- NID/Birth certificate photocopy

### International Affairs Division

For information regarding the Section's activities, please refer to the following link:  
[http://www.wub.edu.bd/international\\_students/overview](http://www.wub.edu.bd/international_students/overview)

### Other Facilities :

- Remedial English course till the students attain fluency.
- Remedial courses for Computer Science & Mathematics.
- Student-friendly fee and payment system.
- Day & Evening classes, Friday-Saturday classes for professionals and service holders.
- Hostel facilities for ladies & mofassil students.
- Well equipped class rooms and state-of -the art Labs and modern teaching aids.
- Students' membership with professional, social and cultural organizations.
- Teaching with full-time teachers supplemented by guest teachers from DU, BUET, JU,RU, JNU, DUET and other professional bodies.
- Different performance-based scholarship & stipend.



## Some Distinguished Faculty Members:

### Full time & Adjunct

Professor Abdul Mannan Choudhury, PhD.	Professor
Professor M. Nurul Islam, PhD.	Professor
Advisor: Professor Md. Mizanur Rahman, PhD.	Professor
Advisor: Musfiq M. Choudhury, BBA, MBA(D.U), PhD.	Professor
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Wasib Bin Latif, BBA, MBA(RU), PhD (Malaysia)	Ass. Professor
Professor A.K.M. Ziaul Islam, B.Com (Hons.), M.Com (DU)	Professor
A K Ziauddin Ahmed B.Sc. (Hons.) M.Sc. (DU), MBA (Japan)	Ass. Professor
Abdullah Mohammad Sharif, BBA, MBA (AIUB)	Ass. Professor
Emran Ahmed, BBA, M.Sc. (UK)	Senior Lecturer

## Vice-Chancellor

### Professor Dr. Abdul Mannan Choudhury

MBA (Manchester-Business School), PhD (London)

Formerly ; Selection Grade Professor of DU

Chairman, Dept. of Management, DU

Academic Dean; Bayero University, Kano, Nigeria

Director, EMBA, & Chairman, Department of Management, DU

Proctor DU; Provost, S.M. Hall (DU)

Founder Chairman, MIS Dept. DU



Honourable VC and Treasurer with Prof. Dr John Wood,  
Secretary General Association of Commonwealth Universities at a Cultural  
program on 4th Convocation.

### Permanent Campus :

Avenue 06 Road and Lake Drive Road, Sector # 17/H, Uttara, Dhaka- 1230.

### Admission, Information & Pick Up Points

: Plot No. 14, Lake Drive Road, Sector # 7, Uttara, Dhaka- 1230, Cell: 01783651567

: Plot # 3/A, Road # 4, Dhanmondi, Dhaka- 1205, Tel. 9611410-3/Ext-111, 112, Cell: 01879542572, 01998421422

:151/8, Green Road, Dhanmondi, Dhaka- 1205, Tel. 9124011, Cell: 01752102855, 01783651523

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