

**Syllabus For  
BBA Program**

**Department of Business Administration  
School of Business**

# **Bachelor of Business Administration (BBA)**

## **Overview of the Program:**

The School of Business is devoted to develop leaders and teach fundamental business concepts. The department seeks to equip students with the necessary technical skills for the business world and provide conceptual, technical, interpersonal and communication skills that are required in the business environment. The courses are generally designed to achieve the following objectives:

1. To generate competent business graduates imbued with moral values for public and private organizations at lower or middle or top management level.
2. To equip graduates with strong conceptual, technical, analytical, interpersonal and communication skills that is required in the business environment.
3. To effectuate graduates with a broad education in business within the areas of management, finance, marketing, information technology and international business.

Over the course of BBA at -----, students will be provided with a range of option units and specialist focus areas and they will be guided to tailor the ----- MBA to their goals – from completing an idiosyncratic leadership development program to attending high- ranking networking events and accepting rigorous experimental industry projects.

Students graduating with a Bachelor of Business Administration at ----- have broad career prospects in the fields of Insurance, Stock Broking, Banks and other related fields. These include careers as Assistant Managers, Operations Executives, Claims Executives, Evaluators, Investment Analysts, Financial Analysts, Remisiers, Corporate Banking Executives, Corporate Finance Executives, Money-market Executives, Retailing Executives, Academicians, etc.

## **Career with BBA Degree:**

The BBA program prepares students for executive career in business and other organizations. The BBA degree is many a times referred to as the golden passport, since it gives its holder an edge in the job market by opening more doors of opportunity. The degree helps the graduate to fulfill potential for high earnings, increased responsibility, and greater personal development. The present decade has been labeled as the era of business, business administration and business graduates.

## **Admission Requirements for BBA Program:**

A candidate must fulfill any of the following requirements for admission to BBA Program at -----:

- S/he must have at least 2<sup>nd</sup> division or a minimum GPA of 2.5 or an equivalent grade separately in SSC and HSC or equivalent public examinations. However, if the candidate has a minimum GPA of 2.0 in either of these examinations, his/her cumulative GPA of the two examinations must be at least 6.0.



Marks Range	Grade	Grade point	Interpretation
80% and above	A+	4.00	Outstanding
75% to below 80%	A	3.75	Excellent
70% to below 75 %	A-	3.50	Very Good
65% to below 70%	B+	3.25	Good
60% to below 65%	B	3.00	Satisfactory
55% to below 60%	B-	2.75	Above Average
50% to below 55%	C+	2.50	Average
45% to below 50%	C	2.25	Below Average
40% to below 45%	D	2.00	Pass
Less than 40%	F	0.00	Fail
	I	0.00	Incomplete

### List of Courses and Distribution of Courses in Different Semesters

#### General Education Courses

Code	Course Title	Credit	Code	Prerequisite
ENG 1101	Basic English Language	03	-	-
ICT 1101	Fundamentals of Computer	03	-	-
MAT 1101	Basic Mathematics	03	-	-
ENG 1201	Functional English	03	-	-
BDS 1201	Bangladesh Studies	03	-	-
STA 2101	Introduction to Statistics	03	-	-

#### Open Elective 1: A student will take one course from the following

Code	Course Title	Credit	Code	Prerequisite
SOC 2101	Introduction to Sociology	03	-	-
SOC 2102	Introduction to Psychology	03	-	-
SOC 2103	Introduction to Philosophy	03	-	-

#### Open Elective 2: A student will take two courses from the following

Code	Course Title	Credit	Code	Prerequisite
SCI 2201	Introduction to Basic Sciences	03	-	-
SCI 2202	Environmental Science and Business Management	03	-	-
SOC 2201	World History	03	-	-
SOC 2202	World Geography	03	-	-
SOC 2203	Comparative Government	03	-	-

**Core Courses:**

<b>Code</b>	<b>Course Title</b>	<b>Credit</b>	<b>Code</b>	<b>Prerequisite</b>
BUS 1101	Introduction to Business	03	-	-
MGT 1101	Principles of Management	03	-	-
ACC 1101	Principles of Accounting	03	-	-
ECO 1201	Microeconomics	03	-	-
FIN 1201	Principles of Finance	03	-	-
MAT 1201	Business Mathematics	03	MAT 1101	Basic Mathematics
MKT 1201	Principles of Marketing	03	-	-
ECO 2101	Macroeconomics	03	ECO 1201	Microeconomics
BUS 2101	Business Communications	03	ENG 1101 ENG 1201	Basic English Language Functional English
STA 2201	Business Statistics	03	STA 2101	Introduction to Statistics
FIN 2101	Financial Management	03	FIN 1201	Principles of Finance
MKT 2101	Marketing Management	03	MKT 1201	Principles of Marketing
MGT 2201	Organizational Behavior	03	MGT 1101	Principles of Management
BUS 2201	Legal Environment in Business	03	BUS 1101	Introduction to Business
HRM 2201	Human Resource Management	03	MGT 1101	Principles of Management
MIS 3101	Management Information Systems	03	ICT 1101 MGT 1101	Fundamentals of Computer Principles of Management
MGT 3101	Entrepreneurship Development	03	BUS 1101	Introduction to Business
MGT 3102	Production and Operations Management	03	MGT 1101 MAT 1201	Principles of Management Business Mathematics
FIN 3101	Insurance and Risk Management	03	FIN 2101	Financial Management
BUS 3101	Research Methodology	03	STA 2201	Business Statistics
ACC 3101	Cost Accounting	03	ACC 1101	Principles of Accounting
MGT 3201	Introduction to Strategic Management	03	MGT 1101	Principles of Management

Following Courses are Considered as **Open Elective 3, 4, 5 & 6** (4 Courses)

<b>Code</b>	<b>Course Title</b>	<b>Credit</b>	<b>Code</b>	<b>Prerequisite</b>
ACC 3201	Intermediate Accounting	03	ACC 1101	Principles of Accounting
ACC 3202	Auditing & Taxation	03	BUS 1101	Introduction to Business
BUS 3201	Introduction to Import/Export	03	BUS 1101	Introduction to Business
BUS 3202	Business Ethics	03	BUS 1101	Introduction to Business
ECO 3201	International Economics	03	ECO 2101	Macroeconomics
ECO 3202	Development Studies	03	ECO 2101	Macroeconomics
MAT 3201	Quantitative Techniques in Business	03	MAT 1201 STA 2201	Business Mathematics Business Statistics
FIN 3201	Fundamentals of Banking	03	FIN 1201	Principles of Finance
FIN 3202	Money & Banking	03	ECO 2101	Macroeconomics

**Major In Finance: Concentration Courses**

<b>Code</b>	<b>Course Title</b>	<b>Credit</b>
FIN-4101	Introduction to Financial Institution and Markets	03
FIN-4102	Corporate Finance	03
FIN-4103	Investment Analysis and Portfolio Management	03
FIN-4104	International Finance	03
FIN-4105	Working Capital Management	03
FIN-4106	Financial Analysis and Control	03
FIN-4107	Bank Fund Management	03
FIN-4108	Introduction to Investment and Merchant Banking	03
FIN-4109	Introduction to derivatives	03
FIN-4110	Management of Financial Institutions	03
FIN-4201	Risk Management of Financial Institutions	03
FIN-4202	Public Finance	03
FIN-4203	Project Appraisals and Management	03
FIN-4204	Foreign Exchange Management and International Banking	03
FIN-4205	Micro Finance	03

**Major In Marketing: Concentration Courses**

<b>Code</b>	<b>Course Title</b>	<b>Credit</b>
MKT-4101	Consumer Behavior	03
MKT-4102	International Marketing	03
MKT-4103	Integrated Marketing Communications	03
MKT-4104	Brand Management	03
MKT-4105	Strategic Marketing	03
MKT-4106	Marketing Research	03
MKT-4107	Services Marketing	03
MKT-4108	Customer Relationship Management	03
MKT-4109	Introduction to E- Marketing	03
MKT-4110	Sales Management	03
MKT-4201	Retail Management	03
MKT-4202	Business-to-Business Marketing	03
MKT-4203	Supply Chain Management	03
MKT-4204	Rural Marketing	03
MKT-4205	Agricultural Marketing	03

**Major In Management: Concentration Courses**

<b>Code</b>	<b>Course Title</b>	<b>Credit</b>
MGT-4101	International Management	03
MGT-4102	International Business	03
MGT-4103	Management of Industrial Relations	03
MGT-4104	Project Management	03
MGT-4105	Total Quality Management	03
MGT-4106	Comparative Management	03
MGT-4107	Logistics Management	03
MGT-4108	Management of Small Business	03
MGT-4109	Management of Multinational Enterprises	03
MGT-4110	Environmental Management	03
MGT-4201	Corporate Governance	03
MGT-4202	Management of Change	03
MGT-4203	Organizational Development	03
MGT-4204	Managing Globalization	03
MGT-4205	Management Practices in Bangladesh	03

**Major In Human Resource Management: Concentration Courses**

<b>Code</b>	<b>Course Title</b>	<b>Credit</b>
HRM-4101	Strategic Human Resource Planning	03
HRM-4102	Job Analysis and Performance Appraisal	03
HRM-4103	Human Resource Training and Development	03
HRM-4104	Management of Industrial Relations	03
HRM-4105	Compensation Theory and Practice	03
HRM-4106	Strategic Human Resource Management	03
HRM-4107	Conflict Management	03
HRM-4108	International Human Resource Management	03
HRM-4109	Labor Laws of Bangladesh	03
HRM-4110	Organizational Development	03
HRM-4201	Career Planning and Development	03
HRM-4202	Human Resource Recruitment and Selection	03
HRM-4203	HRM Practice in Bangladesh	03
HRM-4204	Human Resource Information Systems	03
HRM-4205	Negotiation and Dispute Resolution	03

**Major In Accounting & Information Systems: Concentration Courses**

<b>Code</b>	<b>Course Title</b>	<b>Credit</b>
ACC-4101	Accounting Information Systems	03
ACC-4102	Advance Accounting-I	03
ACC-4103	Advance Accounting-II	03
ACC-4104	Advance Cost Accounting	03
ACC-4105	Financial Reporting	03
ACC-4106	Strategic Management Accounting	03
ACC-4107	Financial Analysis & Control	03
ACC-4108	Tax Accounting	03
ACC-4109	Auditing	03
ACC-4110	Investment Analysis and Portfolio Management	03
ACC-4201	Cost & Management Audit	03
ACC-4202	Introduction to Accounting Standards	03
ACC-4203	Introduction to Governmental Accounting	03
ACC-4204	Bank and Insurance Accounts	03
ACC-4205	Contemporary Issues in Accounting	03

**TENTATIVE COURSE OFFERING IN DIFFERENT SEMESTERS**

**Year-1 Semester-1**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit</b>	<b>Prerequisite</b>	
			<b>Course Code</b>	<b>Course Title</b>
BUS 1101	Introduction to Business	03	None	-
ENG 1101	Basic English Language	03	None	-
ICT 1101	Fundamentals of Computer	03	None	-
MAT 1101	Basic Mathematics	03	-	-
ACC 1101	Principles of Accounting	03	None	-
MGT 1101	Principles of Management	03	-	-

**Year-1 Semester-II**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit</b>	<b>Prerequisite</b>	
			<b>Course Code</b>	<b>Course Title</b>
ENG 1201	Functional English	03	ENG 1101	Basic English Language
MAT 1201	Business Mathematics	03	MAT 1101	Basic Mathematics
ECO 1201	Microeconomics	03	-	-
BDS 1201	Bangladesh Studies	03	-	-
MKT 1201	Principles of Marketing	03	-	-
FIN 1201	Principles of Finance	03	-	-



**Year-2 Semester-I**

Course Code	Course Title	Credit	Prerequisite	
			Course Code	Course Title
BUS 2101	Business Communications	03	ENG 1101 ENG 1201	Basic English Language Functional English
STA 2101	Introduction to Statistics	03	-	-
SOC	Open Elective 1	03	-	-
ECO 2101	Macroeconomics	03	ECO 1201	Microeconomics
MKT 2101	Marketing Management	03	MKT 1201	Principles of Marketing
FIN 2101	Financial Management	03	FIN 1201	Principles of Finance

**Year-2 Semester-II**

Course Code	Course Title	Credit	Prerequisite	
			Course Code	Course Title
SCI/SOC	Open Elective 2 ( <b>any two</b> )	03+03=06	-	-
MGT 2201	Organizational Behavior	03	MGT 1101	Principles of Management
STA 2201	Business Statistics	03	STA 2101	Introduction to Statistics
BUS 2201	Legal Environment in Business	03	BUS 1101	Introduction to Business
HRM 2201	Human Resource Management	03	MGT 1101	Principles of Management

**Year-3 Semester-I**

Course Code	Course Title	Credit	Prerequisite	
			Course Code	Course Title
MIS 3101	Management Information System	03	ICT 1101 MGT 1101	Fundamentals of Computer Principles of Management
MGT 3101	Entrepreneurship Development	03	BUS 1101	Introduction to Business
MGT 3102	Production and Operations Management	03	MGT 1101 MAT 1201	Principles of Management Business Mathematics
FIN 3101	Insurance and Risk Management	03	FIN 2101	Financial Management
BUS 3101	Research Methodology	03	STA 2201	Business Statistics
ACC 3101	Cost Accounting	03	ACC 1101	Principles of Accounting

**Year-3 Semester-II**

Course Code	Course Title	Credit	Prerequisite	
			Course Code	Course Title
MGT 3201	Introduction to Strategic Management	03	MGT 1101	Principles of Management
ACC 3201/ACC 3202	Open Elective-3	03	-	-
BUS 3201/BUS 3202	Open Elective-4	03	-	-
MAT 3201/ ECO 3201/ECO 3202	Open Elective-5	03	-	-
FIN 3201/FIN 3202	Open Elective-6	03	-	-

**Year-4 Semester-I**

Course Code	Course Title	Credit	Prerequisite	
			Course Code	Course Title
	Concentration 1	03	-	-
	Concentration 2	03	-	-
	Concentration 3	03	-	-
	Concentration 4	03	-	-
	Concentration 5	03	-	-

**Year-4 Semester-II**

Course Code	Course Title	Credit	Prerequisite	
			Course Code	Course Title
	Concentration 6	03	-	-
	Concentration 7	03	-	-
Internship/ Dissertation/ Project Paper + Defense of Thesis			4 Credits + 01 Credit	

**Department of Business Administration**  
**School of Business**  
**General Education Courses**

**ENG 1101: Basic English Language**

Course Objectives:

The course seeks to provide training in the four basic skills of English: listening, speaking, reading and writing. It also includes contextual grammar with a learner focus. The grammatical components will be covered in an integrative and holistic way and addressed basically through reading, writing, and speaking, with meaning-focused activities.

Course Contents:

Basic grammar components are: tenses, articles, prepositions, clauses, grammatical errors, sentence variety and style, conditionals, transformation, word transcription, intonation and stress. Reading Skill: strategies of reading, scanning, skimming, predicting, inference, generating ideas through purposive reading, and reading for fluency. Writing skills: Principles of effective writing; organization, planning and development of writing; paragraph writing of various types. Listening Skills: listening to various types for main idea, specific information, understanding announcements, understanding instructions, identifying intonations, and identifying minimal sound differences. Speaking skills: introducing, greetings, thanking, apologizing, giving directions, practicing dialogue.

**Text Books and References:**

1. Woolard, George C., Grammar with Laughter, (latest edition). Language Teaching Publication,
2. Raymond and Murphy, English Grammar in USE, (latest edition), Cambridge University Press,
3. Strauch, Ann O., Bridges to Academic Writing, (latest edition), Cambridge University Press,

**ICT 1101: Fundamentals of Computer**

Course Objectives:

This course is a broad introduction to the use of computers as tools for creativity, communications, and organizing information. We do not assume that you have any previous computer experience, but even those students who are already advanced computer users will find activities to challenge them. In addition to learning the technical fundamentals of computer use, it will build skills in researching information, making appropriate ethical choices about the use of computers, and using technology.

Course Contents:

Topics to be covered in this course are: Introduction to Computer System, Number System & Coding, Operating System, Input & Output Devices, File & File Processing, Business Data Processing, Database Management System, Information Technology, The Internet, E-Business & E-Commerce in Details, Data Communication & Computer Network, The Multimedia, and Application Software Packages.

**Text Books and References:**

1. Computer & Information Systems by S.E.Hutchinson & S.C.Sawyer,( latest edition). McGraw Hill Inc.
2. Computer Architecture: A Quantitative Approach by J.L. Hannessy, (latest edition). Amazon.Com.

**MAT 1101: Basic Mathematics****Course Objectives:**

This is an introductory course on mathematics which introduces basic tools and techniques of mathematics to the students to solve business connected problems.

**Course Contents:**

Topics to be included are: Review of the Basic Algebra, Real Number System, Indices and Surds, Cartesian Co-ordinate System, Exponential and Logarithmic Functions and Their Applications in Simple and Compound Interest, Functions and Graphs, Linear Equations and Functions, Non-Linear Equations and Functions, System of Linear Equations, Theory of Set, Permutation and Combination, Binomial Theorem.

**Textbook:**

- 1.Applied Mathematics: For Business, Economics and the Social Sciences by Ann. J. Hughes, (latest edition), Richard D. Irwin, Inc., America.

**References:**

- 1.Mathematics with Application in Management and Economics by Prichett & Saber, (latest edition), Irwin, Sydney, Australia.
2. Business Mathematics by Sancheti DC, Kapoor VK, latest edition, Sultan Chand & Sons.

**ENG 1201: Functional English****Course Objectives:**

The course emphasizes the practice of pronunciation, speed-reading, and effective writing and listening. This course provides a study on the skills in English i.e. reading, writing, listening and speaking. The course emphasizes the practice of pronunciation, speed-reading, and effective writing and listening.

**Course Contents:**

The course content also includes the grammar parts -revision of tenses, use of idioms, modals, use of linking words, use of suffixes and prefixes, synonyms and antonyms, words with multi names. Reading parts include the skills in skimming, scanning, selecting information. Speaking includes sharing ideas, practicing dialogue; story telling; effective oral presentation. Writing parts include planning, outlining, organizing ideas, topic sentences, paragraph writing, writing compositions, job applications, CVs. It also stresses on correction of spelling, grammar and usage.

**Textbooks and References:**

1. Woolard, George C., Grammar with Laughter, (latest edition) Language Teaching Publication,
2. Raymond and Murphy, English Grammar in USE, (latest edition), Cambridge University Press, UK
3. Hall, Nick and Shephard, John, The Anti-Grammar Grammar Book, Longman,
4. Reid, Joy M., Basic Writing, Prentice Hall Regents.
5. Azar, Betty Schramper, Understanding and Using English Grammar, Prentice Hall Regents.
6. Fry, Ronald W., Improve Your Reading, Delmar Cengage Learning, 5 edition.

**BDS 1201: Bangladesh Studies****Course Objectives:**

This course covers a picture of the origin, culture & heritage of Bangladesh. Students will get a proper knowledge about the prosperous history of civilization, rich literary heritage, social structure, inherent culture and basic concept of its political and economic affairs.

**Course Contents:**

Topics included are: Introduction to Bangladesh Studies, History of Bangladesh, Climate & Seasons, Topography, Rivers of Bangladesh, Environment, Social Structure, and Bangladesh Economics, Foreign Relationship & Politics, Foreign Aids & International Cooperation, Agriculture of Bangladesh, Cultural Heritage of Bangladesh, Archeological Heritage, Ethnic Groups in Bangladesh, Tourism in Bangladesh, Constitution of Bangladesh.

**Textbooks and References:**

1. Bangladesh Studies & Culture by Sumon Das, M.N. Mohabbat, (latest edition), Rodela Prokashani.
2. Various publications of Bangladesh Bureau of Statistics, GoB, other govt. agencies.
3. Bangladesh Studies by Md. Shamsul Kabir Khan & Dr. Daulatunnaher Khan, Chaity Chayon Prokashani.

**STA 2101: Introduction to Statistics****Course Objectives:**

This is an introductory course on statistics which introduces basic tools and techniques of statistics to the students to solve business connected problems.

**Course Contents:**

Introduction to Statistics-What and Why, Collection of Data, Presentation of Data, Measures of Central Tendency, Measures of Variability, Measure of Moments, Skewness, and Kurtosis, Correlation and Regression Analysis, Time Series Analysis, Basic Probability Theory, Probability Distribution, Sampling, Test of Hypothesis, Statistical Quality Control.

**Textbook:**

Statistical Techniques in Business and Economics by Mason, R.D., Lind, D.A. and Marchal, W.G., (latest edition), McGraw-Hill Publishing Co. Ltd.

**Reference Books:**

1. Statistics for Management by Richard I. Levin & David S. Rubin, (latest edition), McGraw-Hill Publishing Co. Ltd.
2. Statistics for Business and Economics by David, R. Anderson, Dennis J. Sweeney'and Thomas A. Williams, (latest edition), South-Western, A Division of Thomson Learning.

**Open Elective 1****SOC 2101: Introduction to Sociology****Course Objectives:**

The goal of this course is to familiarize students with some essential sociological concepts. This course is an introduction to sociology as a way of understanding the world. Sociology is a field of study that explains social, political, and economic phenomena in terms of social structures, social forces, and group relations.

**Course Contents:**

Topics to be covered are: Introduction to Course, Groups and Relationships, Sociology as a Discipline and Perspective, Concepts for Social and Cultural Theories, Culture and Society, Fraternity Hazing, Socialization and Social Roles, Socialization and Micro sociology, Social Control and Inequality, Deviance and Social Control, Crime and Deviance, Social Control, Stratification, Concepts and Theories of Stratification, Racial and Class Inequality, Racial and Ethnic Inequality, Gender Inequality, Inequality in the World System, Social Change: Development and Global Inequality, The Family and Religion, Organization.

**Textbooks and References:**

1. Sociology: A Brief Introduction by Schaefer, (latest edition), McGraw-Hill
2. Introduction to Sociology by Henry L. Tischler, (latest edition), Wadsworth Publishing.
3. Introduction to Sociology by Ed Basirico, (latest edition),
4. The Real World: An Introduction to Sociology by Kerry Ferris and Jill Stein, (latest edition), W. W. Norton & Company.

**SOC 2102: Introduction to Psychology****Course Objectives:**

The purpose of the course is to provide an overview of several areas of the study of human thought and behavior. The course is not intended to make the student an expert in psychology, rather its purpose is to provide an insight into the contribution which psychology plays in the role of management.

**Course Contents:**

Topics to be covered in this course are: Different Approaches to Studying Psychology, Psychology as a Scientific and Humanistic Endeavor, Theories of Learning, Personality, Perception, Memory, Forgetting, •Causation in Behavior, Psychology of Attitudes, Frustration, Emotional Growth, Motivation and Leadership Issues, Attitudes, Conflict and Adjustment.

**Textbook:**

Introduction to Psychology by E.R. Hilgard, R.C. Atkinson, and R.L. Atkinson, (latest edition), Oxford and IBH Publishing Co. Pvt. Ltd.

**Reference Books:**

1. Industrial Psychology by B.M. Gilmer, Latest edition, McGraw Hill Book Company, New York, USA.
2. Psychology in Industry by N.R.F Maire, Latest edition, Houghten Mifflin, Boston.

**SOC 2103: Introduction to Philosophy****Course Objectives:**

The objective of this course is to give students an initial grasp of the subject of philosophy and to develop students' critical skills, both in the close reading of argumentative texts, and in the writing of the same.

**Course Contents:**

This course will mainly cover: What is Philosophy?-The Activity of Philosophy, Philosophy's History, Philosophy and the Examined Life, Thinking about Thinking-The Life of Reason, Strategies for Philosophical Argument, Metaphysics-Introduction to Metaphysics, Materialism, Idealism, Epistemology-Introduction to Epistemology-Appearance and Reality, The Quest for Certainty, Trust Your Senses, A Compromise, Ethics-Introduction to Ethical Reasoning, The Need for Morality, Philosophy of Religion-Religion and Life's Meaning, Arguments for God's Existence, The Problem of Evil, Social and Political Philosophy- The Libertarian View of the State, The Individual and the State, Individual Happiness and Social Responsibility, Minority Group Rights, Eastern Thought- Philosophy East and West, Eastern Thought: Theories of Human Nature, Eastern Thought: The Individual and the Collective.

**Text Book:**

The Philosophical Journey: An Interactive Approach by William Lawhead, (latest edition), McGraw-Hill.

**Reference Books:**

1. The Philosopher's Way by John Chaffee, (latest edition), Prentice Hall
2. Fundamentals of Philosophy by Stewart & Blocker, (latest edition), Prentice Hall
3. Philosophy: The Power of Ideas by Moore & Bruder, (latest edition), McGraw-Hill.

## Open Elective 2

### **SCI 2201: Introduction to Basic Science**

#### Course Objectives:

The main objective of this course is to enlarge and clarify the basic knowledge concerning the general Science and Technology that are related to our daily life.

#### Course Contents:

Topics covered in this course are: Science, Scientist, states of matter, Fundamental Units, Application of Science, Production of Sound, Hearing Mechanism, Tap Recorder, Microphone, Loud speaker, Echo of Sound, Pollution of Sound, Colors of Light and Wavelength, Prism, Spectrum, Rainbow, U.V, I.R, Visibility in Light, Mirror, Lens, TV, Laser, Deficiency, Infection, Antiseptic, Antibiotics, Virus, and Bacteria, Stroke, Heart beat, Heart attack, Hypertension, Basic Concepts of Cancer, AIDS, Hepatitis, Nutrition, Components of Food, Balance food, Function of food, Sources of Different Components, Deficiency of food, Current , Cell, Battery, Transformer, AC and DC current, Generator, Light Bulb, Iron, Heater, Electrical and electronics Technology, Magnet, Satellite, Echo System, Computer Generation, Software, Hardware, Cosmetics, Talcum Powder, Cream, Tooth Powder, Ozone layer, Biosphere, Role of Oxygen, Green House Effect, Role of Carbon Dioxide and Nitrogen, air Pollution, Acid Rain, Water Pollution, Water Purification.

#### **Textbook:**

Basic Electronics, B.L. Theresa and Secondary General Science, NTCB.

### **SCI 2202: Environmental Science and Business Management**

#### Course Objectives:

This course is designed to help students understand the causes of environmental crises and offer ideas for reforms that will bring about sustainable environmental system's. The learning in this course will help students acquire a basic understanding of earth 'systems, draw on both the natural and social sciences to make right business decisions related to sustainability and various contemporary environmental issues. This course will also cover recommendations and possible solutions to current resource and environmental problems in Bangladesh.

#### Course Contents:

The course will include: Global Environmental Issues, Problems of Development and Production, the Need for Sustainable Development and Actions for Environment Protection, Environmental Management Tools & Environmental Assessment, Economic Assessment of Environmental Consequences, Environment Pollution Management, Progress in Environmental Science, International Environment Laws, Ecosystem: Science, Policy and Management.

#### **Textbook:**

Environmental Science: Creating a Sustainable Future by Daniel D. Chiras, (latest edition), Jones & Bartlett Publishers.



**Reference Books:**

1. A Text Book of Environmental Science by Bakshi, D.N.G. Sen and Banerjee, Latest edition, S.S.K. 2000, Calcutta Book House Pvt. Ltd.
2. The course demands all current conference papers and global decisions with instant flexibility.

**SOC 2201: World History****Course Objectives:**

This course will provide an analysis of the evolutionary development of civilizations, of global historical interactions and interrelationships, to provide a framework for understanding the modern world.

**Course Contents:**

Democracy & The Growth of Europe-The Ancient Roots of Democracy, Middle Ages, Renaissance and Reformation, Age of Exploration, The Age of Revolution-The Enlightenment, Revolution in England, The French Revolution, Worldwide effects of the English, American and French Revolutions, The Industrial Revolution, Effects of the Industrial Revolution, Imperialism-Imperialism in Africa & Asia, The World Wars-World War I, Causes and course of World War I, Effects of the First World War, The Rise of Totalitarian States after World War I, World War II, Causes and consequences of World War II, The Cold War, International developments in the post World War II, Nation building in the Middle East, Africa, Mexico, Latin America, China, Integration of countries into the world economy and technological age.

**Textbook:**

A World History by William H. McNeil, (latest edition), Oxford University Press

**Reference Books:**

1. World History by Wayne King and Marcel Lewinski, Latest Edition, AGS
2. The World's History by Howard Spodek, (latest edition), Prentice Hall

**SOC 2202: World Geography****Course Objectives:**

This course promotes an understanding and appreciation of how major physical, climatic, biotic, and cultural features of the earth are inter-connected with an importance placed on how we, as part of this world, interact with and are affected by these major features.

**Course Contents:**

Introduction to Geography-What is Geography?, Five Themes of Geography, Maps and Geographic Skills, Physical Geography-Forces within the Earth, Forces on the Surface of the Earth, Factors that Control Weather and Climate, Climate Regions, Natural Resources, Human (Cultural) Geography-Culture, Population, Regions, Economics, Africa- North Africa, West and Central Africa, East and Southern Africa, Asia-Southwest Asia (Middle East), Indian Subcontinent, Southeast Asia (Far East),

The Americas-United States and Canada, Central America and the Caribbean, South America, Europe & Russia-Western Europe, Eastern Europe.

**Textbook:**

Student Atlas of World Geography by John Allen, (latest edition), McGraw-Hill

**Reference Book:**

Why Geography Matters: More Than Ever by Harm de Blij, (latest edition), Oxford University Press.

**SOC 2203: Comparative Government**

Course Objectives:

This course introduces students to fundamental concepts used by political scientists to study the processes and outcomes of politics in a variety of country settings. The course aims to illustrate the rich diversity of political life, to show available institutional alternatives, to explain, differences in processes and policy outcomes, and to communicate the importance of global political and economic changes.

Course Contents:

The nature of the study of Comparative Government, Theory and approaches of the field, Classification of political systems, institutions, political processes and political functions, What Is Democracy?, Types of Democratic Government, Conditions for Democracy, Highly industrialized democracies, Liberalism, Islam, Fascism, Socialism, Communist and Post-communist systems, "Third World" or less developed nations, Fictional comparison-analysis and contrast of governments, People and Politics, Political Culture, Political Economy, Politics of Development.

**Textbook:**

Comparative Politics: A Global Introduction by Michael J. Sodaro, (latest edition), McGraw-Hill.

**Reference Book:**

Introduction to Comparative Politics by Mark Kesselman, Joel Krieger and William A. Joseph, ( latest edition), Wadsworth Publishing.

**Core Courses**

**BUS 1101: Introduction to Business**

Course Contents:

This course introduces the students with the concept of business, how it operates, and how it is managed as they can identify the forms of ownership and processes used in production and marketing, finance, personnel and management in business operations.

Course Contents:

Foundation of Business and Economics, Forms of business ownership, Environment of Business, Business Law and Government, International Business, Fundamental of Organizing, Management, Marketing, Accounting and Finance, Technology in Business.

**Textbooks and References:**

1. Business for the 21st Century by Steven J. Skinner & John M. Ivancevich, Latest edition, Irwin, INC.
2. Introduction to Business by Joseph T. Straub & Raymond F. Attner, Latest edition, Kent publishing company ltd.

**MGT 1101: Principles of Management****Course Contents:**

This course presents a systematic disclosure of management theory and practice. It focuses on the basic roles, skills and functions of management with special attention to managerial responsibilities pinpointing the social and ethical issues for effective and efficient achievement of goals in present-day organizations.

**Course Contents:**

Management as Science-Theory and Practice, The Evolution of Management Thought and the Patterns of Management Analysis, Functions of Management: Planning-Organizing-Leading-Controlling-Decision Making-Motivating, Management-By-Objectives, Management and Society-The External Environment-Social Responsibility and Ethics-Global and Comparative Management-The Basis of Global Management.

**Textbook:**

1. Management by James A. F. Stoner, R. Edward Freeman and Gilbert Daniel, (latest edition), Great Books Deal.
2. Fundamentals of Management by Mike Smith, (latest edition), McGraw-Hill Higher Education.
3. Essentials of Management by Harold Koontz and Heinz Weirich, Latest edition, Tata McGraw-Hill.

**ACC 1101: Principles of Accounting****Course Contents:**

The objective of this course is to develop students' understanding of accounting process and application of conceptual framework for the same, in order to create their abilities to apply such concepts and principles in preparing accounts and relevant financial accounting statements.

**Course Contents:**

Accounting in Action; Accounting Principles; The Recording Process; Adjusting the Accounts; Completing the Accounting Cycle; Accounting for Merchandising Operations; Inventories; Accounting Information Systems; Fraud, Internal Control & Cash; Accounting for Receivables; Current Liabilities & Payroll Accounting; Long- Term Liabilities; Plant assets, Natural Resources, and Intangible Assets

**Textbook:**

Accounting Principles by Weygandt, Kimmel, & Kieso, (latest edition), John Wiley & Sons, Inc.

**Reference Books:**

1. ICAB Manual for Accounting- Knowledge Level

2. Fundamentals of Accounting: Basic Accounting Principles Simplified for Accounting Students, Donatila Agtarap-San Juan, 3/E(or latest edition ),Author House
3. Cost Accounting- Concepts and Applications for Managerial Decision Making, Ralph S. Polimeni, Frank J. Fabozzi, Arthur H. Adelberg, 3/E( or latest edition), Tata McGraw Hill.

### **ECO 1201: Microeconomics**

#### **Course Objectives:**

The objective of this course is to acquaint students with the basic structure of Microeconomic Theory. The approach to the study of the subject will be rigorous, and all main principles of microeconomics will be studied within appropriate mathematical models.

#### **Course Contents:**

Demand and Supply Analyses, Measurement of Elasticity, Theory of Consumer Behavior, Theory of Production, Cost of Production, Market Structure, etc.

#### **Textbook:**

Economics by Paul A. Samuelson, William D. Nordhaus , (latest edition), McGraw-Hill.

#### **Reference Books:**

1. "Economics"by Begg, D., S. Fisher and R. Dornbusch, (latest edition), McGraw- Hill.
2. "Economics"by Lipsey, R.G.and K.A. Chrystal, 11th/E (latest edition), Oxford University Press.

### **FIN 1201: Principles of Finance**

#### **Course Objectives:**

This is the introductory course in finance and it covers the basic concepts, theories, tools, and techniques of making financial decisions which ensure shareholders' wealth maximization. As an introductory course in finance, this course familiarizes students with business environment in which financial managers operate.

#### **Course Contents:**

Finance and Business Finance-Conceptual Framework, Finance and Other Related Disciplines, Goal of a Firm, Agency Issues, Time Value of Money: Present Value and Future Value, Annuity, Perpetuity, Effective and Nominal Interest Rate, Cash Flow Analysis, Concepts of Risk and Return, Sources of Business Finance, Spontaneous Sources: Trade Credit, Accruals, Negotiated Sources, Term Financing, Long Term Financing, Lease Finance.

#### **Textbook:**

Fundamentals of Financial Management by Van Horne and John M Wachowicz, (latest edition), Prentice Hall.

#### **Reference Books:**

1. Financial Management— Theory and Practice by Eugene F. Brigham & Michael C. Erhardt, (latest edition), South-Western College Publication.
2. Principles of Managerial Finance by Lawrence J. Gitman, latest edition), Prentice Hall.
3. Fundamentals of Finance by Prof. M. Shahjahan Mina, (latest edition), S.N. Publications, Dhaka.

## **MAT 1201: Business Mathematics**

### **Course Objectives:**

This is the second course on mathematics which is planned to set up more advanced tools, techniques, and models to the students to solve business problems that executives meet every day. The knowledge of this course is likely to help business executives take right decisions based on proper mathematical analysis.

### **Course Contents:**

Topics to be covered in this course are: Concept of Compound Interest & Future Value of Money, Problems of Annuity, Break-Even Analysis, Break-Even Sales Volume, Mark-up & Margin, Consumers' & Producers' Surplus, Accounting for Fixed Component, Concepts and Application of Matrix, Linear Programming Model, Introduction to Differential Calculus, Applications of Differential Calculus Including Maxima & Minima for Both One and Two Independent Variables, Introduction to Integral Calculus, Applications of Integral Calculus Including Area Calculation, Goal Programming, Application of Math Lab.

### **Textbook:**

Mathematics with Application in Management and Economics by Prichett & Saber, 7/E (or latest Edition), Irwin, Sydney, Australia.

### **Reference Books:**

1. Applied Mathematics: For Business, Economics and the Social Sciences by Ann. J. Hughes, 6/E (or latest edition), Richard D. Irwin, Inc., America
2. Business Mathematics by Sancheti DC, Kapoor VK, Latest edition, Sultan Chand & Sons.

## **MKT 1201: Principles of Marketing**

### **Course Objectives:**

This course is designed to acquaint the students with the basic concepts like principles and problems of marketing of goods and services and to furnish the needs of marketing industries.

### **Course Contents:**

This course primarily focuses on Marketing concepts, Company and Marketing Strategy, Marketing Environment, Consumer Buyer Behavior, Business Buyer Behavior, Segmentation, Targeting and Positioning, New-Product Development and Product Life-Cycle Strategy, Pricing Strategy, Channel Strategy, Integrated Marketing Communications Strategy and Marketing Ethics.

### **Textbook:**

Principles of Marketing, A South Asian Perspective by Philip Kotler and Gray Armstrong, 14/E (or latest edition), Prentice Hall.

### **Reference Book:**

Basic Marketing: A Marketing Strategy and Planning Approach by W. D. Perreault Jr., J. P. Cannon, and E. J. McCarthy, 17/E (or latest edition), Irwin/McGraw-Hill.

## **ECO 2101: Macroeconomics**

### **Course Objectives:**

The objective of macroeconomic policies is to maximize the level of national income, providing economic growth to raise the utility and standard of living of participants in the economy. There are also a number of secondary objectives which are held to lead to the maximization of income over the long run.

### **Course Contents:**

The basic Tools and Instruments of Macroeconomics: e.g. The Concepts of the National Income Accounting, Theory of Consumption. Savings and Investment, The Aggregate Demand and Supply Model and Multiplier, Fiscal and Monetary Policy, Inflation, Unemployment and The basic Theory of Economic Development.

### **Textbook:**

Macroeconomics by Mankiw, (latest edition), McGraw-Hill

### **Reference Books:**

1. Macroeconomics by Dornbusch, Fischer, Startz, (latest edition), McGraw-Hill.
2. "Economics" by Begg, D., S. Fischer and R. Dornbusch, (latest edition), McGrawHill.
3. "Economics" by Lipsey, R.G. and K.A. Chrystal, (latest edition), Oxford University Press.

## **BUS 2101: Business Communications**

### **Course Objectives:**

The objectives of this course are to give the students ideas about how to provide the right messages to the right persons, coordinate different departments, manage sound industrial relations, and develop communication skills in spoken and written English. This course is expected to be of immense help to the one who is willing to work at an administrative, managerial or secretarial position, which demands good communication and business English skills.

### **Course Contents:**

The course will encompass issues like: The concept of Communication and Miscommunication in the Workplace, Fundamentals of Business Writings, Introduction to Messages and the Writing Process, Basics of Report Writing, Importance of Technology in Communication Tasks, Strategies in the Job Search Process, Writing for Effect, Public Speaking and Oral reporting, Techniques of Cross-Cultural Communication.

### **Textbook:**

Business Communication: Making Connections in a Digital World by Lesikar, Flatley, Rentz & Pande, (latest edition), Irwin McGraw Hill.

**Reference Book:**

Basic Business Communication by Raymond V. Lesikar, John D. Pettit, Jr., & Marie E. Flateley, (latest edition), Irwin McGraw Hill.

**STA 2201: Business Statistics****Course Objectives:**

This is the second course on statistics which is planned to set up more advanced tools, techniques, and models to the students to solve business problems that executives meet every day. The knowledge of this course is likely to help business executives take right decisions based on proper statistical analysis.

**Course Contents:**

Introduction to Probability, Basic Probability Theory, Probability Laws, Bayes Theorem, Random Variable, Probability Distributions, Binomial Distribution, Poisson Distribution, Normal distribution, Descriptive and Inferential Statistics. Its Concept and Application, Sampling and Sampling Distributions, Estimation of Parameters, Inferential Tests for Difference of Means (Z-tests), Inferential Parametric Tests for Significance (F-tests, t-tests, ANOVA, Regression), Inferential Nonparametric Tests for Significance (Chi-square, Mann-Whitney, Kruskal-Wallis), Index number and Time Series Analysis, Business Application of SPSS and E-Views.

**Textbook:**

Statistics for Management by Richard I. Levin & David S. Rubin, (latest edition), McGraw-Hill Publishing Co. Ltd.

**Reference Books:**

1. Essentials of Statistics for Business and Economics by Anderson, Sweeney and Williams. Thomson South-Western, (latest edition)
2. Statistical Techniques in Business and Economics by Mason, R.D., Lind, D.A. and Marchal, W.G., (latest edition), McGraw-Hill Publishing Co. Ltd.

**FIN 2101: Financial Management****Course Objectives:**

The main objectives of this course are to develop an understanding of the tools that are used to value investment projects and companies, to understand the basic issues involved in how firms should raise funds for their real investments, and to evaluate how investment and financing decisions are related.

**Course Contents:**

An overview of Financial Management and the Financial Environment, Time Value of Money, Financial Statements, Cash Flow, and Taxes, Risk and Return: The Basics, Risk and Return: Portfolio Theory and Asset Pricing Model, Bonds and Their Valuation, Stocks and Their Valuation, Financial Options and Their Valuation, The Cost of Capital, The Basics of Capital Budgeting: Evaluating Cash Flows, Cash Flow Estimation and Risk Analysis, Real Options, Analysis of Financial Statements,

Financial Planning and Forecasting Pro Forma Financial Statements, Corporate Valuation, Value-Based Management, and Corporate Governance, Capital Structure Decisions, Optimum Capital Structure, Dividend Theory and Policy, Lease Financing, Working Capital Management.

**Textbook:**

Financial Management: Theory and Practice by Eugene F. Brigham & Michael C. Ehrhardt, (latest edition), South-Western College Publication

**Reference Books:**

1. Corporate Finance by Stephen A. Ross, Randolph W Westerfield and Jeffrey Jaffe,(latest edition).
2. Principles of Managerial Finance by Lawrence J. Gitman, (latest edition), Prentice Hall.
3. Fundamentals of Financial Management by Van Home and John M Wachowicz, (latest edition), Prentice Hall.

**MKT 2101: Marketing Management**

Course Objectives:

The overall goal for this course is to help the students better understand the process of formulating and managing marketing strategy for a given market entry.

Course Contents:

Overview of Marketing Management, Customer Satisfaction & Strategic Planning, Market Research & the Market Environment, Consumer Behavior Business Buying Behavior, Competition, Segmentation, Targeting and Positioning, Global Marketing, Products, Brands & Services, Pricing, Marketing Channels, Retailing & Wholesaling, IMC & Advertising, Sales Promotion & PR, Direct Marketing & Online Marketing.

**Textbook:**

Marketing Management by Kotler, Philip and Kevin Lane Keller, (latest edition), Prentice Hall.

**Reference Book:**

Marketing Strategy: A Decision-Focused Approach, by Orville C. Walker, Harper W. Boyd, Jr., John Mullins, and Jean-Claude Larreche, (latest edition) Irwin McGraw-Hill.

**MGT 2201: Organizational Behavior**

Course Objectives:

This course will contextualize issues of multidiscipline like psychology, sociology, social psychology, anthropology, political science and so on. The multidisciplinary nature of the study will facilitate the learners to grow an insight to exhibit the appropriate code of conduct in an organizational setting.

Course Contents:

The course will cover issues like: Multidisciplinary Nature of OB, Challenges and Opportunities, for OB, Individual Behavior & Attitude, Job Satisfaction, Perception & Individual Decision Making,



Motivation Concepts & Applications, Group Process, Leadership Decision, Power & Politics, Conflict & Negotiation, Organizational Culture, and Organizational Change & Stress Management.

**Textbook:**

Organizational Behavior by Stephen P. Robbins and Timothy A. Judge, (latest edition), Prentice-Hall, Inc.

**Reference Books:**

1. Organizational Behavior: Human Behavior at Work by Keith A. Davis and John W. Newstrom, (latest Edition), Irwin McGraw-Hill, Inc.
2. Organizational Behavior by Robert Kreitner and Angelo Kinicki, (latest Edition), Irwin McGraw-Hill, Inc.

**BUS 2201: Legal Environment in Business**

Course Objectives:

At the conclusion of this course, students should have attained a general knowledge of the legal environment of business, and the application of basic legal principles in business relationships, and should be able to express themselves both orally and in writing concerning these matters.

Course Contents:

Nature and Formation of Business; Introduction to Law, Civil Dispute Resolution, Constitutional Law, Administrative Law, Environmental Law, Criminal Law, Intentional Torts, Negligence and Strict Liability, Business Ethics, Introduction to Contracts, Mutual Assent, Conduct Invalidating Assent, Consideration, Illegal Bargains, Contractual Capacity, Contracts in Writing, Third Parties to Contracts, Performance, Breach and Discharge, Contract Remedies, Relationship of Principal and Agent, Relationship with Third Parties, Employment Law, International Business Law, Bankruptcy, Property Law

**Textbook:**

Business: Its Legal, Ethical and Global Environment by Jennings, (latest edition), McGraw-hill

**Reference book:**

Essentials of Business Law and the Legal Environment by Mann and Roberts, (latest edition), Pearson

**HRM 2201: Human Resource Management**

Course Objectives:

The course aims to make students familiar with the basic HR concepts, key functions, and strategies. People have always been central to organizations; they are now increasingly becoming a critical tool in building the organizations' competitive advantage. The knowledge of this course will help students to form an overview how to find right person at the right time and at the right place.

Course Contents:

The course will cover issues like: Redefining Human Resource Management, Management approaches to HRM, Challenges to HRM in the Contemporary Era of Globalization, HR Management Functions

and Processes, Emphasizing Only Basic Principles, i.e. the Definition, Rationale and Challenges of: HR Planning and Work Design, Recruitment and Selection, Performance Management, Employee Motivation, Training and Development, Compensation and Benefits Management, Employee Relations and Discipline.

**Textbook:**

Human Resource\* Management by Raymond Noe, John Hollenbeck, Barry Gerhart, and Patrick Wright, (latest edition), McGraw-Hill/Irwin.

**Reference Books:**

1. Human Resource Management by Lloyd Byars and Leslie Rue, (latest edition), McGraw-Hill/Irwin.
2. Human Resource Management by R. Wayne Mondy, (latest edition), Prentice Hall.

**MIS 3101: Management Information Systems**

Course Objectives:

Undergraduate teaching and learning goals for undergraduate MIS students are designed to provide students with sufficient technical and professional knowledge as well as skills to form the foundation for a successful career.

Course Contents:

Information Systems in Global Business Today; Global E-Business and Collaboration; Information Systems, Organizations, and Strategy; Ethical and Social Issues in Information Systems; IT Infrastructure and Emerging Technologies; Foundations of Business Intelligence: Databases and Information Management; Telecommunications, the Internet, and Wireless Technology; Securing Information Systems; Achieving Operational Excellence and Customer Intimacy: Enterprise application; E-Commerce: Digital Markets, Digital Goods; Building Information Systems.

**Textbook:**

Management Information Systems:Managing the Digital Firm by Kenneth C. Laudon& Jane P. Laudon, (latest edition), Prentice Hall

**Reference Books:**

1. Management information systems by O'Brien & Marakas, (latest edition),McGRAW-Hill
2. IT Knowledge-study manual-ca professional stage knowledge level, the institute of chartered accountants of Bangladesh

**MGT 3101: Entrepreneurship Development**

Course Objectives:

The objective of this course is to provide an understanding of entrepreneurship, its development process, business environment and current scenario in Bangladesh. It also enables the students to learn about project formulation and implementation by applying theoretical knowledge.

Course Contents:

It mainly focuses on: Concept of Entrepreneur & Entrepreneurship, Institutions for Entrepreneurial Development, Concept of project and classification of project identification project formulation, Small Enterprises, Financing and Managing the New Venture.

**Textbook:**

Entrepreneurship by Robert D. Hisrich, Michael P. Peters, and Dean A' Shepherd, (latest edition), McGraw-Hill.

**Reference Books:**

1. Entrepreneurial Development by S.S.Khanka, Latest edition, S.Chand & Co. Ltd. Ram Nagar New Delhi.
2. Entrepreneurship-Principles and practices by Kurakto, (latest edition), Thomson publication.

**MGT 3102: Production and Operations Management**

Course Objectives:

This course addresses the management of operations in manufacturing and service organizations. As a key element in the improvement in productivity in businesses, Operations Management familiarizes students with the latest and important issues faced by the modern operations managers as well as the basic tools and techniques operations managers use.

Course Contents: Introduction to Operations Management, Product Design and Competitive Priorities, Process Design, Ergonomics, Work Measurement, Capacity Decision, Location Analysis, Layout Analysis, Inventory Management, Improving Quality through TQM.

**Textbook:**

Operations Management: Processes and Supply Chains by Lee J. Krajewski, Larry P. Ritzman, and Manoj K. Malhotra, (latest edition), Prentice Hall Inc.

**Reference Books:**

1. Operations Management for Competitive Advantage by Richard B. Chase and (latest edition), Nicholas J. Aquilano, (latest edition), McGraw-Hill/Irwin Series.
2. Modern Production/ Operations Management by Elwood S. Buffa, Willey Eastern Limited.

**FIN 3101: Insurance and Risk Management**

Course Objectives:

This course is a study of the risk management process, with an emphasis' on insurance. This course will provide a general view relating to insurance business in Bangladesh, the major activities of insurance business and the legal framework in which the business operates.

Course Contents:

Issues to be covered in the course are: Definition of Risk, Peril, Hazard, Types of Pure Risk, Personal, Burden of risk on society, Different methods of handling risk, Meaning of Risk Management,

Objective of Risk Management, Pre loss Objective, Post loss objectives, Steps in the Risk Management Process, Benefits of Risk Management, Definition of insurance, Define Insured, Insurer, Insured Sum, Premium and Insurance Policy, Basic Characteristics of Insurance, Requirements of an insurable risk, Adverse Selection & Insurance, Insurance and Gambling Compared, Cost of insurance to the society, Benefits of insurance to the society, History and Development of Insurance, History of Marine, Fire, Life and Accident Insurance, Basic Principles of Insurance, Over insurance & Underinsurance, Double insurance & Re-insurance, Contents of policy condition, Loss Forecasting by using Probability Analysis, Life Insurance, Marine Insurance, Accident Insurance, Fire Insurance, Insurance Business in Bangladesh, Mathematical Problems and Solutions

**Textbook:**

Principles of Risk Management & Insurance: George E. Rejda

**Reference Books:**

1. Elements of Insurance, Bangladesh Insurance Academy, Azizul Huq Chaudhuri
2. Fundamental of Risk & Insurance, Emmet J. Vaughan,
3. Insurance- Principle & Insurance, M.N. Mishra

**BUS 3101: Research Methodology**

Course Objectives:

The course focuses on the analysis of business problems and the use of scientific research as a problem-solving tool which encompasses the understanding and application of appropriate research designs, research statistics, and use of the computer for data analyses, and report writing and presentation.

Course Contents:

Concepts of Research, Hypothesis, Deduction and Induction Methods, Observation and Experiment, Inference, Explanation, Concepts, Constructs, Variable and Definitions, Measurement and Scaling Techniques, Problem Generalization, Research and Theory Building, Formulation of Research, Research Design, Data Collection and Data Analysis, Research.

**Textbook:**

Research Methodology, Methods and Techniques by C.R Kothari, Latest edition, Vishwa Prakashan, New Delhi.

**Reference Books:**

1. Biostatistical Analysis by H. Zar Jerrold, Latest edition, Pearson education

**ACC 3101: Cost Accounting**

Course Objectives:

Cost accounting course concerns with fundamental cost concepts, behavior, and analysis and the use of cost information to develop superior decision making process and outputs. This course introduces the

production, communication, and the use of accounting information within the context of business activities.

Course Contents:

Introduction to Cost Accounting; Cost concepts and classifications and statement; Costing and Control of Materials; Costing and Control of Labor; Costing and Control of Overhead; Cost Accounting Records; Job order Costing System; Batch Costing System; Contract Costing System; Introduction to Standard Costing System; Introduction to Process Costing System; Cost control and cost reduction; Responsibility accounting

**Textbook:**

Cost Accounting- Concepts and Applications for Managerial Decision Making by Ralph S. Polimeni, Frank J. Fabozzi, Arthur H. Adelberg, (latest edition) , Tata McGraw Hill.

**Reference Books:**

1. Cost Accounting -Planning and Control by Matz A., and Usry F. (latest edition), South-Western Publishing Co.
2. Managerial Accounting by Garrison & Noreen, (latest edition),John Willey & Sons Inc
3. Principles & Application of Cost Accounting (vol.1) by Jayanta Mitra & Tarun Kanti Ghosh, (latest edition), Tata McGraw Hill.
4. Cost Accounting- Principles and Practice by S P Iyengar, (latest edition), Tata McGraw Hill.
5. ICAB Manual- Management Information- Knowledge Level

**MGT 3201: Introduction to Strategic Management**

Course Objectives:

The objective of this course is to make the students able to: Compare conceptual models of strategic management, explain levels of strategic management, appreciate critiques of strategic management, describe the resource management cycle in implementing strategy.

Course Contents:

Introduction to Strategic Management, Industry Analysis: External Analysis, Internal Analysis, and Competitive Advantage, Competitive Positioning: Cost Advantage, Competitive Positioning: Differentiation, Competitive Dynamics, Expanding the Scope of the Firm Through Innovation, Expanding the Scope of the Firm Through Vertical Integration, Diversification Strategies/Organizational Issues, Functional-Level Strategy, Business-Level Strategy, Corporate-Level Strategy, Strategy Implementation, Organizational Limits to Firm Scope, Strategy in a Global Context, Corporate Transformation & Conclusions.

**Textbook:**

Strategic Management: Concepts and Cases by Fred R. David, 12/ E (or latest edition), Prentice- Hall.

**Reference Books:**

1. Strategic Management: Formulation, Implementation, and Control by Pearce and Robinson , (latest edition), McGraw-Hill

2. Crafting and Executing Strategy: The Quest For Competitive Advantage: Concepts and Cases by Thompson, (latest edition), McGraw-Hill.

### **Open Elective 3, 4, 5 & 6**

#### **ACC 3201: Intermediate Accounting**

##### Course Objectives:

The study covers accounting concepts & techniques that are necessary for financial reporting purposes, and that will enable students to critically analyze current account issues in local & international, and will develop students' skill in interpreting & communicating financial information to user groups.

##### Course Contents:

Financial Accounting and Accounting Standards, Conceptual Framework Underlying Financial Accounting, The Accounting Information System, The Accounting Cycle, Cash-Basis Accounting versus Accrual-Basis Accounting, Income Statement and Related Information, Balance Sheet, Statement of Cash Flows, Ratio Analysis, Accounting and the Time Value of Money, Cash, Receivables, Valuation of Inventories, Acquisition and Disposition of Property, Plant, and Equipment, Depreciation, Impairments, and Depletion.

##### **Textbook:**

Intermediate Accounting by D.E. Kieso, J.J.Weygandt, and T.D.Warfield, (latest edition). Amaion. Corn.

##### **Reference Book:**

Intermediate Accounting by Spiceland, Sepe, Tomassini, (latest edition). McGraw-Hill Inc.

#### **ACC 3202: Auditing & Taxation**

##### Course Objectives:

The course is designed in a way so that the students would be able to know about the philosophy and environment of auditing and high level of Income Tax problems and other taxes.

##### Course Contents:

Auditing: Introduction to Auditing; Audit Responsibilities and Objectives; Audit Reports, Audit Evidence, Internal Control Systems, Audit Plan, Professional Ethics. Taxation: Introduction to Taxation, Income Tax Authority, Computation of Total Income, Computation of Income Tax, Procedure of Income Tax .

##### **Textbook:**

Auditing-An Integrated Approach by A. A. Arens & K. Loebbecke, 8/E (or latest edition), Prentice Hall International Inc. Taxation- Bangladesh Income Tax- Theory and Practice by Nikhil Chandra Shil (Latest Edition)

**Reference Book:**

1. Auditing & Assurance Services: Understanding the Integrated Audit by K.L. Hooks, 1/E (or latest edition), Wiley Publishers.
2. Income Tax Ordinance, 1984; Study Manual of Taxation of 'CAB; The Value Added Tax Act and Rules by Mohammad Mahabubur Rahman, FCA

**BUS 3201: Introduction to Import/Export****Course Objectives:**

In this course, students will learn the basics of importing and exporting and will be introduced to the intricacies of how import/export deals function. The primary focus of this course is to identify an international trade opportunity and bring that opportunity to fruition.

**Course Contents:**

Topics captured in this course are: The Outlook for Export and Import, Locating Products to Import/Export Matching Product to Market, Help for the New Importer/Exporter, Distributing Product Overseas, Pricing for Foreign Markets, How to Get Paid, Export Financing, Preparing Goods for Foreign Shipment, Export Licensing and Document Processing, Country Group and Commodity Controls, Import Organizations, Financing Imports, Transporting- Imports, Shipping Documents, The Entry Process, Marketing, Government Import Restriction.

**Textbook:**

Import/Export: How to Get Started in International Trade by Carl A. Nelson, (latest edition). McGraw-Hill Professional.

**Reference Books:**

1. Introduction to the import/export business by Becky Alexander, (Latest edition), Serra Cooperative Library System.
2. Import/Export, A Guide to Growth, Profits, and Market Share by Howard R. Goldsmith, (Latest edition), Prentice Hall, Englewood Cliffs, New Jersey.

**BUS-3202: Business Ethics****Course Objectives:**

The objective of this course is to introduce students with the concepts and practices of current business ethics, focusing on the solution of real world ethical dilemmas present in everyday life.

**Course Contents:**

Introduction to Business Ethics; Ethical Issues and the Institutionalization of Business Ethics; The Decision-making Process; Implementing Business Ethics in a Global Economy; Case Study on

Business Ethics; Foundational Concepts in Understanding the Ethical Dimensions in Business Organizations.

**Textbook:**

Business Ethics: Ethical Decision Making and Cases by O. C. Ferrell, John Fraedrich, Linda Ferrell, (latest edition), Cengage Learning

**Reference book:**

Ethics in Practice by Kenneth Andrews, 1/E (or latest edition), Harvard Business Review Press.

### **ECO 3201: International Economics**

Course Objectives:

The goal of this course is to let students understand the concepts of international economics. A student will be able to discuss the major economic theories of international trade, and to analyze the economic implications of alternative trade.

Course Contents:

The Theory of Exchange, Monetary Equilibrium and Adjustment Process, Disequilibrium and Economic Policy, Transfers, Productivity, and Taxes, Generalization of the classical model, Tariff preferences and the Terms of Trade, A Geometry of transport costs in international trade theory, International Trade and Factor mobility, The Monetary Dynamics of international adjustment under Fixed and Flexible Exchange Rates and Capital Mobility and Stabilization policy under Fixed and Flexible Exchange Rates.

**Textbook:**

International Economics: Trade Theory and Policy by Dennis Appleyard, Alfred Field Jr, latest edition, McGraw Hill.

**Reference Books:**

1. The World Economy by Anthony R. Desouza, Friedrich P. Stutz, (latest edition), Pearson Education.
2. International Trade and the world Economy by Stephen Schueller, latest edition, Oxford University press, 2002.

### **ECO 3202: Development Studies**

Course Objectives:

The course builds a broad overview to the global development issues and to the regional differences in development. It aims at giving a critical insight into development thinking and how it has been and can be translated into practices with Project Management.

Course Contents:

Topics to be covered are: Concept of Development, GDP, GNP, Growth, Economic Development, Sustainable Development, Planning, Globalization, Millennium Development Goals (MDGs), Gender



and Development, Environment and Development, Project cycle, Project Appraisal, Derivation of Cash flow, Discounting Techniques, Financial Appraisal, Economic Appraisal, Technical Appraisal, Project Monitoring, Project Evaluation.

**Textbook:**

Economic Development by Michael P.Todaro & Stephen C. Smith, (latest edition), Pearson Education ptc. Ltd.

**Reference Books:**

1. Economics of growth Development and Planning by Shrivastava,O.S., latest edition, New Delhi, 2002.
2. Project Management by Harvey Maylor, latest edition, Pearson Education Limited.

**MAT 3201: Quantitative Techniques in Business**

Course Objectives:

This course is intended to provide students with basic knowledge of analyzing data using various statistical techniques whose final goal is to enable better reporting for decision making. It emphasizes the application of a wide variety of quantitative techniques to solve the business and economic problems.

Course Contents:

Theories of Management Science which include The Scientific Approach — Characteristics & Process — Definition & Classification of Problems — Modeling (Formulation) — Solving the Model — Model Validation & Sensitivity Analysis, Linear Programming Model as a Decision Making Technique, The Distribution Model which includes The Transportation Problem — Characteristics & Assumptions — The Transportation Method & Application - Degeneracy, Project Scheduling by PERT and CPM.

**Textbook:**

Quantitative Methods for Business by David R. Anderson, Dennis J. Sweeney), and Thomas A. Williams, (latest Edition), South Western Educational Publishing.

**Reference Books:**

1. Operations Research: An Introduction by Hamdy A. Taha, (latest Edition), Prentice-Hall, Inc.
2. Quantitative Analysis for Management by Barry Render and Ralph M. Stair, Jr. (latest Edition), Prentice-Hall International, Inc.

**FIN 3201: Fundamentals of Banking**

Course Objectives:

This course covers the fundamentals of bank functions in a descriptive fashion. Topics include banks and the monetary system, the relationship of banks to depositors, the payment functions, bank loans

and accounting, regulations, and examinations. Upon completion, students should be able to demonstrate an understanding of the business of banking from a broad perspective.

Course Contents:

Overview of Banks and their Organizational Structure, Customer's Accounts with Banker, Banker-Customer Relationship, Financial Statements of Bank. Negotiable Instruments, Investment in Securities, Cheques: Crossing and Payments, Bank's Assets, Loans & Advances, Securities and Guarantees, Foreign Trade Finance, Risks of Banks, Electronic Banking, Commercial Banking, Central Banking Practices, Banking in Bangladesh.

Textbook: Essentials of Banking, Deborah K. Dilley, (latest edition), Wiley.

Reference Books:

1. Banking Law and Practice by Syed Ashraf Ali & R.A, Howlader Revised Edition, Mowla Brothers.
2. Banking Law and Practice by P.N. Varshney, (latest edition), Sultan Chand & Sons.

**FIN 3202: Money and Banking**

Course Objectives:

This course will present a basic and practical understanding of money, banking and other financial institutions and markets; the overall relationship between the workings of the Federal Reserve System and monetary policy and the resulting impacts on the economy are examined. Some attention is paid to the relationship between money and the international economy.

Course Contents:

Topics to be covered are: Nature and Function of Money, kinds of Money, Significance of Money, the Supply of and Demand for Money, Value of Money, Index number, The Quantity Theory of Money, The Money Market, Monetary Management and Financial System in Bangladesh, Inflation and Deflation, Commercial Banking and Central Banking.

**Textbook:**

Money, Banking and International Trade by T.T.sethi, (latest edition),S. Chand & Company Ltd.

**Reference Books:**

1. Economics of Money, Banking, and Financial Markets by Friederic' s. Mishkin, (latest edition), prentice Hall.
2. Money, Banking, and the Financial System by R.Hubbard, Anthony O'Brien, International Edition.

## **Finance Major: Concentration Courses**

### **FIN 4101: Introduction to Financial Institutions and Markets**

#### **Course Objectives:**

This course aims to provide a profound understanding of the financial markets, institutions and the instruments used in the markets. Students are also exposed to the financial institutions network and the mechanisms of operation of the whole financial system. This course also focuses on financial institutions' management, performance, regulatory aspects, use of financial markets, and sources and uses of funds.

#### **Course Contents:**

Classical Lemons Problem, Role of Financial Intermediation, Revolution of Financial Institutions and Market, Generic Regulations in the Financial System, Depository and Non-depository Institutions, Development Activities of Bangladesh Bank, Term Structure of Interest Rate, Bangladesh NBFISector, Mispricing Scenario in Bangladesh Mutual Fund Industry, Credit Rating Process, Derivatives Market, Money Market, Mortgage Market, Bond Market, IPO Underpricing & Issue Management—Bangladesh Experience, Organized & Unorganized Exchanges, Secondary Market Operation, Stock Market Efficiency & Anomalies— DSE Experience, Recent Trends in the Financial World, Global Financial Crisis.

#### **Textbook:**

Financial Markets and Institutions by Jeff Madura, (latest edition), Thomson.

#### **Reference Book:**

The Economics of Money, Banking and Financial Markets by Frederic S. Mishkin, (latest edition), Addison-Wesley.

### **FIN-4102: Corporate Finance**

#### **Course Objectives:**

As a major course in finance, this course introduces students to the most important concepts, principles, and key issues relating to the financing of capital investment, decisions regarding capital structure, investment dividend, etc-using a clear and logical framework for study.

#### **Course Contents:**

Major topics included in the course are: Corporate Firm and Goals of Corporate Firm, Capital Market, Review of Capital Structure, Issue of Corporate Securities, Hybrid Financing, Financial Planning, Forecasting Financial Statements, Mergers and Acquisitions, Financial Distress: Bankruptcy, Liquidation and Reorganization, Corporate Restructuring.

#### **Textbook:**

Corporate Finance by Stephen A. Ross, Randolph W. Westerfield, and Jeffrey Jaffe, (latest edition), McGraw Hill, Inc.

**Reference Books:**

- 1.Principles of Corporate Finance by Stewart D. Hodges, Richard A. Brealey, Stewart C. Myers, & Charles A. D'Ambrosio, Latest edition, McGraw-Hill.
- 2.Financial Management: Theory and Practice by Eugene F. Brigham & Michael C. Ehrhardt, (latest edition), South-Western College Publication.

**FIN-4103: Investment Analysis and Portfolio Management****Course Objectives:**

The objective of this course is to familiarize the student with basic concepts of Securities Analysis and Portfolio Management as well as to introduce its various tools and techniques to the managers in managing their portfolio. This course is highly recommended for students intending to pursue a career in portfolio management.

**Course Contents:**

Investment Fundamentals, Introduction to Portfolio, Measurement of Portfolio Risk and Return, Diversification, Optimum Portfolio, Efficient Set, Mean-Variance Portfolio, Building and Selecting Portfolio, Active and Passive Strategies, Bond Portfolio Management: Bullet and Barbell strategy, Modern Portfolio Theory, Single Index Model, Multi-Index Portfolio Construction, Performance Measurement, Performance Analysis and Performance Attribution: Sharpe, Treynor and Jensen Index, Stock Market in Bangladesh.

**Textbook:**

Investments Analysis and Portfolio Management by Frank K. Reilly & Keith C. Brown, (latest edition), South-Western.

**Reference Books:**

- 1.Modern Portfolio Theory and Investment Analysis by Edwin J. Elton, Martin I. Gruber, Stephen J. Brown, & William N. Goetzmann, (latest edition), John Wiley & Sons.
- 2.Security Analysis and Portfolio Management by S. Kevin, Latest edition.
- 3.Security Analysis and Portfolio Management by Donald E. Fischer & Ronald J. Jordan, Latest edition, Prentice Hall.

**FIN-4104: International Finance****Course Objectives:**

This course aims to provide a profound understanding of financial management concerns in international surroundings. It also aims to help students develop analytical tools that incorporate key international considerations into fundamental financial decisions.

**Course Contents:**

An Overview of Multinational Financial Environment, Marginalization, International Monetary Bodies, The Origin of Exchange Rates, International Trade Theory, International Flow of Funds, International Financial Markets, Balance of Payment, International Trade Issues, Factors Affecting International Trade Flows, Direct Foreign Investment (DFI), International Financial Markets, Foreign Exchange Transaction, Quotations, International Credit Market, Demand and Supply Scenario of a Currency, Currency Derivatives, How MNCs Use Forward Contract, International Arbitrage and Interest Rate Parity, Using PPP to Estimate Exchange Rate Effects, International Fisher Effect,

International Diversification. -

**Textbook:**

International Financial Management by Jeff Madura, (latest edition), Thomson.

**Reference Book:**

The Economics of Money, Banking and Financial Markets by Frederic S. Mishkin, (latest edition), Pearson.

**FIN-4105: Working Capital Management**

Course Objectives:

Working Capital Management helps the students to understand the techniques of managing the current assets and current liabilities, individually and in aggregate. This course will be quite handy for business graduates for apprehending the facades and fabrics of working capital management both from an academic and practical aspect.

Course Contents:

Basics of Working Capital Management, Management of Cash Flows, Cash Forecasting, and Models for the Management of Cash and Temporary Investment, Accounts Receivables Management, Inventory Management - Certainty Approach, Measures of Aggregate Liquidity, Estimating Working Capital Requirements, Working Capital Policy, Short-Term Liability Management, Banks as a source of working capital needs.

**Textbook:**

Modern Working Capital Management-Text and Cases by Frederick C. Scherr, Latest edition (International edition), Prentice Hall.

**Reference Book:**

Financial Management by LM. Pandey, (latest edition), Vikas Publication House Pvt. Ltd.

**FIN-4106: Financial Analysis and Control**

Course Objectives:

The study of financial analysis and control emphasizes mechanisms used to determine the overall financial health of private, public and non-profit organizations. After completion of this course students will be able to interpret and analyze financial statements effectively in order to- make important investment decisions.

Course Contents:

What is Financial Statement Analysis, Overview of Financial Reporting, Common Size Statements and Percentage Changes, Statement of Cash Flows, Profitability Analysis, Risk Analysis-Using Ratios and Comparisons among Statements, Revenue Recognition and Related Expenses, Liability Recognition and Related Expenses, Forecasting, Dividend Based Valuation, Earnings-based

Valuations, Cash-flow based Valuations, Management of financial statements, Ethics in financial reporting.

**Textbook:**

Financial Statement Analysis- A Practitioner's Guide by Martin S. Fridson and Fernando Alvarez, (latest edition), John Wiley & Sons, Inc.

**Reference Books:**

1. Analysis of Financial Statement by Leopold A. Bernstein and John J. Wild, (latest edition), McGraw-Hill.
2. Financial Statement Analysis: The Investor's Self-Study Guide to Interpreting & Analyzing Financial Statements by Charles J. Woelfel, (latest edition), McGraw-Hill Professional.

**FIN -4107: Bank Fund Management**

Course Objectives:

The objective of this course is to give the students ideas about how to utilize the bank's fund optimally in money market or capital market. The course will provide an understanding of various issues regarding bank management and facilitate effective and efficient decision making so as to maximize profits for the organization.

Course Contents:

The study will encompass issues like: Overview of Banks and Their Services, Banks Regulatory Environment, Factors Affecting Banks and Market Shares, Sources and Uses of Bank Fund, Analysis of Financial Statements, Techniques of Assets/Liabilities Management - Future Options & Swaps, Investment-Lending-Liquidity Management, Measuring and Evaluating Bank Performance, Electronic Banking.

**Textbook:**

Commercial Banking: The Management of Risk by James W. Kolari and Benton E. Gup, (latest edition), Wiley and Sons.

**Reference Books:**

1. Commercial Bank Management by Peter S. Rose, (latest edition), McGraw-Hill/Irwin.
2. Bank Management by Timothy W. Koch and S. Scott MacDonald, (latest edition), South-Western College Pub.

**FIN-4108: Introduction to Investment and Merchant Banking**

Course Objectives:

This is a major course which will provide students a comprehensive overview of the essentials of investment and merchant banking that embrace issue management, portfolio management, fund management, underwriting, and other financial services.

Course Contents:

Topics to be included are: Investment Fundamentals, Financial Instruments, Securities Market:

Types, Intermediaries, Margin Trading, Short Selling, Index Construction, Risk and Return from Investing, Capital Allocation between the Risky and Risk Free Assets, Optimal Risky Portfolio, Equity and Bond Valuation, Security Analysis, Efficient Market Hypothesis, Bonds and Other Fixed Investment Fundamentals, Mutual Fund & Other Investment Companies, Options and Futures, Stock Market in Bangladesh.

**Textbook:**

Essentials of Investments by Zvi Bodie, Alex Kane, and Alan J. Marcus, (latest edition), McGraw-Hill/Irwin.

**Reference Books:**

1. Investments Analysis and Portfolio Management by Frank K. Reilly & Keith C. Brown, (latest edition), South-Western.
2. Investment Banking & Brokerage: the New Rules of the Game by J.F. Marshall & M. E. Ellis, (Nov. 1, 1993 or latest edition) McGraw-Hill Companies.

**FIN-4109: Introduction to derivatives**

Course Objectives:

This is a major course which is designed to acquaint-the students with the basic concept, practical knowledge, skills and abilities required to develop both theoretical and practical application in business.

Course Contents:

Topics to be included are: Introduction to Derivative Securities and Market, Mechanics of Futures Markets, Hedging Strategies Using Futures, Theories of Interest Rates, Determination of Forward and Futures Prices, Interest Rate Futures, Swaps, Mechanics of Option Markets, Properties of Stock Options, Trading Strategies Involving Options, The Balck-Scholes-Merton Model, Options on Stock Indices, Currencies, and Futures, Volatility Smiles, Basic Numerical Procedures, Value at Risk, Estimating Volatilities and Correlation, Credit Risk, Credit Derivative, Insurance Derivatives, Interest Rate Derivatives: The Standard Market Models, Interest Rate Derivatives: Model of The Short Rate, Swaps Revisited, Real Option.

**Textbook:**

Options, Futures, and other derivatives by John C. Hull, (latest edition), Prentice Hall.

**Reference Book:**

Financial Derivatives in Theory and Practice by P. J. Hurt and J.E. Kennedy, Latest edition, Wiley Series in Probability and Statistical.

**FIN-4110: Management of Financial Institutions**

Course Objectives:

This course is designed to provide students with a conceptual framework necessary for analyzing and comprehending the risk management of financial institutions with a critical examination of theoretical, strategic, practical and regulatory approaches.

Course Contents:

Introduction to Financial Institutions (FIs), Role of different FIs, Measuring Interest Rate Risk - The Repricing Model, Maturity Model and Duration Model, Measuring Market Risk- The Risk Metrics Model, Credit Risk - Individual Loan Risk and Loan Portfolio Risk, Technology Risk, Foreign Exchange Risk, Sovereign Risk, Liquidity Risk, Managing Risks, Deposit Insurance, Capital Adequacy, Product Diversification, Geographic Diversification, Futures, Forwards, Options, Swaps, Securitization.

**Textbook:**

Risk Management and Financial Institution by John C. Hull, 2/E (or latest edition), Prentice Hall.

**Reference Books:**

1. Financial Institutions Management- A Risk Management Approach by Anthony Saunders & Marcia Millon Cornett, (latest edition), Irwin Mcfiraw Hill.
2. Risk Management and Value Creation in Financial Institutions by Gerhard Schroeck, Latest edition, John Wiley & Sons, Inc.

**FIN-4201: Risk Management of Financial Institutions**

Course Objectives:

This is a major course which introduces to the concept of risk including changes and emerging issues of the risk management of financial institutions, and a critical examination Of theoretical, strategic, practical and regulatory approaches to the management of risks by financial institutions.

Course Contents:

Topics to be included are: Introduction, Risk and Risk Management, Basic Types of Risk, Systematic and Unsystematic Risk, Objectives of Risk Management, Risk Measurement and Pooling, Total Loss Distribution, Pooling and Diversification, Ruin Probability, Analysis Tools, Risk Management and Shareholders, Demand for Risk Management, Demand for Risk Management (Utility Theory), Introduction to Financial Institutions (FIs), Regulations in the Financial System, Liability and Liquidity Management, Deposit Insurance, Capital Adequacy, Product Diversification, Geographic Diversification, Futures, Forwards, Options, Swaps, Securitization, Recent Trends in the Financial World, Global Financial Crisis.

**Textbook:**

Risk Management and Financial Institution by John C. Hull, 2/E (or latest edition), Prentice Hall.

**Reference Books:**

1. Risk Management and Value Creation in Financial Institutions by Gerhard Schroeck, Latest edition, John Wiley & Sons, Inc.
2. Financial Markets and Institutions by Jeff Madura, (latest edition), Thomson.

**FIN-4202: Public Finance**

Course Objectives:

Public finance is the branch of economics that analyzes the public sector or the role, rationale, objectives, and consequences of government intervention in the economy. This course will apply the



tools of economics to analyze what the government does and what it ought to do.

Course Contents:

Introduction, Tools of Positive and Normative Analysis, Public Goods, Externalities, Political economy 1., Environment and Education, Cost Benefit Analysis, Health Care Market, Social Insurance, Income Distribution, Incidence of Taxation: Partial Equilibrium Models, General Equilibrium Models, Taxation and Efficiency: Excess Burden, Excess Burden Measure with Demand Curves, Differential Taxation of Inputs, Does Efficient Taxation Matter?, Efficient and Equitable Taxation, Budgetary Systems of Bangladesh, Government Borrowing and Debt: The nature of debt, The Burden of the Debt.

**Textbook:**

Public Finance by Harvey S Rosen, (latest Edition), McGraw-Hill/Irwin.

**Reference Books:**

1. Public Finance by Dr. H. L. Bhatia, (latest edition), Vikas.
2. Public Finance in Theory and Practice by R. A. Musgrave & P. B. Musgrave, 5/E (or latest edition), McGraw-Hill College.

**FIN-4203: Project Appraisals and Management**

Course Objectives:

This is a specialized course on appraising and management of financial and capital projects. In this course students will study the characteristics of project and project management, look at how to define, organize, plan, implement, trace, control, and how to terminate and post-evaluate a project.

Course Contents:

Basic Concepts of Project and Project Management, Project Selection, Project Organization Structure, Team Building, Communication and Conflict Management, Project Planning Methods and Techniques, Resource Allocation, Project Monitoring and Control, Project Termination, Derivation of Cash Flow, Discounting Techniques, Market Feasibility Study, Technical Appraisal, Financial Appraisal; Economic and Social Appraisal, Environmental Impact and Assessment, Types and Measures of Project Risk, Analysis Under Uncertainty, Sensitivity Analysis, Scenario Analysis, Monte Carlo Simulation, Decision Tree Analysis and Project Implementation, Use of CPM and PERT as Implementation Tools, and Project Review & Administrative Aspect.

**Textbook:**

1. Project Appraisal and Planning for Developing Countries by I. Little M. D. & J., A. Mirrlees, Latest Edition, Basic Books.
2. Project Management, A Managerial Approach by Jack R. Meredith & Samuel J. Mantel. Latest Edition, Wiley.

**Reference Books:**

1. Projects: Planning, Analysis, Selection, Implementation & Review by Prasanna Chandra, Latest edition, Tata McGraw Hill.

2. The Economics of Money, Banking and Financial Markets by Frederic S. Mishkin, Latest Edition, Prentice Hall.
3. Project Management: The Managerial Process by C. F. Gray & E. W. Larson, Latest Edition, McGraw-Hill/Irwin.

### **FIN-4204: Foreign Exchange Management and International Banking**

#### **Course Objectives:**

This is a major course which deals with the exchange rate determination among different currencies of the world along with the contribution of banks in trade finance, which offers a comprehensive thought about the exchange rate and associated risks, balance of payment, export-import financing, control of international currency markets, and international banking system.

#### **Course Contents:**

Foreign Exchange, Exchange Market, Statutory Basis of Foreign Exchange, Evolution of Exchange Control, Outline of Exchange Rate and Types, Import Export Introduction to Exchange Rate Mechanism, Deriving the Actual Exchange Rate, Guarantees in Trade, External Commercial Borrowings, Exchange Rate, Interest Rate, Interest Rate Parity, Foreign Exchange Risk, Exchange Rate Determination; Export Import Financing, Letter' of Credit Opening and Operational Procedure, Foreign Exchange Scenario in Bangladesh; Role of Bangladesh Bank and Government Budget, Role of International Organizations.

#### **Textbook:**

International Money and Finance by Michael Melvin, (latest edition), Addison-Wesley.

#### **Reference Books:**

1. Money, Interest and Banking in Economic Development by Fry J. Maxwell, John Hopkins, University Press, latest edition
2. Foreign Exchange - Principle & Practice by K.K. Andley, latest edition

### **FIN-4205: Micro Finance**

#### **Course Objectives:**

This course provides students with the scenario of contribution of microfinance in the development of rural areas of a country. It is a major course towards specializing in Finance in the undergraduate program. This course sets sights on to provide the students with a systematic understanding of the Microfinance and implementing the Microfinance activities along with needed for effective management of finance.

**Course Contents:** The Emergence of Microfinance in Bangladesh, Financial Inclusion and Exclusion and the Range of Delivery Models, Sustainability and Reaching the Poor , Operations of a Microfinance Institution-Disbursement & Collections, MIS Systems, Setting Interest Rates, Planning for Growth, Microfinance

Impacts: Household and Macro Level, Funding Microfinance: Donors, Governments, Social Investors and the Private Commercial Sector, the Future of Microfinance, Case Study.

**Text book:**

The Microfinance revolution: Sustainable Finance for the Poor by Marguerite S. Robinson, Latest edition.

**Reference Book:**

Fighting Poverty with Micro-Credit, Experiences in Bangladesh by S.R. Khondaker, Latest edition.

## **Marketing Major: Concentration Courses**

### **MKT -4101: Consumer Behavior**

**Course Objectives:**

This course is designed to develop an understanding of people's consumption-related behaviors and to develop and to evaluate marketing strategies intended to influence those behaviors. It consists of cognitive, affective, and behavioral responses of consumers to products and services.

**Course Contents:**

Topics covered are: Consumer Behavior: Consumer Behavior Analysis, Market Segmentation, Consumer Motivation, Personality and Consumer Behavior, Consumer Perception, Consumer Learning, Consumer Attitude Formation and Change, Communication and Consumer Behavior, Reference Group and, Family Influences, Social Class, Culture and Consumer Behavior, Consumer Influence and the Diffusion of Innovations, Consumer Decision Making.

**Textbook:**

Consumer Behavior by Leon G. Schiffman and Leslie Lazar Kanuk, (latest edition), Prentice Hall.

**Reference Books:**

Consumer Behavior: Building Marketing Strategy by Delbert I. Hawkins, Roger J. Best, and Kenneth Coney, (latest edition), Tata McGraw-Hill.

2.Consumer Behavior: Concepts and Strategies by Harold W. Berkman, and Christopher Gilson, Latest edition, South-Western Educational Publishing.

### **MKT -4102: International Marketing**

**Course Objectives:**

This course will have an extensive study on the inception, survival and growth of these multinational companies. However, it will emphasize particularly the global companies.

**Course Contents:**

Topics included in this course are: Standardization and Customization of marketing The Scope and Challenge of International Marketing, Relationships among International, Multinational and Global

Marketing, The Dynamic Environment of International Trade, Cultural Dynamics in Assessing Global Market, Cultural, Management Style, and Business Systems, the Political Environment, Global Marketing Management, Products and Services for Consumers" International Marketing Channel, Exporting and Logistics: Special Issues for Business, Pricing for International Markets, International IMC. '

**Textbook:**

International Marketing by Cateora, Gilly, and Graham, (latest edition), the McGraw-Hill

**Reference Books:**

- 1.Global Marketing by Keegan Warren J, (latest edition), Pearson Education India.
- 2.International Marketing by Michael R. Czinkota and ILkka A. Ronkainen., (latest edition), the McGraw-Hill.

**MKT -4103: Integrated Marketing Communications**

Course Objectives:

This course is designed to provide students with an in-depth understanding of integrated marketing concepts including: advertising, direct marketing, public relations, sales promotions, personal selling and internet marketing for developing them as effective decision makers.

Course Contents:

Important topics are: Integrated Marketing Communications, Ethics : and Social Responsibility in Marketing Communications, Promotions Opportunity Analysis, Corporate Image and Brand Management, Consumer Buyer Behaviors, Business to Business Buyer Behaviors, Advertising Management, Media Selection, Message Strategies, Trade and Consumer Promotions, Personal Selling, Public Relations, Direct Marketing, Internet Marketing.

**Textbook:**

IMC - The Next Generation by Don Schultz and Heidi Schultz, (latest edition, McGraw Hill.

**Reference Books:**

- 1.Integrated Advertising, Promotion and Marketing Communications, by Kenneth E. Clow and Donald Baack, (latest edition), Pearson Education India.
- 2.Advertising & Promotion by George E. Belch and A. Belch, Latest Edition, Irwin McGraw Hill.
- 3.Canadian Advertising in Action by Keith J. Tuckwell, (latest edition), Pearson Education Canada.

**MKT -4104: Brand Management**

Course Objectives:

The purpose of this course is to give the students a fundamental understanding of how to build, measure, and manage a brand. It focuses on the basic concepts of branding, theories and principles, their exposure to branding applications, and contemporary issues in branding.

Course Contents:

Topics covered include: Basics of Brand Management, Brand Positioning, and Choosing Brand Elements to build Brand Equity, Designing Marketing Programs to Build Brand Equity, Leveraging Secondary Brand Associations to Build Brand Equity, Developing a Brand Equity Measurement and Management System, Ethics and Branding.

**Textbook:**

Strategic Brand Management: Building, Measuring, and Managing Brand Equity by Kevin Lane Keller, (latest edition), Prentice Hall.

**Reference Books:**

1. Marketing and Brand Management by Andy Kantor, Latest Edition, New Age.
2. Building Strong Brand by David A. Aaker,(latest edition), ' ,
3. Managing Brand Equity by David A. Aaker, (latest edition), Free Press.

**MKT -4105: Strategic Marketing**

Course Objectives:

Strategic marketing uses a decision process perspective to examine the key concepts and issues involved in selecting strategies. In the present world, it is necessary to develop strategies that extend beyond the traditional management focus on the marketing mix. The course is designed around the marketing strategy process with a clear emphasis on analysis, planning and implementation. So this course is considered to be an essential course to understand the interrelationship between the business strategy and success of the organization in the market scenario: This course will definitely develop marketing skills, decision making capacity and expertise of the students.

Course Contents:

Basics of Market-Driven Strategy, Markets and Competitive Space, Strategic Market Segmentation, Strategic CRM, Capabilities for Learning about Customers, Market Targeting and Strategic Positioning, Strategic Relationships, Innovation and New Product Strategy, Strategic Brand Management, Value Chain Strategy, Pricing Strategy, Promotion, Advertising and Sales Promotion Strategies, Implementing and Managing Market-Driven Strategies.

**Textbook:**

Strategic Marketing by David Cravens, Nigel Piercy, (latest edition), McGraw-Hill Companies.

**Reference Book:**

Marketing Strategy: A Decision Focused Approach by Orville Walker, John Mullins, Jr., and Harper Boyd, (latest edition), McGraw-Hill/Irwin.

## **MKT -4106: Marketing Research**

### **Course Objectives:**

The primary objective of this course is to understand how marketing research aids managerial decision making. Accordingly, it is assumed that students taking this class will 'become users of research results, rather than marketing researchers. However, for the latter group, this class will serve as a first course in this sub field of marketing.

### **Course Contents:**

Tools for Survey and Observation Research, Basics of Marketing Research, Defining the Marketing Research Problem, Developing a Research Approach, Research Design, Measurement and Scaling, Questionnaire and Form Design, Sampling Design and Procedures, Data Collection, Preparation and Analysis, Frequency Distribution Cross-Tabulation and Hypothesis, Testing, Report. Preparation and Presentation, Applications of SPSS for Data Analysis.

### **Textbook:**

Marketing Research: Measurement and Method. By Donald S. Tull and Dell. Hawkins. (latest edition), Prentice-Hall. USA

Marketing Research- An Applied Orientation by By Naresh K. Malhotra, 6IE (or latest edition), Prentice Hall Inc.

### **Reference Book:**

Marketing Research in a Digital Information Environment by Jr., Joseph Hair, Robert Bush, and David Ortinau, 4/E (or latest edition), McGraw-Hill Higher Education.

## **MKT-4107: Services Marketing**

### **Course Objectives:**

The course focuses on the unique challenges of marketing and managing services and delivering quality service to customers. The attraction, retention, and building of strong customer relationships through quality services are at the heart of the course content.

### **Course Contents:**

The basic concepts covered in the course include: the difference between marketing services versus products; the role of the service encounter; the key drivers of service quality; the customer's role in service creation; service design and innovation; going beyond service to create customer experiences.

### **Textbook:**

Services Marketing: Integrating Customer Focus across the Firm by Valarie A. Zeithrnal, Mary Jo Bitner, and Dwayne D. Gremler, (latest edition), McGraw-Hill.

**Reference Book:**

Services Marketing People, Technology, Strategy by Lovelock and Wirtz, (latest edition), Prentice Hall.

**MKT -4108: Customer Relationship Management****Course Objectives:**

In today's highly competitive business environment, managing customer relationships and effectively interacting with your customers are critical to an organization's success. By enhancing the customer experience, organizations can develop a strong relationship between the customer and the organization. If sustained over time, organizations can strengthen their competitive position and increase its profitability. The CRM course is designed to introduce students to both CRM fundamentals and the utilization of technology in managing customers. The curriculum will introduce students to CRM concepts and functionality for professionals whose organizations utilize CRM or want to gain an understanding of the role of CRM in service management. Through lectures and presentations, scholarly whitepaper and article readings, class discussion, participants will gain a firm understanding of the key factors that impact CRM success.

**Course Contents:**

The Importance of CRM Database Technology, Fundamentals of Customer Relationship Management (CRM), Types of Consumers and the Relationship Styles, Loyalty as a Basis for Segmentation, Consumer Value: Concept and Characteristics, Motivating People and Building Effective Customer Teams, Customer Lifetime Value (CLTV), Customer Value Management, Contact Center Technology, CRM Information Technology, Key Principles of Relationship Management, Experiential Relationship Framework, Marketing Research "to Understand Customer Expectation, Planning and CRM Implementation, Customer Metrics, Customer Centered Composite Indices, Customer Portfolio Management (CPM), Managing Networks for Customer Relationship, Organizational Management and CRM.

**Textbooks:**

1. Customer Relationship Management: Concepts and Technologies, by Francis Buttle., Latest Edition Elsevier ltd.
2. Principles of Customer Relationship Management, by" Roger Baran, Robert Galka, Daniel Strunk, Latest Edition, Thomson learning .inc.

**Reference Books:**

1. Customer Relationship Management Essentials by Jo1m W. Gosney and Thomas P. Boehm, Latest Edition, Prentice Hall, India.
2. The. Handbook of Key Customer Relationship Management by Ken Burnett, Latest Edition. "

## **MKT -4109: Introduction to E-Marketing**

### **Course Objectives:**

Students will be exposed to emerging technologies and their application to the marketing process in order to review existing strategies and tactics at the same time developing new ones of their own.

### **Course Contents:**

This course covers the following issues: Basics of E-Marketing, Strategic E-Marketing, Consultative Nature of Marketing and Use of Internet-Based E-Marketing Plan, Customer Characteristics and Behavior, Targeting Market Segmentation and Communities, Differentiation, Integrated Marketing Mix, Integrated Communication Mix, Customer Relationship Management, E-Marketing and Economics.

### **Textbook:**

E-Marketing by Judy Strauss, Raymond Frosts, and Adel I. EI-Ansary, (latest edition), Prentice Hall.

### **Reference Books:**

- 1.Effective E-Mail Marketing: The Complete Guide to Creating Successful Campaigns. by H.G.Lewis, Latest Edition, Amacom.
- 2.Marketing with E-Mail by Shannon Kinnard, Latest Edition, Maximum Press.
- 3.Permission Based E-Mail Marketing That Works by Kim MacPherson, Latest Edition, Dearborn Trade.com.

## **MKT-4110: Sales Management**

### **Course Objectives:**

The course focuses on what it takes to be successful in managing the sales function in a personal, direct sales environment. It asks the student to put himself/herself in the position of being 'a prospective sales manager. This context helps the student better relate to the realities of the environment and how the concepts of the course can be applied to practical sales management situations, and management performance requirements. The course will provide the student with a systematic framework for understanding how sales is distinguished from marketing, and what it takes to effectively manage the sales function. .

### **Course Contents:**

Basics of Sales Management, Salesmanship and Themes of Selling, Sales Promotion, Salesmen-Recruitment, Personal Selling, Retailing, Cooperative Selling, The Sales Organization, Marketing Strategy in Personal-Selling, Sales and Other Departments, The Sales Manager, The Sales Force Management, Training in Sales, Remuneration of Sales Personnel, Motivation by Sales Management, Sales Field, Territories, Quotas and Marketing Policies, Market Measurement, Sales Forecasting and Sales Budgets, Psychology of Sales, Techniques of Selling, Sales Talks, Sales Records.

### **Textbook:**

Sales Management by C. L. Tyagi, and Arun Kumar, Hardcover Edition (or latest edition), Atlantic.



**Reference Books:**

- 1.Strategic Retail Management by Danny R. Arnold, Garry D. Smith, and Louis M. Capella, Addison-Wesley.
- 2.Sales Management by Edward W. Cundiff, Norman A.P. Govoni, and Richard R. Still, Prentice-Hall.

**MKT 4201: Retail Management****Course Objectives:**

This course deals with the root level of marketing distribution systems, i.e. the operational relations between the end users and seller of different products and services. Students will be able to gain valuable insights into the retail industry, which will be very useful as retailing is evolving into a global, hi-tech business.

**Course Contents:**

Topics included are: Introduction to Retailing, Types of Retailers, Global Retailing, Consumer Buying Behavior in Retailing, Retail Marketing, Retail Marketing Strategy, Financial Strategy, Retail Location Strategy, Retail Site Location Strategy, Product Category Structure and Management, Merchandise Management, Merchandise Planning Systems, Buying Merchandise, Retail Pricing, Distribution, Multi-Channel Retailing, Supply Chain Management and Information Systems, Retail Communication Mix, Customer Relationship Management, Store Layout, Design, and Visual Merchandising, Customer Service.

**Textbook:**

Retailing Management by Levy, M and B Weitz, (latest edition), New York: McGrawHill Irwin, 2007.

**Reference Book:**

Retail Marketing Management by David Gilbert, (latest edition), Pearson, 2011.

**MKT 4202: Business-to- Business Marketing****Course Objectives:**

This course develops students' understanding of the various marketing concepts involved in organizational buying. It helps students to comprehend the buying process of business markets. Concepts including strategic alliance, networking, supply chain management, outsourcing, and issues and impacts of globalization, will be introduced. With value created and delivered in the marketplace as its cornerstone, this course equips students with the necessary marketing tools to deal with issues related to business markets. Business ethics is emphasized in the course and integrated into the topics.

**Course Contents:**

Contents covered in this course are: Market Opportunities in B2B Characteristics of B2B Marketing, The Underlying Principles Relationship, Types of Goods, Services and Customers, Understanding Value and Supply Chain, Current B2B Applications, Future Directions for B I S, B2B Market segmentation and Positioning, Understanding Business Values (Products, Services and Pricing), Inter-

organizational Relationships, Buying Behaviors of Business, Buyers Power, Conflict and Building Relationships, Channel Flows and Structures, Supply Chain Management, Networks, Electronic and Internet trains channels, A model of B2B Marketing Communication, Planning B2B Communication, Activities Relationship based marketing, Communications Agency/client Relationship, Advertising, Public Relations in B2B, Direct Marketing, Use of Channel, Incentives, Sales Promotion and B2B Communications, Personal Selling and Managing Relationships, Multiple Channel Selling, Key Account Management.

**Textbook:**

Business-to-Business Marketing by Ross Brennan, Louise Canning & Raymond McDowell (2010), (latest edition), London: Sage Publications Ltd,

**Reference Book:**

Business-to-Business Marketing by Ross Brennan, Louise Canning & Raymond McDowell, Latest Edition, Sage Publications 2007.

**MKT4203: Supply Chain Management**

Course Objectives:

A comprehensive study of the concepts, processes, and strategies is used in the development and management of supply chains. Supply-chain management (SCM) is a systems approach to managing the entire flow of information, materials, and services from raw material suppliers through factories and warehouses to the final end-customer. Specific topics include global supply chain management, procurement, electronic commerce, and information technologies and logistics activities. SCM represents a philosophy of doing business that stresses processes and integration. This course will be taught through the use of textbook materials, outside readings, and case analysis.

Course Contents:

Supply Chain Drivers and Metrics Basics of Marketing Channels, Structure and Functions, Analytical Framework for Channel Design and Implementation, Segmentation for Marketing Channel Design: Service Outputs, Gap Analysis, Vertical Integration: Owning the Channel, Channel Power, Managing Conflicts, Reatiling, Wholesaling, Franchising, Ethical Issues with Channels.

**Textbook:**

Marketing Channel by Anne T. Coughlan, Erin Anderson, and Louis W. Stem, (latest edition), Adell. EI-Ansary.

**Reference Books:**

1. Supply Chain Management by Chopra and Meindl, (latest edition), Prentice Hall.
2. Operations and Supply Chain Management by F. Robert Jacobs, and Richard B. Chase, (latest edition), McGraw-Hill.

## **MKT4204: Rural Marketing**

### **Course Objectives:**

An important segment that marketers now-a-days cannot ignore is the 'bottom of the pyramid' - consumers living in rural areas. Rural markets with their vast size and demand base offers a huge opportunity for business entities. To expand their market base, more and more companies are foraying into rural markets. There is no denying that rural consumers want to access brands, if only they offer value for money and a promise of quality. The challenges marketers face in trying to address these consumers are high and risky due to the fragmented nature of the rural market and the low margins of this trade. 'Rural Marketing course', offered for the first time in Bangladesh, has an extensive study on the importance of rural markets in developing economies. It makes students aware of the rural marketing environment, the special needs in rural marketing research and study of consumer behavior in the rural segment. The students learn that companies are already facing saturation in established urban markets. And by targeting the world's poor-an untapped yet potentially thriving new market; students get ready for the fastest growing market in the world. Furthermore, the course analyzes the economics of cost involved in rural distribution coverage, rural product and pricing strategy, rural marketing challenges, rural innovation, rural consumer behavior which provides students with knowledge, understanding and techniques related to undertaking marketing in a rural environment. The primary objective of the course is to provide conceptual understanding on the rural marketing and develop skills required to planning of rural marketing mix through examining rural environment as it is a huge source of untapped potentials.

### **Course Contents:**

Call of Rural Marketing, Nature and Patterns of Rural Consumer Behavior, Rural Marketing Environment, Researching Rural Market, Rural Production and Products, Rural Marketing Strategies, Distribution Strategy, Communication Strategy, the Future of Rural Marketing. .

### **Textbooks:**

- 1.The Rural Marketing Book (WNcd) (Text & Practical), by Pradeep Kashyap & Siddhartha Raut, (latest edition), Dreamtech Press.
- 2.Rural Marketing by T.P. Gopal Swamy, (latest edition), Vikas Publishing House.

### **Reference Books:**

- 1.Rural Marketing: Targeting the Non-Urban Consumer by Sanal Kumar Velayudhan, (latest edition), Sage Publications Pvt. Ltd.
- 2.Rural Marketing in India: Strategies and Challenges by Ruchika Ramakrishnan, Latest Edition, New Century Publications.
- 3.Rural Marketing: Text and Cases by Mathur, U, C, Latest Edition, Excel Books. Prentice-Hall.

## **MKT 4205: Agricultural Marketing**

### **Course Objectives:**

The primary objective is to foster development and understanding of key agricultural marketing issues and concerns, equip you with analytical skills that may be utilized to evaluate different marketing problems and programs from both the industry and firm perspective. This course will provide you with an understanding of economic concepts that will be employed for analyzing issues in agricultural marketing.

### **Course Contents:**

Topics covered: Introduction to Food Marketing, Analyzing Agricultural & Food Markets, Agricultural Production & Marketing, Risk Management and the Futures Market, Price Analysis and the Exchange Function, Demand, Supply, and Elasticity, Price Discovery, Models of Market Behavior, Derived Demand, Derived Supply, and Marketing Margins, Storage Decisions in the Marketing of Agricultural and Food Products, Local Markets and Interregional Trade,

### **Textbook:**

Marketing of Agricultural Products by Joseph N. Uhl, Richard L. Kohls (latest edition)

### **Reference Books:**

1. Agricultural Marketing - System, Coordination, Cash and Future Prices by Wage Purcell(latest Edition)
2. Marketing of Agricultural Products by Kohls & Uhl (latest Edition)

## **Management Major: Concentration Courses**

### **MGT 4101: International Management**

#### **Course Objectives:**

This course will equip the students with the rising level .of involvement and competitiveness which is of the essence in today's globalized marketplace. The course will help the students develop the indispensable skills demanded by up growing cross-national interactions and daily operations in foreign subsidiaries.

#### **Course Contents:**

The Elements of International Business Environments, the Art and Practice of International Strategy, Central Challenge of Global Strategy, Managing Risk in International Operations, International Alliance Strategy and Managing International JV s, Licensing and Franchising Arrangements, International Distribution and Global Supply Chain Management, Regional and Global Strategies of Multinational Companies. .

**Textbook:**

International Management: Managing Across Borders and Cultures by Helen Deresky, (latest edition), Prentice Hall.

**Reference Books:**

1. International Management: Culture, Strategy and Behavior by Fred Luthans and Jonathan P. Doh, (latest edition), McGraw Hill Higher Education.
2. International Management by Richard Mead and Tim G. Andrews, (latest edition), Wiley-Blackwell.

**MGT 4102: International Business****Course Objectives:**

This course offers students the opportunity to explore the risks and rewards of an international approach to business from a theoretical point of view, to explore some of the cultural and ethical issues involved in international business, and to research the experience of a range of firms who operate globally.

**Course Contents:**

Globalization, National Differences in Political Economy, Differences in Culture, International Trade Theory, The Political Economy of FDI, The Foreign Exchange Market, The Strategy of International Business, Entry Strategy and Strategic Alliances, Exporting and Importing, Global Market and R&D, Global HRM, Accounting in International Business.

**Textbook:**

International Business by John Daniels, Lee Radebaugh, and Daniel Sullivan, (latest edition), Prentice Hall.

**Reference Books:**

1. International Business: Competing in the Global Marketplace by Charles W. L. Hill, and Arun K. Jain, (latest edition), TATA McGraw Hill.
2. International Business: Strategy, Management, and the New Realities by Tamer Cavusgil, Gary Knight, and John Riesenberger, (latest edition), Prentice Hall.

**MGT 4103: Management of Industrial Relations****Course Objectives:**

This course prepares the students to grasp and apply the principles of IR and develop an awareness of the causes and intricacies of various labor relations, conflicts, and the techniques and resolutions circulated by law.

**Course Contents:**

Industrial Relations Concepts and Scopes, Conflict Model, Collaboration Model, Globalization Impacts on Industrial Relations, Legal Framework of Industrial Relations, Trade Unions: History and

Structure of Trade Unions, Emerging Changes in Trade Unions, Discipline and Disputes, Disputes Resolution Techniques, Disciplinary Procedures & Grievance Management Machineries, Bargaining and Gain Sharing; Employee Empowerment and Worker Participation in Management and Their Impact on Quality of Work Life & Industrial Relations.

**Textbook:**

Industrial Relations: Theory and Practice by Michael Salamon, (latest edition), Financial Times Management.

**Reference Books:**

- 1.The Management of Industrial Relations by George F. Thomason, Latest edition, University College Cardiff Press.
- 2.Labor Relations by John A: Fossum, (latest edition), Pearson. McGraw-Hill/Irwin.

**MGT 4104: Project Management**

Course Objectives:

This course addresses the critical nature of managing projects. The course will prepare the students in defining, organizing, planning, implementing, tracing, controlling, terminating, and conducting post-evaluation of a project.

Course Contents:

Fundamental Concepts of Project and Project Management, Project Selection, Project Organization Structure, Team Building, Project Planning Methods and Techniques, Resource Allocation, Project Monitoring and Control, Project Appraisal, Market Feasibility Study, Environmental Impact and Assessment, Types and Measures of Project Risk, Analysis Under Uncertainty, Different Methods of Analyses, Project Implementation, Use of CPM and PERT as Implementation Tools, Project Review and Project Termination,.

**Textbook:**

Project Management, A Managerial Approach by Jack R. Meredith & Samuel I. Mantel, (latest edition), Wiley.

**Reference Books:**

- 1.Projects: Planning, Analysis, Selection, Implementation & Review. by Prasanna Chandra, Latest Edition, Tata McGraw Hill.
- 2.A Guide to the Project Management Body of Knowledge by Project Management Institute, (latest edition), Project Management Inst.

## **MGT 4105: Total Quality Management**

### **Course Objectives:**

This course introduces students to several quality improvement (QI) approaches that are increasingly used by contemporary managers in effective quality planning, controlling and improving. TQM provides the overall QI concept and serves as the backdrop to understanding reengineering, the learning organization and different quality standards.

### **Course Contents:**

Concepts, Dimensions of Quality, Scope, Importance of TQM,) Core Concept of TQM, Functions of TQM, Learning from Quality Gurus, Benchmarking, Quality of Design, Quality of Organizational Structure and Design, Quality Leadership Concept and Theory, HRM for TQM, Group and TQM, TQM & Culture and Change Management, Quality Control: Six Sigma, Quality Economics, Quality Standards: ISO 9000, ISO 14000, ISO 22000, Quality Audit.

### **Textbook:**

Quality Management for Organizational Excellence: Introduction to Total Quality by David L. Goetsch and Stanley Davis, (the latest edition), Prentice Hall.

### **Reference Books:**

- 1.Total, Quality Management: An Executive Guide to Continuous Improvement by Hubert K. Rampersad, (latest edition), Springer.
- 2.The Essence of TQM by John Bank, Latest edition, New York: Prentice-Hall.
- 3.Total Quality Management by D.H. Besterfield, and c. Besterfield, (latest edition), Prentice Hall, India.

## **MGT 4106: Comparative Management**

### **Course Objectives:**

This course aims to study management in a global perspective. It examines and compares management practices of different types of organizations, across countries and cultures. The course considers management functions and manager skills including similarities and differences between domestic and international management.

### **Course Contents:**

Concepts of Comparative Management, Comparing Cultures, Convergence and Divergence Forces, Universality and Transferability of Management, Managerial Behavior and Leadership Styles, Decision Making Styles, An Overview of the Management Style of USA, UK, and Japan; Management Scenario in Developing Countries, Management Styles in Bangladesh.

### **Textbook:**

Global Comparative Management: A Functional Approach by Ralph B. Edfelt, Latest edition, Sage Publications, Inc.

**Reference Books:**

1. Comparative and Multinational Management by S. Ronen, (latest edition), John Wiley and Sons, New York, USA.
2. Management System in Bangladesh and Japan: A Comparative Study by K. B. Hoque, (latest edition), Institute of Development Economics, Tokyo, Japan.
3. Contemporary Scholarly Articles.

**MGT 4107: Logistics Management****Course Objectives:**

The course focuses on the aspects of logistics management, from theories to strategies and operational guidelines in the changing competitive business environment. The course will assist students to make the best use of time and to create efficiency. It further introduces students to distribution structures, functions and information systems.

**Course Contents:**

Overview and Introduction to Logistics Management, Logistics Management Trends, the Varying Nature of Logistics Chain and Value Adding Activities, Logistics Management Functions, Elements of Logistics and Distribution, Logistics Distribution Structures, Importance of Distribution to the Economy of a country. Integrated Logistics and Distribution Systems, Methods of Selecting Transport Modes, Use of Information Technology in Logistics, Third Party and Fourth Party Logistics, Packaging, Security and Safety in Distribution, Distribution Requirements Planning (DRP), Lot Sizing and Cost of Deliveries.

**Textbooks:**

1. Fundamentals of Logistics Management by Lisa Ellram, European ed edition (or the latest edition), Higher Education.
2. Logistics and Supply Chain Management by Martin Christopher, (latest edition), FT Press.

**Reference Books:**

1. Logistics Management by R.P. Singh and S. C. Ailawadi, (latest edition), PHI Learning.
2. The Handbook of Logistics and Distribution Management by Alan Rushton, Phil Croucher, and Peter Baker, (latest edition), Kogan Page.

**MGT 4108: Management of Small Business****Course Objectives:**

The course introduces students to areas of business management most critical to small businesses. It provides a wealth of information and resources for learners to develop essential managerial skills required to keep a small business running smoothly and further take it to the next level.

**Course Contents:**

Small Business Context (Small Business in the Economy, the Entrepreneur and Owner-Manager, Small Business Environmental Analysis, Globalization and Small Business, Marketing for Small Business), Small Business Forms/Types (Business Start Ups and Franchises, Buying an Existing



Business, Small Business Legal Frame-Work, Growth of Small Firms, Family Business, Succession Planning in Small Business), Small Business in Practice (Successful Small Business Strategies, Management of Resources, Financing Small Business), Small Business Environment, Corporate Social Responsibility, Networking and Financial Management.

**Textbook:**

Effective Small Business Management by Norman M. Scarborough, (latest edition), Prentice Hall.

**Reference Books:**

1.Small Business Management by Justin G. Longenecker, J. William Petty, Leslie E. Palich, and Carlos'N. Moore, (latest edition), South-Western College Pub.

2.Small Business Management Principles by Stanely R. Sonde, (latest edition), Business Publication Inc.

**MGT 4109: Management of Multinational Enterprises**

Course Objectives:

The course is designed to provide students with the ability to carry out a comparative analysis of management styles of multinational firm operations. Students will also study international joint ventures, aspects of import-export management and problems of multinationals. /

Course Contents:

Comparative Analysis of Management type, Variations in the Organization Structure of MNEs, MNEs Design and Process, Local and Cultural Influences of Management Styles, Foreign Investment Strategies, International Joint Ventures, Impact of Government Relations on Multinationals, Aspects of Import Export Management, Problems of Multinationals under the Same Growth Bracket, Solutions to Those Problems.

**Textbook:**

Multinational Management by John B. Cullen and K. Praveen Parboteeah, (latest edition), South-Western College Pub.

**Reference Books:**

1.Strategic Knowledge Management in Multinational Organizations by Kevin O'Sullivan, (latest edition).

2.Communicating in Multinational Organizations by Richard L. Wiseman and Robert Shuter, (latest edition).

**MGT 4110: Environmental Management**

Course Objectives:

This course provides an overview of environmental management systems (EMS) and how EMS can support environmental improvements at facilities that are subject to environmental regulations. This course will also cover recommendations and possible solutions to contemporary resource and environmental problems in Bangladesh.

### Course Contents:

Topics covered in this course are: Global - Environmental Issues, Problems of Development and Production, the Need for Sustainable Development and Actions for Environment Protection, Environmental Management Tools- Environmental Assessment, Economic Assessment of Environmental Consequences, Environment Pollution Management, Progress in Environmental Science, International Environment Laws, Ecosystem: Science, Policy and Management.

### **Textbooks:**

- 1.Environmental Science- -Creating a Sustainable Future by Daniel D. Chiras, (latest edition), Jones & Bartlett Publishers.
- 2.Introduction to Environmental Management by Mary K. Theodore and Louis Theodore, (latest edition), CRC Press.

### **Reference Books:**

A Text Book of Environmental Science by Bakshi, D.N.G. Sen and Banerjee, Latest edition, S.S.K. 2000, Calcutta Book House Pvt. Ltd.

## **MGT 4201: Corporate Governance**

### Course Objectives:

This course examines the nature of corporate governance from several perspectives including economics, law, accounting, ethics, and moral reasoning. The course studies the evolution of corporate governance mechanisms from the theoretical and practical view point, the concepts of corporate governance, mechanisms of corporate governance and accountability.

### Course Contents:

Defining Corporate Governance, Corporate Governance Mechanism, Common Failures in the Corporate Governance Process and Impact on Corporate Operations, Corporate Governance Reforms, and Changes in Regulatory Oversight (macro reforms), Globalization and Corporate Governance Convergence, Corporate Governance Reform in Bangladesh.

### **Textbook:**

Corporate Governance by Robert A. G. Monks and Nell Minow, (latest edition), Wiley.

### **Reference Books:**

- 1.Corporate Governance: Principles, Policies and Practices by Bob Tricker, (latest edition), Oxford University Press, USA.
- 2.Corporate Governance: A Synthesis of Theory, Research, and Practice by H. Kent Baker and Ronald Anderson, (latest edition), Wiley.

## **MGT 4202: Management of Change**

### **Course Objectives:**

The course examines the notion of organizational renewal and considers the consequences of changes in terms of the volume, momentum, and complexity that it may mean for human behaviour in organisations and the human resource practices that support them.

### **Course Contents:**

Key topics include: Change Management Theory, Sources of Change, Types of Change, the Change Process, Resistance to Change Power, Politics and Change; Organisational Culture and Change, Leading Change and Change Agents', Features of Organisation Design, Types and Phases of Change, Nonlinear Dynamics, Managerial and Organisational Cognition, Interpretative Systems and Sense-Making, Techniques for Process Change, the Role of Entrepreneurship, Creativity, Leadership and Managerialism; Organizational Learning, Development and Change.

### **Textbooks:**

- 1.How to Change the World: Change Management by Jurgen Appelo, (latest edition), Jojo Ventures BV.
- 2.Management of Change by Erik De Graaff and Anette Kolmos, (latest edition), Sense Publishers.

### **Reference Books:**

- 1.Change Management by Jeffrey Hiatt and Timothy Creasey, (latest edition), Prosci Research.
- 2.Guidelines for the Management of Change for Process Safety by Center for Chemical Process Safety (CCPS), (latest edition), Wiley-AIChE.

## **MGT 4203: Organizational Development**

### **Course Objectives:**

This course treats the modern theory and practice of organization development which offers insights and applications relevant to organizations around the world. The course examines the organization development process, including intercession strategies, and the role of organization development in creating the changes that improve individuals, teams, and organizations.

**Course Contents:** Introduction to Organization Development, Theory and Management of Organization Development, Organizational Development Interventions, Key considerations & Issues, 'Ramification, Issues in Consultant- Client Relationship, Mechanistic, Organic & Contingency Approach, Power and Politics, Research on Organization Development, and Future of Organizational Development.

### **Textbook:**

Organization Development: Strategies for Changing Environnient by Robert D. Smither, John M. Houston and Sandra A. McIntire, (latest edition), Pearson Education, New Delhi, Asia.

### **Reference Books:**

1. Organization Development: The Process of Leading Organizational Change by Donald L. Anderson, (latest edition), Sage Publications, Inc.

2. Organization Development by Wendell L. French and Cecil H. Bell, (latest edition), NJ: Prentice- Hall.

### **MGT 4204: Managing Globalization**

#### **Course Objectives:**

The course aims to let the learners know how to develop international strategies for firm wishing to expand globally. The course emphasizes analyzing opportunities and the threats in international decision-making and operationalizing global strategies, including managing strategic alliances and networks.

#### **Course Contents:**

Topics covered in this course are: Globalization and Governance, Globalization and Economic Management, Globalization and Entrepreneurship, Trade and Investment, WTO: the Challenges for Developing Countries, Managing Banking and Financial Crises, Globalization and Culture, Globalization and Health Services, Globalization and Labor/Employment Practices.

#### **Textbook:**

Managing Globalization in Developing Countries and Transition Economies: Building Capacities for a Changing World by Moses Kiggundu, (latest edition), Praeger.

#### **Reference Books:**

1. Managing Globalization in the Age of Interdependence by George C. Lodge, (latest edition), Jossey-Bass.
2. Organizing and Managing in the Era of Globalization by Pritam Singh and Subir Verma, (latest edition), Sage Publications Pvt. Ltd.

### **MGT 4205: Management Practices in Bangladesh**

#### **Course Objectives:**

This course aims to provide an understanding of general management concerns in Bangladesh within different organizational paradigms. The course will search into the real life practices of management principles, functions, and other issues of management by Bangladeshi contemporary organizations.

#### **Course Contents:**

Topics to be included are: Introduction to Management, Management-Historical Evaluation, Trend and Future Development of Management, Planning, Organizing, Leading, Decision" Making, "Departmentation, Power and Authority, Motivation, Leadership, Communication in Organizations, Controlling, Extensive Case Analysis of Managerial Practices in Different Organizations in Bangladesh.

#### **Textbook:**

Fundamentals of Management by Dr. Md. Mainul Islam and Dr. Abdul A wal Khan, (latest edition), Abir Publications, Dhaka.

Note: The course demands real life case analysis and review of contemporary scholarly articles on managerial practices in Bangladesh.

## **Human Resource Management Major: Concentration Courses**

### **HRM 4101: Strategic Human Resource Planning**

#### **Course Objectives:**

The course emphasizes the strategic importance of the HR planning process in organizations. It provides knowledge and skills on determining the supply and demand of human resources, developing appropriate human resources policies and practices by utilizing modern HR management techniques.

#### **Course Contents:**

Defining human resource planning, factors affecting HR planning, HR Planning process, forecasting demand of human resources, assessing supply of human resources, stages of HR planning, mechanism to eliminate gaps between demand and supply, strategic planning and HR. planning, Human resource information system(HRIS).

#### **Text Books:**

Human Resource Planning by Monica Balcourt and McBey Kenneth J., (latest edition), Thomson publication, Canada.

#### **Reference Books:**

1. Human Resource Planning by Bhattacharya, Dipok K., (latest edition), Excel Books, New Delhi.
2. Human Resource Planning by Waker James W., Latest Edition, McGraw Hill, USA.
3. Manpower Planning and Development of HR by Pattern, Thomson H. JR., (latest edition), McGraw Hill, USA.

### **HRM 4102: Job Analysis and Performance Appraisal**

#### **Course Objectives:**

This course provides the students with an in-depth understanding of job analysis and performance appraisal system of organization. It focuses on the various tools and techniques of job analysis and performance appraisal that could be used to enhance employees' contribution to the organization.

#### **Course Contents:**

Defining job analysis- job description and specification, steps in job analysis, uses of job analysis. methods of job analysis data collection, job analysis and employee competencies, job enlargement and enrichment, Performance Management Process, Performance Management & Reward Systems, Performance Management & Strategic Planning, Defining Performance & Choosing a Measurement Approach, Measuring Results and Behavior, Performance Management & Employee Development, Gathering Performance Information, Implementing a Performance Management System, Performance Management Skills, and Managing Team Performance.

#### **Textbook:**

Performance Management by H. Aguinis, (latest edition), Prentice Hall.

#### **Reference Books:**

1. Performance Management by H. Das, Latest Edition, Prentice Hall.
2. Coaching and Mentoring Skills by A. Dubrin, (latest edition), Prentice Hall.

## **HRM 4103: Human Resource Training and Development**

### Course Objectives:

This course examines the purpose and application of the training and development functions within the organizations. It will provide students with perspectives on the significance of training and development for improving productivity, efficiency, and overall organizational performance.

### Course Contents:

Overview of Training in Organization, Strategic Planning and Training, Training goals, Learning, Motivation and Performance, Needs Analysis, Training Design, Training Methods, defining development, approaches to training and development, diagnostic steps in development programs, Evaluation of Training and development, Key Areas of Organizational Training and Development.

### Textbook:

Effective Training: Systems, Strategies, and Practices by P. Nick Blanchard and James W. Thacker, (latest edition), Pearson Education.

### Reference Books:

1. Employee Training and Development by Raymond Andrew Noe, (latest edition), McGraw Hill.
2. Strategic Human Resource Development by Jim Grieves, ISBN: 0761949445, (latest edition), Sage Publications.

## **HRM 4104: Management of Industrial Relations**

Course Objectives: This course aims at imparting students with an advanced knowledge and skills of managing employee relations at places of work for effective organizational performance. It also gives the conceptual framework and practical aspects of industrial relations to the students at micro and macro levels.

### Course Contents:

An Overview of Industrial Relations, Workers and Their unions Employers and Their organizations, Role of Government, Industrial Conflict, Collective Bargaining, Conciliation Service, Adjudication Machinery, Employee Discipline and Grievance Procedure, Participative Management and Industrial Democracy, Bangladesh and ILO.

### **Text Book:**

Industrial Relations By Arun Manappa, (latest edition), Tata McGraw-Hill Publishing Co.

### **Reference Books:**

1. Employment Relations in Non-Union Firms by T. Dundon and R. Dorek, New York.
2. Industrial Relations towards a Theory of Negotiator Connectedness by I. Joseph, New Delhi, India.
3. The Global Evolution to Industrial Relations by B. Kaufman, International Labor Office, Geneva.

## **HRM 4105: Compensation Theory and Practice**

### **Course Objectives:**

This course will familiarize students with the concepts of compensation management within the organizational context and an understanding of the reward management process which includes pay survey, job evaluation, and the design of pay structure.

### **Course Contents:**

An Overview of Compensation Management, The Legal Framework of Compensation, Motivation & Compensation, Job Analysis, Job Evaluation: Non-Quantitative Techniques, Job Evaluation: Quantitative Techniques, Compensation Surveys, Job Pricing, Monetary Compensation, Incentives: Pay for Performance , The Benefits Determination Process, Benefit Alternatives, Compensation of Special Groups, Union Role in Wage and Salary Administration, Global Total Compensation, Government's Role in Compensation, Performance Appraisal Systems, and Compensation of Special Groups: and Compensation Administration.

### **Textbook:**

Managing Compensation by Caruth and Handlogten, (latest edition), Pearson Education, Boston, USA.

### **Reference Book:**

Compensation by G. T. Milkovich, and J. M., Newman (latest edition), McGraw-Hill.

## **HRM 4106: Strategic Human Resource Management**

### **Course Objectives:**

The primary objective of this course is to enhance employee, managerial, and' organizational effectiveness and performance. It will enable students to know the general levels and models of HR strategies and' evaluate Human resources strategies for selecting the appropriate and qualified employees.

### **Course Contents:**

Strategic Approach to Human Resource Management, Formulating a Corporate HR Strategy" The 'External and Global Environment for Human Resources: Charge and diversity, Information Resources and HR Planning, EEO and Managing Diversity, Strategies for Effective Performance Appraisal System, Strategic Compensation System, improving Productivity, Ethics, Employee Rights and Employer Responsibilities, Separation, Restructuring and Virtual Organization.

### **Textbook:**

Human Resource Management: A Strategic Approach by William P. Anthony, Pamela L. Perrewe, and Michele K. Kacmar, (latest edition), The Dryden Press.

### **Reference Books:**

1.Strategic Human Resource Management: A Reader by C. Mabey, G. Salman, and J.

Storey, (latest edition), Sage, London.

2.Strategic Human Resource Management by, L. Graton, H. V. Halley, P. Stiles, and C. Truss, (latest edition), Oxford University Press.

### **HRM 4107: Conflict Management**

#### **Course Objectives:**

This course will focus on how and when a conflict can be translated into a successful process, when it should be checked before it spells trouble for the company and how to achieve consensus among individuals and groups and how to know differing points of Views.

#### **Course Contents:**

Basic Issues of Conflict, Nature of Conflict, Levels of Conflict, Sources of Conflict, Classifying Conflict, Effects of Conflict, Types of Conflict, Measurement of Conflict, and Conflict in Organizations, Conflict Management Design, Ethics and Conflict Management.

#### **Textbook:**

Corporate Conflict Management- Concepts and Skills by Eirene Leela Rout & Nelson Omiko, (latest edition), Prentice Hall of India Private Ltd., New Delhi, India.

#### **Reference Books:**

- 1.Managing Conflict in Organizations by M. Afzalur Rahim, (latest edition), Quorum Books.
- 2.Essentials of Negotiations by Lewicki, (latest edition), McGraw-Hill.

### **HRM 4108: International Human Resource Management**

#### **Course Objectives:**

This course familiarizes students with the trends and challenges in the global work environment and also the enduring context in which IHRM functions and activities are conducted.

#### **Course Contents:**

Introduction to IHRM, Models of IHRM-Matching model, Harvard Model, Contextual Model, 5P Model European Model, Models of SHRM in Multinational Companies, Organizational dynamics and IHRM, Strategies for International Growth; Recruitment, Selection and staffing in International context: IHRM appraisal of expatriate, third and host country employees, Training and development in international context, International Compensation: International Labor Relations: HRM practices in different countries- Japan, USA, UK, Turkey, Middle East, India and China.

#### **Textbooks:**

1. The Global Challenge- framework for international human resource management, Evans, Pucik, Barsoux, Tata McGraw-Hill Irwin.
2. International Human Resource Management-Peter J Dowling, Denice E' Welch, Cengage Learning.

#### **Reference Books:**



1. International Human Resource Management - Monir H Tayeb, Oxford University Press - 2005.
2. International Human Resource Management - Hugh Scullion, Margarel Linehan - Palgrave McMillan, 2005.
- 3, International HRM, Anne Wit Harzing & Ioris Van, Ruysse Veldt, Sage Publication International HRM, Hugh Scullion, Margaret Linehan, Palgrave, 2004

### **HRM 4109: Labor Laws of Bangladesh**

#### **Course Objectives:**

Understanding the labor laws relating to business and trade matters are very important for the smooth functioning of business enterprises. This course is designed to provide the students with in-depth information, of labor related matters of business enterprise. Therefore, learning from this course will provide the students enough knowledge to handle the labor related issues of business favorably and run the day to day business activities smoothly.

#### **Course Contents:**

Employment conditions, Classification of Workers, Probation Period, Appointment Letter and Identity Card, Service Book, Work Register, Stoppage of Work, Closure of Establishment, Rights of Laid-off Workers for Compensation, Master Roll of Laid-off Workers, Retrenchment, Re-Employment of Retrenched Workers, Discharge from Service, Misconduct and Punishment, Procedure for Punishment, Provisions regarding Fine, Termination of Employment by the Employer otherwise than by Dismissal, Termination of Employment by Employee, Retirement of a Worker, Provident Fund, Final Dues of Worker, Certificate of Fitness, Power to require Medical Examination, Maternity Welfare Facilities, Provisions regarding Health and Hygiene, Provisions regarding Safety, Welfare Measures, Working Hours, Leave and Holidays, Wages and its Payment, Wage Board, Compensation for Accident, Trade Unions and Industrial Relations, Settlement and Termination of Industrial Dispute, Strike and Lock Out, Labor Court And Labor Appellate Tribunal, Workers' Participation in Companies Profits, Safety and Control of Employment of Dock Workers, Provident Fund, Offences, Penalties and Procedure.

#### **Textbooks:**

1. Friedman, The Modern Law of Employment
2. Croren & Grine, Labour law
3. Nirmolendu Dhar, Labour Law
4. Abdul Halim and Masum Saifur Rahman, Bangladesh Labour Code

### **HRM 4110: Organizational Development**

#### **Course Objectives:**

This course particularly deals with how an organization is developed, how it works, why it works and how one can use information to improve the performance of an organization.

#### **Course Contents:**

The Field of Organization Development, Values, Assumptions, and Beliefs in OD, Foundations of Organization Development, Managing the OD Process, Action Research and Organization Development, an Overview of OD Interventions, Structural Interventions and the Applicability of OD, Research on Organization Development and Future of Organizational Development.

**Textbook:**

Organization Development by Wendell L. French and Cecil H. Bell, (latest edition), NJ: .  
Prentice- Hall.

**Reference Book:**

Organization Development: Strategies for Changing Environment by Robert D. Smither, John M. Houston and Sandra A. McIntire, (latest edition), Pearson Education, New Delhi, Asia.

**HRM 4201: Career Planning and Development****Course Objectives:**

The objective of this course is to teach the students how to plan effectively for their future incorporating both employment and training goals for success as they begin to manage their career choices.

**Course Contents:**

Introduction to the study of career, Model of Career Management, Applications of the Career Management Model, Applications of the Career Management Model: Career Development, Occupation Choice, Job-Seeking and Advancement, Career Satisfaction & Transition, Organizational Entry, Early Career, Remaining Productive, Entrepreneurial Careers.

**Textbook**

Jeffrey H. Greenhaus & Gerard A. Callanan & Veronick M. Godshalk, "Career Planning", The Dryden Press-(Forth Edition).

**Reference Books:**

1. Career Planning and Development: A Comprehensive Approach by Drs. Robert Reardon, Janet Lenz, James Sampson, and Gary Peterson, (latest edition), Cengage Learning.
2. Career Choice and Development, by Duane Brown (latest edition), San Francisco, USA.

**HRM 4202: Human Resource Recruitment and Selection****Course Objectives:**

This course will provide students with the appropriate tools needed to recruit and select employees, identify related competencies, and evaluate the effectiveness of these programs within the context of our local framework.

**Course Contents:**

This course will cover: An Introduction to Strategic HRM, Recruitment & Selection, An Overview of the Recruitment, Selection and Placement (RSP) Process, Preparing for RSP: Understanding the Environment and HR Planning, Recruitment: Describing the job, Recruitment: Attracting the Right Person, Selection: The Process, Selection: Methods and Measurement, Selection: Making a Decision, Placement: Contracts and Induction, Placement: Evaluating RSP, RSP at Different Scales: International RSP and Small Business RSP, Ethics, Professionalism and Issues in RSP.

**Textbook:**

Effective Recruitment and Selection Practices by R.L.Compton, B. Morrissey, and R. Nankervis, (latest edition), CCH Australia Limited.

**Reference Book:**

Strategic Human Resource Management: Contemporary Issues by Mike Millmore, Philip Lewis, Mark Saunders, Adrian Thornhill, and Trevor Morrow, (latest edition), Pearson Education Limited, England.

**HRM 4203: HRM Practice in Bangladesh****Course Objectives:**

As a part of Management, this course will provide an understanding of personnel management issues in Bangladesh, such as recruitment and selection, training and development, compensation, performance appraisal and grievance.

**Course Contents:**

An Overview of Manpower Resources in Bangladesh, Strategic Importance of HRM in The Context of Increasing Globalization of Bangladesh Economy, Equal Employment Opportunities, Legal Aspects of HRM 'in Bangladesh, HRM in The Public Enterprises, Autonomous and Semi- Autonomous Organization, HRM in The Multinational Organizations operating in Bangladesh.

**Textbooks:**

- 1.Different Journals Published in Bangladesh by the Faculty of Business Studies and the Institute of Business Administration, University of Dhaka.
- 2.Different Publications by Bangladesh Institute of Human Resource Management Foundation (BIHRM) and Other Organizations.

**HRM 4204: Human Resource Information Systems****Course Objectives:**

This course basically deals with how technology can be useful in collecting information regarding people and how that information can be used in business. This course will focus on the general concept and guidelines to develop the HRIS planning, development, implementation, and maintenance.

**Course Contents:**

Information Technology Systems, Strategic and Competitive Opportunities, Databases and Data Warehouse, Decision Support and Artificial Intelligence, Networks, Emerging Technologies, Planning for IT Systems, Developing IT Systems, Managing IT Systems, HRIS Planning: Software for. HRIS, HRIS· Implementation, HRIS Applications: Applicant & Employment Management, Compensation, Benefits, Employee and Industrial Relations, Training & Development, and Occupational Health & Safety.

**Textbook:**

Human Resource Management System: Strategies, Tactics, and Techniques by V.R. Ceriello and M.C. Freeman, (latest edition), New York: Lexington Books.

**Reference Books:**

- 1.Management Information Systems for the Information by Haag, S., Cummings, M. & Dawkins, J.P., (latest edition), McGraw-Hill Companies, U.S.A.
- 2.Strategic Human Resource Management by P. Iles, Latest Edition, Oxford: Blackwell Business.

**HRM 4205: Negotiation and Dispute Resolution****Course Objectives:**

The objective of this course is to introduce students with the strategic decisions regarding disciplining employees in the organization through negotiation and dispute resolution.

**Course Contents:**

Defining negotiation in the Employment Relationship, negotiating tactics, steps in collective bargaining process, content of labor agreement, third party intervention, Principles and Philosophies that Underlie Resolution of Labor/Management Impasses, Emphasis on Grievance Procedures, Grievance procedure in unionized and nonunionized situation, Conciliation, Arbitration, Mediation, and Fact-Finding.

**Textbook:**

Grievance Arbitration: Issues on the Merits in Discipline, Discharge, and Contract Interpretation (Emerging Issues in Employee Relations) by Arnold M. Zack, (latest edition), Lexington Book.

**Reference Books:**

- 1.Handle Employee Complaints (Brief Article): An Article from: Industrial Management by Eileen L. Berman, Institute of Industrial Engineers, Inc. (IIE) (July 28,2005).
- 2.Resolving Employee Discipline and Discharge Problems: Seminar Material by Thomas J Savage, New Jersey Institute for Continuing Legal Education.
- 3.Arbitrating Discipline and Discharge Cases by Arnold Zack, LRP Publications.

**Accounting & Information Systems Major: Concentration Courses****ACC 4101: Accounting Information Systems****Course Objectives:**

The course is concerned with the way computerized information systems' impact on how accounting data is captured, processed, and communicated. The course introduces the learner groups with technology, procedures, and controls that are necessary to conduct internal and external e-business, with an emphasis on the internal controls over such systems.

**Course Contents:**

Topics to be covered: Accounting as an Information Systems, Input-Process-Output of AIS, Storage of AIS (File and Database), Internal Control Systems, AIS Documentation, Revenue and Expenditure Cycles, HRM, Production, and GL & Reporting cycles, REA Data Model, System development.

**Textbook:**

Accounting Information Systems by M. Romney & P. Steinbart, ( latest edition).Prentice Hall International, Inc.

**Reference Book:**

Accounting Information Systems, IW. Wilkinson & M. Cerullo, (latest edition). John Wiley & Sons.

**ACC 4102: Advanced Accounting-I****Course Objectives:**

This course is designed to prepare students for interpreting and analyzing financial statements effectively. Special emphasis is put upon specific problems solving in accounting for partnerships, business combinations and consolidations.

**Course Contents:**

Partnership Business, Business Combination and Acquisition Methods, Goodwill, Gain from Bargain Purchase, Impairment of Goodwill, Impairment of Assets & Loss, Consolidation and Consolidated Financial Statements, Non-controlling Interests and formerly Minority Interests, Foreign Currency Transactions and Translation of Financial Interests, Fair Value Option, Fair Value Measurement.

**Textbook:**

Advanced Financial Accounting by R.E.Baker, V.C.Lembke & T.E.King, (latest edition). McGraw-Hill, Inc.

**Reference Book:**

Advanced Accounting by F.A.Beams, IH. Anthony, B. Bettinghaus, K. Smith, (latest edition). Pearson Education.

**ACC 4103: Advanced Accounting-II****Course Objectives:**

In continuation of Advanced Accounting-I, this course explores **III** a greater depth financial reporting topics. Special emphasis is put upon specific problems solving in inter-company transactions, and other aspects of inter-corporate stock ownership necessary for the preparation of consolidated financial statements.

**Course Contents:**

Derivatives and Hedging, Fair Value Hedge, Cash Flow Hedge, Foreign Currency Hedge, Investments in Debt and Equity Securities, Investments: Equity Method, Accounting for Pension and Other Post-retirement Benefits, Share-based Payment, Stock Compensation, Other Comprehensive Income, Financial Statement Analysis, Financial Ratios, Generally Accepted Accounting Principles.

**Textbook:**

Advanced Financial Accounting by R.E.Baker, V.C.Lembke & T.E.King, (latest edition). McGraw-Hill, Inc.

**Reference Book:**

Advanced Accounting by F.A.Beams, J.H. Anthony, R.P. Clement, S.H. Lowensohn. (latest edition). Amazon.Com.

**ACC 4104: Advanced Cost Accounting****Course Objectives:**

The course is designed to provide the students with an in-depth knowledge of advanced approaches of Cost Accounting that will enable them to apply costing methods and techniques to assist management for taking appropriate decisions.

**Course Contents:**

Process Costing - Weighted-Average and FIFO Method, Joint Product and By-Product Costing, Standard Costing-General Concept of Standard Costing, and Standard Costing For Material and Labor, Standard Costing For Overhead, Cost accounting for decision making, Analysis of costs and profits, Target Costing, Theory of Constraints, Life Cycle Costing and Strategic Cost Management, Cost Control for Discretionary 'Costs, Service Costing, Quality Costing: Measurement and Control.

**Textbook:**

Cost Accounting: Using A Cost Management Approach by L.G.Rayburn. (latest edition), Irwin Book Team.

**Reference Books:**

- 1.Cost Accounting, Concepts and Applications for Managerial Decision Making by R.S. Polimeni, F.J. Fabozzi, A. H. Adelberg, (latest edition).McGraw-Hill, Inc.
- 2.Cost Accounting: A Managerial Emphasis by C.T. Horngren, S.M.Datar and G.Foster, (latest edition), Prentice-Hall.

**ACC 4105: Financial Reporting****Course Objectives:**

The specific aim of this course is to ensure that students can understand the aims, definitions, and acceptable practices of international financial reporting based on the international financial reporting standards (IFRS) as they apply to assets, liabilities, income and expenses.

**Course Contents:**

The fundamentals of financial statements; Cash flow statements and financial measurement systems; framework for financial reporting; Corporate governance and accountability; Interpreting results: Financial statement analysis; Fair value accounting and off balance sheet finance; Consolidated accounts; Measuring Intangibles and Inventories;

**Textbook:**

Financial accounting and reporting by Elliott & Elliott, (latest edition), Harlow: Pearson/Prentice Hall.

**Reference Book:**

CIMA dictionary of finance and accounting by Chartered Institute of Management Accountants.

**ACC 4106: Strategic Management Accounting****Course Objectives:**

The objective of this course is to make the students understand the application of modern accounting methods to process management and strategy implementation, such as Activity Based Management, Life-cycle Costing and Target Costing, Strategy Maps and Balanced Scorecards.

**Course Contents:**

Introduction to Strategic management accounting; Strategic performance measurement; The calculation of costs and prices; Implementation of strategic management performance tools, Activity-Based Management ; Quality management; Management control systems

**Textbook:**

Management Control Systems by Anthony & Govindarajan, (latest edition), McGraw-Hill

**Reference Book:**

Strategic management accounting: Text and Cases by Smith, (latest edition), ButterworthHeinemann

**ACC 4107: Financial Analysis & Control****Course Objectives:**

The objective of this course is to help students become far more comfortable with analyzing, proposing and making decisions utilizing financial information.

**Course Contents:**

Reviewing the Basic of Financial Statement; Broad Guidelines for Financial Statement Analysis; Techniques of Financial Statement Analysis; Asset Management; Comparative Statements; Time Series Techniques; Trend Analysis; Structured Approach to Ratio Analysis; Profitability Analysis; Cash Flow - Its Control and Implications to the Business, Profit Volume Relationships and the Calculation and Interpretation of Performance Indicators. Budgetary Control Systems and Techniques; Capital Expenditure Evaluation and Financial Evaluation of Projects; Annual Report and Accounts.

**Textbook:**

Financial Statement Analysis and Security Valuation, Stephen H. Penman (latest edition), McGraw Hill

**Reference Books:**

1. Financial Analysis and Control by Alan Birchall, (latest edition), ButterworthHeinemann Ltd
2. Financial Statement Analysis by Bernstein & Wild, (latest edition), MacGraw-HillIrwin

## **ACC 4108: Tax Accounting**

### **Course Objectives:**

The objective of this course is to acquaint students with higher level income tax problems and other taxes.

### **Course Contents:**

This course will cover: Introduction to Taxation, Income Tax Authority, Tax Planning, Computation of Total Income, Computation of Income Tax, Procedure of Assessment, Investment Tax Credit and Tax Rebate, Payment, Refund, and Recovery, Value Added Tax (VAT), Individual Assessment, Taxation of Partnership Firms, Corporate Taxation, Provident and Super Annotating Funds, Liabilities in Special Cases, Appeal and References, Miscellaneous Issues.

### **Textbook:**

Bangladesh Income Tax: Theory and Practice by Nikhil Chanrda Shil, (latest edition), Shams Publication.

### **Reference Books:**

1. Income Tax Ordinance, 1984
2. Study Manual of Taxation of ICAB
3. The Value Added Tax Act and Rules by Mohammad Mahabubur Rahaman, FCA.

## **ACC 4109: Auditing**

### **Course Objectives:**

The course is designed in a way so that the students would be able to know about the philosophy and environment of auditing. This will include an overview of the public accounting profession with special attention to auditing standards, professional ethics, the legal liability inherent in the attest function, the study and evaluation of internal control, the nature of evidence, the growing use of statistical sampling, the impact of electronic data processing and the basic approach to planning an audit.

### **Course Contents:**

Introduction to Auditing, The CPA Profession, Audit Reports, Professional Ethics, Professional Ethics, Audit Responsibilities & Objectives, Audit Evidence and Procedures, Audit Sampling, Materiality & Risk, Internal Control & Control Risk, Overall Audit Plan & Audit Program.

### **Textbook:**

Auditing-An Integrated Approach by A. A. Arens & K. Loebbecke, (latest edition). Prentice Hall International Inc.

### **Reference Book:**

Auditing & Assurance Services: Understanding the Integrated Audit by K.L. Hooks, (latest edition). Wiley Publishers.



## **ACC 4110: Investment Analysis and Portfolio Management**

### **Course Objectives:**

This course intends to introduce students with basic security valuation theories and portfolio management by focusing on how rational investors select portfolios of securities in an attempt to meet a predetermined set of goals.

### **Course Contents:**

The Investment Setting; The Asset Allocation Decision; Efficient Capital Market;' An Introduction to Portfolio Management; In Introduction to Asset Pricing Models; Multifactor Models of Risk and Return; Analysis of Financial Statements; An Introduction to Security Valuation; Macro-analysis and Microanalysis of the Stock Market; Industry Analysis, Company Analysis and Stock Valuation, Technical Analysis, Equity Portfolio Management Strategies; Bond Fundamentals; The Analysis and Valuation of Bonds; Bond Portfolio Management, Evaluation of Portfolio Management

### **Textbook:**

Investment Analysis and Portfolio Management by Reilly & Brown, (latest edition), South- Western College

### **Reference books:**

- 1.Advances in Investment Analysis and Portfolio Management, Volume 8 by ChengFew Lee, (latest edition), Elsevier.
- 2.Managing Investment Portfolios, by John L Maginn, Donald L Tuttle, Jerald E Pinto and Dennis W McLeavey, (latest edition) ,Wiley.
- 3.Quantitative Investment Analysis, by Richard A DeFusco, D.W. McLeavey, J.E. Pinto, David E Runkle, and Mark JP Anson (latest edition) ,Wiley

## **ACC 4201: Cost & Management Audit**

### **Course Objectives:**

The course is designed to provide the students an in-depth knowledge of the techniques & methods of planning & conducting Cost & Management Audit.

### **Course Contents:**

Introduction to Cost Audit, Appointment of Cost Auditor, Cost Audit Report Rules, Cost Accounting Record Rules, Cost Accounting Standards, Operational Audit & Ethics, Management Audit - Different Forms & Functions, Various Types of Audit & Their Functions, Fields for Practicing Cost Accountants, Professional Ethics, Auditing & Assurance Standards.

### **Textbook:**

Bangladesh Standards on Auditing - ICAB

### **Reference Books:**

- 1.IASB Hand Book
- 2.Study Manual on Advanced Auditing - ICAB

## **ACC 4202: Introduction to Accounting Standards**

### Course Objectives:

The basic objective of this course is to focus on recent debates over some financial accounting issues in accounting arena to make the students capable to remove variations in the treatment of several accounting aspects and to bring about standardization in presentation.

### Course Contents:

Disclosure of Accounting Policies; International Financial Reporting Standards, Valuation of Inventories; Cash Flow Statements; Contingencies and Events Occurring after Balance Sheet Date; Net Profit or Loss for the Period, Prior Period Items and Changes in Accounting Policies; Depreciation Accounting; Accounting for Construction Contracts; Accounting for Research and Development; Revenue Recognition; Accounting for Fixed Assets; The Effects of Changes in Foreign Exchange Rates; Accounting for Government Grants; Accounting for Investments; Accounting for Amalgamations; Employee Benefits; Borrowing Costs; Segment Reporting; Related Party Disclosures; Leases; Earning Per Share; Consolidated Financial Statements; Accounting for Taxes on Income; Accounting for Investments in Associates in Consolidated Financial Statements; Discontinuing Operations; Interim Financial Reporting; Intangible Assets; Financial Reporting of Interests in Joint Ventures; Impairment of Assets; Provisions, Contingent Liabilities & Contingent Assets.

### **Textbook:**

International Accounting Standards Explained, International Accounting Standards Committee, John Wiley & Sons

### **Reference Book:**

International Accounting Standards: A Practical Guide by Hermie Van Greuning, Marius Koen, (latest edition), World Bank Publications

## **ACC 4203: Introduction to Governmental Accounting**

### Course Objectives:

The objective of this course is to make the students understand how to- Apply the critical elements that make up governmental accounting and reporting Confidently work with or in the governmental environment Handle the nuances involved in governmental accounting and reporting

### Course Contents:

Topics to be covered: Basic Accounting Theory; The Chart of Accounts; Double Entry Accounting; Accounting Systems and Records; Fund Accounting; The Basis of Accounting; Payroll and Benefits Accounting; Accounting for Inter fund Transactions; Adjusting and Closing the General Ledger; Financial Statements of Position; Operating Statements; Accounting for Encumbrances; Revenue and Receipt Accounting at the Fund Level; Expenditure .and Disbursement Accounting;

### **Textbook:**

Governmental and Nonprofit Accounting by Freeman & Shoulders, (latest edition), Prentice Hall College Div.

### **Reference Book:**

Governmental Accounting Made Easy by Warren Ruppel, (latest edition), John Wiley & Sons Inc.

## **ACC 4204: Bank and Insurance Accounts**

### **Course Objectives:**

This course has a coverage of accounting for special purposes and to organizations which are essentially for insurance and banking companies. Students will learn the application of accounting tools and techniques regarding bank and insurance accounts.

### **Course Contents:**

This course will cover : Introduction to Banking; Relationship between Banker and Customer; Law and Procedure Governing Banking Instruments; Management of Assets; Lending Policies; Reserve Fund; Law Relating to Banking Regulation; Provisions of Bank Companies Act 1991 relating to Accounts and Audit; Principal and Subsidiary Books; Internal Control and Check; Designing System of Accounting for a Bank; Principles of Insurance; Laws relating to Insurance Business in Bangladesh; Preparation of Financial Statements of Different Types of Insurance Accounts.

### **Textbook:**

Bangladesh Bank Companies Act, 1991 Bangladesh  
Insurance Act, 2010

### **Reference books:**

1. Banking Theory and Practice by Shekhar , ( latest edition), Tata McGraw-Hill
2. Insurance: Principles & Practices by Mishra, (latest edition), World Press

## **ACC 4205: Contemporary Issues in Accounting**

### **Course Objectives:**

This course is designed to teach' students how to stay current in accounting after graduation as a process of applied research which will start with identifying a business problem and searching the accounting literature in order to provide a client or firm with a current, relevant, and accurate solution which requires judgment, resourcefulness, and critical thinking.

Course Contents: This course will cover: Introduction to Environmental Accounting; Introduction to Forensic Accounting, Introduction to Fund Accounting, Introduction to Inflation Accounting, Introduction to Human Resource Management Accounting, introduction to Resource consumption accounting, Introduction to Social Accounting

### **Textbooks:**

Contemporary Accounting by Mike Bazley & Phil Hancock, (latest edition), Cengage Learning Australia. **Reference Books:**

1. Introduction to Fund Accounting by Joan W. Norvelle, (latest edition), Thoth Books.
2. Inflation Accounting: An Introduction to the Debate by Geoffrey Whittington ( latest edition), SSRC.
3. Contemporary Environmental Accounting: Issues, Concepts and Practice by Stefan Schaltegger & Roger Burritt, (latest edition), Greenleaf Publishing Limited.
4. Forensic Analytics: Methods and Techniques for Forensic Accounting Investigations by Mark Nigrini, (latest edition), John Wiley & Sons Inc.