

# CURRICULUM OF

## Bachelor of Business Administration (BBA)



**Department of Business Administration**

**School of Business**

**Eastern University**

Road 6, Block B, Ashulia Model Town  
Savar, Dhaka-1345, Bangladesh

## ***PART-A***

### **1. TITLE OF THE ACADEMIC PROGRAM**

Bachelor of Business Administration (BBA)

### **2. NAME OF THE UNIVERSITY**

Eastern University

### **3. VISION OF THE UNIVERSITY**

The vision of Eastern University is to be a globally recognized university in its chosen fields of higher education and research in terms of quality.

### **4. MISSION OF THE UNIVERSITY**

The mission of the University is to equip the students with knowledge and skills essential for leadership in private and public sector in the increasingly competitive and globalized environment.

### **5. NAME OF THE PROGRAM OFFERING ENTITY**

School of Business

### **6. VISION OF THE PROGRAM OFFERING ENTITY**

The vision of the school of business is transforming individuals for the global business need through quality education.

### **7. MISSION OF THE PROGRAM OFFERING ENTITY**

**Mission-1:** Bringing positive changes with real life knowledge and example sharing.

**Mission-2:** Sharpening the skill levels of students by the most effective teaching methods.

**Mission-3:** Creating corporate liaison continuously for students to be absorbed.

**Mission-4:** Organizing exclusive programs for students regularly to enhance multidisciplinary knowledge.

### **8. OBJECTIVES OF THE PROGRAM OFFERING ENTITY**

To distinct our students from any other competitor by ensuring the best knowledge and skill development for making them best fit for the future.

### **9. NAME OF THE DEGREE**

Bachelor of Business Administration (BBA)

## ***PART-B***

## 10. STRUCTURE OF THE CURRICULUM

- a) **Duration of the Program:** Years: 4 (Semesters: 8) + 3 months
- b) **Admission Requirements:** HSC and Equivalent
  - Minimum GPA 2.50 each at SSC/equivalent and HSC/equivalent (If GPA is below 2.50 then minimum GPA 2.00 and total GPA 6.00 is required or
  - ‘O’-level in 5(five) subjects and ‘A’ level in 2 (two) major subjects with minimum ‘B’ grade or GPA 4.00 in four subjects and ‘C’ grade or GPA 3.50 in three subjects.
- c) **Total Minimum Credit Requirement to Complete the Program:** 132
- d) **Total Class Weeks in a Year/Semester:** 30 class weeks in a year and 15 class weeks in a semester
- e) **Minimum CGPA Requirements for Graduation:** 2.50
- f) **Maximum Academic Years of Completion:** 6 years
- g) **Category of Courses:** The BBA degree program requires a minimum of **132** credits in about 4 years (08 Semesters) + 3 months to complete. The breakdown of the total 132 credit hours is given as follows:

Type of Courses	No. of Courses	Credit Hours
General Education Courses (GED)	10	30
Business Core Courses	21	63
Elective Courses (Courses for Major Specialization)	7	21
Elective Courses (Courses for Minor Specialization)	3	9
Capstone Course	1	3
Internship/Thesis/Projects	1	3
Viva-Voce (Year End)	1	3
<b>Total:</b>	<b>44</b>	<b>132</b>

### III) Elective Courses

#### a) Major Specialization

Type	No. of Courses	Credit Hours
Accounting	7	21
Banking	7	21
Finance	7	21
Human Resource Management	7	21
Innovation and Entrepreneurship	7	21
International Business	7	21
Management Studies	7	21
Management Information System (MIS)	7	21
Marketing	7	21
Supply Chain Management	7	21

#### **b) Minor Specialization**

<b>Type</b>	<b>No. of Courses</b>	<b>Credit Hours</b>
Accounting	3	9
Banking	3	9
Finance	3	9
Human Resource Management	3	9
Innovation and Entrepreneurship	3	9
International Business	3	9
Management Studies	3	9
Management Information System (MIS)	3	9
Marketing	3	9
Supply Chain Management	3	9

#### **IV) Capstone Course**

<b>Type</b>	<b>No. of Courses</b>	<b>Credit Hours</b>
<b>Strategic Management</b>	1	3
<b>Total:</b>	<b>1</b>	<b>3</b>

#### **V) Internship/ Thesis/ Project**

<b>Type</b>	<b>No. of Courses</b>	<b>Credit Hours</b>
<b>Internship/ Thesis/ Project</b>	1	3
<b>Total:</b>	<b>1</b>	<b>3</b>

**VI) Viva Voce (Year End)**

<b>Type</b>	<b>No. of Courses</b>	<b>Credit Hours</b>
<b>Viva-Voce</b>	1	3
<b>Total:</b>	<b>1</b>	<b>3</b>

**Faculty of Business Administration, EU**  
**BBA Program**  
*Course Sequence (year and semester wise)*

	Semester	Course Code	Course Title	Credit Hours
Year-1	First Semester	02321101	বাংলা ভাষা ও সাহিত্য	3
		02311103	Developing Language Skills –I (Listening & Speaking)	3
		04121102	Microeconomics	3
		05411104	Business Mathematics for Decision Making	3
		04131105	Introduction to Business	3
	Semester	Course Code	Course Title	Credit Hours
	Second Semester	02221205	Bangladesh Studies	3
		02311207	Developing Language Skills –II (Reading & Writing Skills)	3
		05421203	Business Statistics	3
		04131204	Organizational Behavior	3
04121205		Macroeconomics	3	
Year End Viva		04194201	Viva Voce- Year-1	0.75

	Semester	Course Code	Course Title	Credit Hours
Year-2	First Semester (3 <sup>rd</sup> )	03142111	Introduction to Sociology	3
		04112101	Principles of Accounting	3
		04122102	Principles of Finance	3
		04132103	Principles of Management	3
		04142104	Principles of Marketing	3
	Semester	Course Code	Course Title	Credit Hours
	Second Semester (4 <sup>th</sup> )	02232213	Values and Ethics	3
		06112202	Computer Applications & e-Business	3
		04112203	Cost & Management Accounting	3
		04132204	Human Resource Management	3
		04212205	Legal Issues in Business	3
Year End Viva		04194202	Viva Voce- Year-2	0.75

	Semester	Course Code	Course Title	Credit Hours
<b>Year-3</b>	First Semester (5 <sup>th</sup> )	04133101	Business Research Methods	3
		06113102	Fundamentals of Management Information System (MIS)	3
		04143103	Marketing Management	3
		04133104	Operations Management	3
		04123105	Money, Banking and Insurance	3
	Semester	Course Code	Course Title	Credit Hours
	Second Semester (6 <sup>th</sup> )	04113201	Principles of Taxation	3
		04133202	Entrepreneurship Development & SME Management	3

		04143203	International Business	3
		04173204	Business Communications and Soft Skills	3
		04123205	Financial Management	3
<b>Year End Viva</b>		<b>04194203</b>	<b>Viva Voce- Year-3</b>	<b>0.75</b>

	Semester	Course Code	Course Title	Credit Hours
Year-4	First Semester (7 <sup>th</sup> )	04134101	Project Management	3
			Major 1	3
			Major 2	3
			Major 3	3
			Major 4	3
			Minor 1	3
	Semester	Course Code	Course Title	Credit Hours
	Second Semester (8 <sup>th</sup> )	04134201	Strategic Management	3
			Major 5	3
			Major 6	3
			Major 7	3
			Minor2	3
			Minor 3	3
Year End Viva		04194204	Viva Voce- Year-4	0.75

	Semester	Course Code	Course Title	Credit Hours
	<b>3 months</b>	<b>04194100</b>	<b>Internship/ Thesis/ Project</b>	<b>3</b>

### **DETAILS OF THE ELECTIVE COURSES (MAJOR AND MINOR SPECIALIZATION):**

#### **I. ACCOUNTING**

*(Any seven courses are to be chosen for major and any three courses are to be chosen for minor)*



<b>Course Codes &amp; Titles</b>	<b>Credit Hours</b>
04114101 Financial Accounting	3
04114102 Principles of Auditing & Assurance	3
04114103 Accounting Information Systems	3
04114104 Advanced Cost & Management Accounting	3
04114105 IAS Based Accounting	3
04114106 Advanced Taxation	3
04114201 Accounting for Bank and Insurance Companies	3
04114202 Accounting Theories	3
04114203 Accounting for Government & Not for Profit Organizations	3
04114204 Accounting for Management Control	3
04114205 Advanced Auditing & Assurance	3

## **II. BANKING**

*(Any seven courses are to be chosen for major and any three courses are to be chosen for minor)*

<b>Course Codes &amp; Titles</b>	<b>Credit Hours</b>
04124101 Laws and Ethics in Banking	3
04124102 Islamic Banking and Finance	3
04124103 Rural Marketing and Agricultural Banking	3
04124104 Central Banking	3
04124201 Risk Management in Banks	3
04124202 E-Banking & Management Information System	3
04124203 Marketing of Banking Services	3
04124204 Credit Management in Banks	3

## **III. FINANCE**

*(Any seven courses are to be chosen for major and any three courses are to be chosen for minor)*

<b>Course Codes &amp; Titles</b>	<b>Credit Hours</b>
04124105 Corporate Finance	3
04124106 Security Analysis and Portfolio Management	3
04124107 Financial Markets and Institutions	3
04124108 Financial Analysis and Control	3
04124109 International Financial Management	3
04124205 Working Capital Management	3
04124206 Behavioral Finance	3
04124207 Investment and Merchant Banking	3
04124208 Capital Budgeting Decisions	3
04124209 Islamic Financing and Banking	3

#### **IV. HUMAN RESOURCE MANAGEMENT (HRM)**

*(Any seven courses are to be chosen for major and any three courses are to be chosen for minor)*

<b>Course Codes &amp; Titles</b>	<b>Credit Hours</b>
04134101 Human Resource Planning and Staffing	3
04134102 Industrial Relations	3
04134103 Training and Development	3
04134104 Strategic Human Resources Management	3
04134105 Compliance and Labor Law	3
04134106 Performance Management System	3
04134107 Compensation Management	3
04134201 Green HRM	3
04134202 International Human Resources Management	3
04134203 Managerial & Leadership Skills Development	3
04134204 Organizational Change and Development	3
04134205 HR Audit and Analytics	3
04134206 Career Development and Management	3

## **V. INNOVATION & ENTREPRENEURSHIP**

*(Any seven courses are to be chosen for major and any three courses are to be chosen for minor)*

<b>Course Codes &amp; Titles</b>	<b>Credit Hours</b>
04134108 New Product Development	3
04134109 Micro, Small & Medium Enterprises (MSME) Management	3
04134110 Total Quality Control and Management	3
04134111 Logistics and Supply Chain Management	3
04134207 NGO and Social Entrepreneurship/ Business Development	3
04134208 Agri Business Management	3
04134209 Women Entrepreneurship	3

## **VI. INTERNATIONAL BUSINESS**

*(Any seven courses are to be chosen for major and any three courses are to be chosen for minor)*

<b>Course Codes &amp; Titles</b>	<b>Credit Hours</b>
04134112 International Business Strategy	3
04134113 International Marketing	3
04134114 International Financial Management	3
04134115 Negotiations in International Business	3
04134210 Global Procurement and Supply Chain Strategy	3
04134211 International Human Resource Management	3
04134212 International Financial Markets and Institutions	3

## **VII. MANAGEMENT STUDIES**

*(Any seven courses are to be chosen for major and any three courses are to be chosen for minor)*

<b>Course Codes &amp; Titles</b>	<b>Credit Hours</b>
04134116 Total Quality Control and Management	3
04134117 Comparative Management Systems	3
04134118 Environmental Management	3
04134119 Management of Not-for-Profit Organizations	3
04134213 Managerial & Leadership Skills Development	3
04134114 Career Development and Management	3
04134115 Supply Chain Management	3

### **VIII. MANAGEMENT INFORMATION SYSTEM (MIS)**

*(Any seven courses are to be chosen for major and any three courses are to be chosen for minor)*

<b>Course Codes &amp; Titles</b>	<b>Credit Hours</b>
04134120 Data Communication & Networking	3
04134121 Artificial Intelligence	3
04134122 Cyber Security & Maintenance	3
04134123 Data Analytics	3
04134124 Web Development and Design	3
04134216 Business Analytics	3
04134217 Python Programming for Business Analytics	3
04134218 System Analysis and Design	3
04134219 E-Commerce	3

### **IX. MARKETING**

*(Any seven courses are to be chosen for major and any three courses are to be chosen for minor)*

Course Codes & Titles	Credit Hours
04144101 Consumer Behavior	3
04144102 Sales Management	3
04144103 Integrated Marketing Communications	3
04144104 Rural Marketing	3
04144105 Brand Management	3
04144106 Service Marketing	3
04144107 Relationship Marketing	3
04144201 Marketing Research	3
04144202 Supply Chain Management	3
04144203 International Marketing	3
04144204 Digital Marketing	3
04144205 Retail Marketing	3

## **X. SUPPLY CHAIN MANAGEMENT**

*(Any seven courses are to be chosen for major and any three courses are to be chosen for minor)*

Course Codes & Titles	Credit Hours
04134125 Supply Chain Management	3
04134126 Enterprise Resource Planning	3
04134127 Production Planning & Inventory Control	3
04134128 Strategic Sourcing	3
04134129 Supply Chain Analytics	3
04134220 Supply Chain Risk Management	3
04134221 Transportation and Distribution Management	3
04134222 Logistics Management	3

## **PART-C**

### **11. DESCRIPTION OF ALL COURSES OF THE PROGRAM INCLUDING THE FOLLOWING INFORMATION FOR EACH COURSE:**

**1) Course Code:** 02311101    **Course Title:** Developing Language Skills-I (Listening & Speaking)    **Credits:** 3.0

**Course Contents:** Getting introduced (relevant social English) (Simple present tense), Asking questions (relevant social English) (Simple present/ simple past), Describing people & things (Use of what .....like/adjectives), Requesting / Offering, (Accepting + refusing offers), Talking about routine work (Simple present/simple past/ used to), Expressing intentions (Want to /hope to / going to), Asking for + expressing opinions, Expressing likes & dislikes, Listening for particular information, Listening for general information, Identifying phonological features, Identifying phonological features, Comparing things, Using conditionals to express wishes (if I were ), Asking questions II (present perfect/ past perfect/ future forms/ different structures), Asking for and giving directions (use of appropriate prepositions), Giving Instructions (use of appropriate prepositions/ phrasal verbs), Story-telling (past tense / reported speech/ direct speech), Story-telling (past tense / reported speech/ direct speech), Narrating past events (different forms of the past tense), Narrating past events (different forms of the past tense), Listening for gist, Note-taking.

**2) Course Code:** 03141102    **Course Title:** Introduction to Sociology    **Credits:** 3.0

**Course Content:**

**Introduction to society and Sociology:**

- Sociological Imagination, Sociology and the Social Science, Development of Sociology

**Sociological Research:**

- Scientific method, Hypothesis formulation, Data collection techniques, Data analysis techniques, Ethics of research

**Culture:**

- Cultural Universals, Globalization, Diffusion of Technology, Elements of culture, Cultural variations

**Socialization:**

- Influence of heredity or environment, Sociological approaches to the Self – G.H. Mead, C.H. Cooley, I. Goffman, Life course, Agents of socialization.

**Basic Concepts:**

- Statuses, Roles, Groups, Institutions, Organizations, Social Networks, Social Structure

**Deviance and Social control:**

- Conformity and obedience, Informal and formal social control, Law and society, Deviance, Crime

**Stratification and social inequality:**

- Types of stratification, Measuring social class, Wealth and income, Poverty, Open versus closed stratification, Social mobility, Theories of social inequality, Stratification in the world

**Social Institutions:**

- Kinship Systems and Social behavior, Family Organization, Family Types and systems

**Religion:**

- World religions, Functions of religions, Religion and social support, control and social change, Religious organizations

**Government and Politics:**

- Power, Types of authority, Political behavior, voting patterns, State and bureaucracy, Elites, International political organizations, Inequality of power among states

**Economy:**

- Economic systems, Industrialization and deindustrialization, Aid and trade, Workforce, work and alienation, Work satisfaction, Women in work, Globalization of the workforce

**Education:**

- Sociological perspectives on education, Schools as formal organization, Trends in contemporary education

**Social Interaction with Technology:**

- Political Systems, Economic relations and Computer

**Social Impacts:**

- Globalization, Computer Technology, Impacts on Society

**Social Change:**

- Theories of social change, Technology and social change, Modern Computer technology and possible impacts on Human Society on various level

3) **Course Code:** 05411104 **Course Title:** Business Mathematics for Decision Making

**Credits:** 3.0

**Course Contents:**

**Algebraic Concepts:** The real numbers, Integral exponents, Radicals and rational exponents, Operations with algebraic expressions, Factoring, Algebraic fractions

**Linear Equations and Functions:** Solution of linear equations in one variable, Functions, Linear functions, Graphs and graphing utilities, Solutions of systems of linear equations, Applications of functions in business and economic

**Special Functions:** Quadratic equations, Quadratic functions, Business applications of quadratic functions Supply, demand and market equilibrium, Break even points and maximization

**Matrices:** Multiplication of matrices, Solving systems of equations, Matrix equations

**Inequalities and Linear Programming:** Linear inequalities with one and two variables, Linear programming, Maximization and minimization, The simple method with mixed constraints

**Exponential and Logarithmic Functions:** Exponential functions, Logarithmic functions, Solution of exponential equations

**Mathematics of Finance:** Simple interest, Compound interest, Future value of annuities, Present value of annuities, Loans and amortization

**Derivatives:** Limits, Continuous functions, The derivatives, Derivatives formula, The product rule and the quotient rule, The chain rule and the power rule, Using derivative formula, Higher order derivatives, Applications of derivatives in business and economics

**Application of Derivatives:** Curve sketching, Concavity, Optimization in business and economics, Applications of maxima and minimal

**Techniques of Integration:** Area under the curve, The definite integral, Area between two curves, Application of definite integrals, Using tables of integrals, Integration by parts

**Functions of Two or More Variables:** Partial differentiation, Joint cost and marginal cost, Production functions, Demand functions, Linear regression

**4) Course Code: 04131105 Course Title: Introduction to Business Credits: 3.0**

**Course Content:**

Introduction to Course, Managing within the Dynamic Business Environment: Taking Risks and Making Profits, How Economics Affects Business: The Creation and Distribution of Wealth, Competing in Global Markets, Demonstrating Ethical Behavior and Social Responsibility

Choosing a Form of Business Ownership, Entrepreneurship and Starting a Small Business, Management and Leadership, Adapting Organizations to Today's Markets, Production and Operation Management, Dealing with Employee-Management Issues and Relationships, Marketing: Helping Buyers Buy, Marketing Presentation Review, Developing and Pricing Products and Services, Distributing Products Quickly and Efficiently, Financial Information and Accounting, Financial Management, Securities Markets: Financing and Investing Opportunities, Understanding Money, Financial Institutions, ICT in Business: E-commerce, Benefits of ICT and e-commerce.

**5) Course Code: 02311201 Course Title: Developing Language Skills-II (Reading & Writing) Credits: 3.0**

**Course Content:** Present Simple Tense + Present Continuous Tense, Past Simple Tense + Past Continuous Tense, Present Perfect Tense + Past Perfect Tense, Present Perfect Continuous Tense + Past Perfect Continuous Tense, Simple Future Tense + Future Intentions (Going to/will), Yes/No & WH- questions, Articles, Subject Verb Agreement, Conditionals (1<sup>st</sup>/2<sup>nd</sup>/Zero), Modals, Quantifiers, Degrees of Comparison, Prepositions, Voice (Active/Passive), Narration (Direct/Indirect Speech)

**6) Course Code: 02221205 Course Title: Bangladesh Studies Credits: 3.0**

**Course Content: Introduction to Bengal and precursor culture:** Prehistoric Settlements, Ecological facts, Migration

**Pillars of the Bengal Culture:** Bio-diversity in the Bengal delta region, Beginnings of a discrete regional culture, Historical Data analysis techniques, Nuances of Socio-historical of research

**Culture:** Indus valley civilization, Building technology, Diffusion of Technology, Elements of ancient Bengal culture, Cultural variations

**Historic Bengal Dynasties:** Gaur Kingdom, Imperial Pala Dynasty, Imperial Sen Dynasty, Shashanka Debate, The Matsanya and proto-democratic approach, Sen impact and the hierarchical Caste system



**The Foreign Invasions:** The Turkish invasions, The Ilyas Shahi dynasties, Raja Ganesh, Foreign impacts, Impacts of foreign culture on Vernacular Bengal, , Major historical cultural conflicts

**The Emergence of an affluent Bengal:** Huessin Shah and the ushering of a golden age, The origin of the growth of Bengal, Shri Chaitanya and Vaishnavism, The Pathan Mughal conflict

**Bengal's Mughal interaction:** Mughal conquering of Bengal, Arrival of Europeans, Other Colonial Conflicts, Agrarian front to Trade, Euro trade operations focus on Bengal, Independent Nawabs and the Business oligarchs clash, The British win the Pallasey

**Changing Economy during the British empire:** The Warren-Hastings clamping down on the local Jamindars, Changes in Economy, Bengali Renaissance, Agitation against the foreign government,

**The separatist movements:** Partition and its precursors, Muslim separatists rise, Concept of Bengal Nations take shape, Bengal Partition

**Final moments of the united Bengal:** Becoming Pakistan instead of Free Bengal, The Basis of the 'Pakistan Experiment', The Livelihood in East Pakistan: Economy, Culture and Politics, State and bureaucracy, Elites, International political organizations, Inequality of power among states

**Economy and the Roots of Bengal independence:** Muslim League decimated, A new elite class in Pakistan: East and West, Cultural Changes and the Conflict

**The Language movement:** Conflict regarding the State language, The 21 February Student Massacre, The seeds of independence through the Language Movement

**Six points for Sovereignty:** Political movements for a sovereign state of Bangladesh, Bangabandhu Sheikh Mujibur Rahman posits the six points of sovereign state, The Agartala Conspiracy Case is mounted

**The '70s general Election:** Bangabandhu's victory, West Pakistan's Military reneges the election, Armed conflict, The Liberation war of 1971, The Massacre, guerilla warfare, political machinations

**An Independent Bangladesh:** First free Nation of Bengalis: Bangladesh, Foreign interventions and the 1975 coup d'état, The 'Indigenous/Adivasi' debate. What happens to non-Bengalis in the new nation?

**Course Contents:** i) Statistical concepts and uses, ii) Information sources and sampling distributions, iii) Data analysis and representations, iv) testing hypothesis, inference and estimation, v) Correlation and regression, vi) Probability distributions and statistical tests, vii) Forecasting, and viii) Statistical software and computer lab uses.

**8) Course Code: 04131204    Course Title: Organizational Behavior    Credits: 3.0**

**Course Content:**

- Introduction: Definition & significance, Disciplines influencing OB, Data collection in OB, Challenges and Opportunities in OB
- Cultural diversity: Benefits of diversity, Challenges in diversity, Scientific diversity issues, Respecting diversity, Managing cultural diversity, Ethics & diversity
- Personality, perception: Meaning of personality, Determinants of personality
- Nature vs. nurture, Big 5 personality traits, Personality at workplace, Concept & types of perception, Attribution theory, Biases in attribution, Short-cut in judging others
- Values & Attitudes: Values across culture, Components of attitudes, Attitude vs. behavior, Cognitive dissonance theory, Reducing dissonance, Work attitude, Attitude & performance, Deviant workplace behavior, EVLN model
- Workplace stress: Stress & stressor, Physical connection with stress, Types of workplace stressors, Outcome of stress, Approaches to manage stress, Not all stress is bad
- Designing motivation: Motivation theories, Implications of theories in work life, Application in motivation, Motivating employees through job design, Motivating through goal setting, Performance appraisal, Appraisal bias, Performance incentives
- Group dynamics: Definition, Types, Stages of group development, Factors affecting group behavior, Group vs. team, Types of team, Making decisions, Types of decisions, Rational decision making, Group think
- Power & politics: Definition, Types of power, Types of influence, Connection between leadership & power

**9) Course Code: 04121205    Course Title: Microeconomics    Credits: 3.0**

**Course Content:**

- Nature of economics: Definition of economics, Basic problems in economics, Economic activities, Economic systems, Limitations of economics, Branches of economics, Difference between micro & macro part, Interdependencies, Paradoxes
- Theory of demand: Definition, Law of demand, Demand curve, Why downward, Exceptions of demand curve, Movement of DC, Shift of DC, Determinants of DC
- Theory of supply: Definition, Law of supply, Determinants, Supply table, schedule, Exceptions, Movement of supply, Shift of supply,
- Elasticity of demand & supply: Elasticity of demand, Elasticity of supply, Determinants of elasticity
- Mathematical problems: Demand, Supply, Elasticity
- Price determination: Equilibrium using demand & supply, Equilibrium after shift of demand & supply
- Factors of production: Definition, Characteristics, Law of diminishing return, Cost & cost curve, Fixed costs, Variable costs, U-shaped cost curve, V-shaped cost curve
- Market structure: Perfect competition, Imperfect competition, Price taker & maker, Way to profit maximization, Decision to enter & exit
- Concepts of revenue: Definition, Types, Revenue under perfect competition, Significance of revenue
- Indifference curve: Definition, Features, Application

**Course Code: 04112101      Course Title: Principles of Accounting      Credits: 3.0**

**Course Content:**

- Introduction: What is accounting, The building blocks of accounting, The basic accounting equation
- Accounting in Action: Using the accounting equation, Financial statements
- The Recording Procedure: The account, Steps in the recording process, The Journal, The ledger, The trial balance, Limitations of the trial balance, Locating errors
- Adjusting the Accounts: Timing issues, The basics of adjusting entries, The basics of adjusting entries, The adjusted trial balance, The adjusted financial statements
- Completion of Accounting Cycle: Steps in preparing a worksheet
- Preparing financial statements from a worksheet
- Preparing adjusting entries from a worksheet, Closing the books
- Completion of Accounting Cycle: Summary of the accounting cycle, The classified balance sheet, Current assets, Long-term investments, Property, plant and equipment, Intangible assets, Current liabilities, Long-term liabilities, Owner's equity
- Merchandising Operations: Definitions, operating cycles, Inventory system, Merchandising entry, Preparation of Multiple-step Income Statement:
- Accounting Information's systems: Basic concepts of accounting information's systems

- Subsidiary ledgers, Sales journal, Cash receipts journal, Purchases journal, Cash payments journal, Effects of special journals on general journal
- Accounting of Plant Assets, Natural Resources: Plant Assets, Determine the cost of plant assets Depreciation, Expenditure during useful life, Natural Resources-depletion, Intangible Assets
- Financial Statement Analysis: Basics of Financial Statement Analysis, Horizontal Analysis, Vertical Analysis, Ratio Analysis

**10) Course Code: 04122102      Course Title: Principles of Finance      Credits: 3.0**

**Course Content: Introduction:** Introduction to finance, Functions of Finance, Principles of Finance, Agency Problem, Financial System

**Time Value of Money:** Future value, Present value, Future value versus present value, Future value of an annuity, Present value of an annuity, Ordinary annuity versus annuity due

**Time Value of Money:** Present value of uneven cash flow/ mixed stream, Perpetuity and Annuities Solving for time & interest rate, Solving for payment of an annuity, Amortization schedule

**Risk & Return:** Defining risk and return, Probability and its application in finance, Calculation of expected return using probability and using historical return data, Calculation of standard deviation and its application, Calculation of coefficient of variation and its application, Risk aversion and risk premium, Concept of portfolio, Calculation of expected return and risk of a portfolio, Calculation of correlation coefficient, Comparison between risk-return of an individual investment and a portfolio, Process of diversification and risk reduction through it, Concept of systematic and unsystematic risk, Concept of beta, Portfolio beta, Relationship between risk and rates of return, Security market line, Market risk premium, Capital Asset Pricing Model

**Bond Valuation:** Bonds, Features of a bond: coupon and coupon rate, Maturity date, Original maturity, Face value, Valuation of bonds: annual coupon, Semiannual coupon, Zero coupon, Yield to Maturity, Factors affecting bond price.

**Stock Valuation:** Features of a common stock, Comparison between the features of a common stock and the features of a bond, Common stock valuation: Normal, or constant, growth, Supernormal or noncontact growth, Pros & cons of common stock, Issuer's viewpoint, Investor's viewpoint.

**Cost of Capital:** Basic definition: Capital components, Equity components, Debt components, Cost of debt: Before tax, After tax; Cost of preferred stock, Cost of retained earnings: CAPM approach, DCF approach, Bond yield plus risk premium approach, Cost of newly issued common stock, Weighted average cost of capital, Rationale behind using WACC as discount rate/required rate

**Capital Budgeting Techniques:** Definition and use of capital budgeting in business, Techniques of project evaluation: Payback period, Internal rate of return, Net present value, Profitability index, Independent project, Dependent project, Mutually exclusive project

**11) Course Code: 04132103      Course Title: Principles of Management      Credits: 3.0**

**Course Content:**

- Introduction to Management: Definition, importance, functions; Nature-as profession, science and art, universality of management; Levels of management; managerial skills and tasks.
- Evolution of Management Thought: History of Scientific and modern management, Contribution of Taylor and Fayol, Neoclassical School- Human Relations approach and Behavioral science approach; Modern School-Systems approach and Contingency approach etc.
- Decision Making: Meaning of a decision, Types of decision, Steps in rational decision making, Common difficulties in decision making. etc.
- Planning and Goal Setting: Concept, importance, types, steps of planning, premises, barriers to planning and remedial measures etc.
- Strategy and Planning: Meaning, components, types of Strategic planning, Formulation and implementation of strategy, SWOT, Porter's generic strategy, The Miles & Snow typology etc.
- Organization Structure and Design: Concepts, importance, types, process, principles of organizing, Basic forms of organizing, Elements of organizing, Building blocks of organization, Designing jobs, Grouping jobs, Establishing reporting relationships between jobs, Distributing authority among jobs, Coordinating activities between jobs, Differentiating between positions etc.
- Motivational Theories & Applications: Concepts of motivation, its importance, theories & contribution of McGregor, Maslow's and Herzberg's, McClelland etc.
- Reward System: Meaning, purpose, Incentives (Financial and non- Financial) etc.
- Leadership: Meaning, process, and power of leadership, theories of leadership- path goal theory, Trait theories of leadership, Charismatic leadership etc.
- Controlling: Introduction and scope of control, Types of control, steps of control, process and need of control, limitations of control etc.
- Organizational Conflict: Levels of Organizational conflict, Stages of conflict, Causes of conflict, its prevention and resolution. etc.

**Course Code: 04142104      Course Title: Principles of Marketing      Credits: 3.0**

**Rationale of the Course:** To be a marketer it is essential to know Principles of Marketing in order to apply it either in the job sector or entrepreneurship practices.

**Course Content:**

- Marketing: Creating and capturing Customer Value
- What is marketing?
- Understanding the market place and consumer needs Marketing Definition, Marketing management orientation
- Designing a customer driven market strategy, Company and marketing strategy: Partnering to build customer relationships
- Building customer Relationship, capturing value from customer.
- Companywide strategic planning, Planning Marketing, Partnering to build customer relationships, Company and Marketing Strategy: strategic planning, marketing strategy and marketing mix, Consumer Markets and Consumer Buyer Behavior Model of consumer behavior, characteristics affecting consumer behavior, Types of buying decision behavior, the buyer decision process, The buyer decision process for new products.
- Presentation
- Customer-driven Marketing Strategy: Creating Value for Target Customers Market segmentation, Target market positioning, Positioning for competitive advantage.
- Product, Services, and Brand: Building Customer Value
- What Is a Product?
- Product and Service Decisions
- Services Marketing
- Branding Strategy: Building Strong Brands Brand Equity
- New-Product Development and Product Life-Cycle Strategies
- New-Product Development Strategy
- The New-Product Development Process
- Managing New-Product Development
- Product Life-Cycle Strategies
- Pricing: Understanding and Capturing Customer Value
- What Is a Price?
- Major Pricing Strategies
- Other Internal and External Considerations Affecting Price Decisions
- Pricing Strategies: Additional Consideration
- New-Product Pricing Strategies

- Product Mix Pricing Strategies
- Price Adjustment Strategies
- Price Changes
- Marketing Channels: Delivering Customer Value
- Supply Chains and the Value Delivery Network
- The Nature and Importance of Marketing Channels
- Channel Behavior and Organization
- Channel Design Decisions
- Channel Management Decisions
- Public Policy and Distribution Decisions
- Marketing Logistics and Supply Chain Management
- Retailing and Wholesaling
- Retailing
- Wholesaling
- Communicating Customer Value: Integrated Marketing Communication
- Strategy
- The Promotion Mix
- Integrated Marketing Communications
- A View of the Communication Process
- Steps in Developing Effective Marketing Communication
- Setting the Total Promotion Budget and Mix
- Socially Responsible Marketing Communication
- Presentation on Marketing Plan

**12) Course Code: 04122105**

**Course Title: Macroeconomics**

**Credits: 3.0**

**Course Content:**

- Nature of economics

Definition of economics, Basic problems in economics, Economic activities, Economic systems, Limitations of economics, Branches of economics, Difference between micro & macro part, Interdependencies, Paradoxes

#### Theory of demand

- Definition
- Law of demand
- Demand curve
- Why downward

#### Theory of demand

- Exceptions of demand curve
- Movement of DC
- Shift of DC
- Determinants of DC

#### Theory of supply

- Definition
- Law of supply
- Determinants
- Supply table, schedule
- Exceptions
- Movement of supply
- Shift of supply

#### Elasticity of demand & supply

- Elasticity of demand
- Elasticity of supply
- Determinants of elasticity

#### Mathematical problems

- Demand
- Supply
- Elasticity

#### Price determination

- Equilibrium using demand & supply

#### Price determination

- Equilibrium after shift of demand & supply

#### Factors of production

- Definition
- Characteristics
- Law of diminishing return

#### Cost & cost curve

- Fixed costs
- Variable costs
- U-shaped cost curve



- V-shaped cost curve

Market structure

- Perfect competition
- Imperfect competition
- Price taker & maker
- Way to profit maximization
- Decision to enter & exit

Concepts of revenue

- Definition
- Types
- Revenue under perfect competition
- Significance of revenue

Indifference curve

- Definition
- Features
- Application

**13) Course Code: 02232201    Course Title: Values and Ethics in Business    Credits: 3.0**

**Course Contents:**

**Introduction:** Introduction and overview of value and ethics, Definition, Characteristics, Types

**Religion and ethics:** Similarities, Dissimilarities, Interrelation

**Ethics and law, Ethics in the workplace, Case study**

**Concept of value:** Definition and nature, Philosophical implication of the concept of Value, Extrinsic and Intrinsic Value, Subjective and Objective value

**Plato's Theory of Justice:** Internal dimension, External dimension, Case study

**Justice:** Application of the theory of Justice, Real life case study

**Moral Virtue of Trustworthiness:** Basic concept, Practical application of the moral virtue of truthfulness, Philosophical implications of the concept of truthfulness, Worst types of untruthfulness, Social and political implications of untruthfulness etc., Nature and application of the concept of trust in daily life, Individual level of responsibility in respect of trust, Relationship between trust as a virtue and social life

**14) Course Code: 06112202    Course Title: Computer application and e-business  
Credits: 3.0**

## Course Content:

- Introduction
- Digital and analog computers
- Characteristics of computer—Speed, accuracy, diligence, storage capability, versatility
- History of computer
- Generations of computer
- Classification of computer—Microcomputers (desktop computer or Personal Computer (PC), notebook computers or laptop, netbook, tablet computer, handheld computer or Personal Digital Assistant (PDA), smart phones), minicomputers, mainframe computers, The computer system—Hardware, software, data, users
- The Input-process-output concept
- Components of computer hardware—Input/output unit, central processing unit, storage unit
- Application of computers—Education, entertainment, sports, advertising, medicine, science and engineering, government, home
- Central Processing Unit (CPU), Arithmetic logic unit, Registers
- Control Unit (CU), Memory unit, Cache memory, Primary memory, Secondary memory
- Instruction format
- Instruction set
- Instruction cycle—Fetching, decoding, executing, storing
- Microprocessor—CISC, RISC
- Interconnecting the units of a computer— System bus, expansion bus, external ports
- Performance of a computer—Registers, RAM, system clock, bus, cache memory
- Inside a computer cabinet—Motherboard, ports and interfaces, expansion slots, ribbon cables, memory chips, storage devices, processor
- Input-output unit—Input unit, output unit
- Input devices—Human data entry devices, source data entry devices
- Human data entry devices
- Keyboard
- Pointing devices—Mouse, trackball, joystick, digitizing tablet
- Pick devices—Light pen, touch screen
- Source data entry devices
- Audio input device (microphone, sound card, speech recognition)
- Video input device (video camera, digital camera)
- Optical input devices—Scanner (hand held, flat bed), OCR, MICR, OMR, barcode reader
- Output devices—Hard copy devices, soft copy devices
- Hard copy devices
- Definition of e-business and
- e-commerce

- impact of the Internet on business
- Evaluate changes in business relationships between organizations and their customers enabled by e-commerce
- Types of E-commerce
- Identify the main business and marketplace models for electronic communications and trading
- The hardware and software technologies used to build an e-business infrastructure within an organization.
- The different elements of an organization macro-environment
- The impact of legal, privacy and ethical constraints
- List strategic approaches to achieve e-business.
- e-business strategies
- strategy process model
- Discuss appropriate database for the organization
- Database Management

**15) Course Code: 04112203**  
**Credits: 3.0**

**Course Title: Cost & Management Accounting**

### **Course Content:**

#### **Introduction to cost accounting, Cost terms concepts and classifications:**

Definition of Cost Accounting

Purpose of Cost Accounting

Relationship Between Cost Accounting to Financial Accounting and Managerial Accounting

General Cost Classification, Product Cost, Period Cost

Preparation of Cost of goods sold statement

#### **Cost terms concepts and classifications:**

Cost Classification For Assigning Cost To Cost Objects

Cost Classification For Predicting Cost Behavior

Cost Classification for Decision Making.

The Analysis of Mixed Costs

Diagnosing Cost Behavior with a Scatter graph Plot

The High-Low Method

#### **Cost terms concepts and classifications:**

The Analysis of Mixed Costs

The Least-Squares Regression Method

Cost of Quality

**Materials-Controlling & Costing:**

Introduction of material control

Determining The Cost of Material Used

FIFO Method

Weighted Average Method

**Materials-Controlling & Costing:**

IAS 2 (Inventory valuation at lower of cost or market)

Planning materials requirements, Carrying and ordering costs, tabular determination of economic order quantity, The economic order quantity formula, calculation of reorder point

**Labor:**

Labor control and remunerations methods

Labor cost accounting

Manufacturing Overheads

Non-manufacturing overheads

Midterm Examination

**Introduction to management Accounting:**

What Is Management Accounting

Need of Managerial Accounting Information

Comparison of Financial Accounting and Managerial Accounting.

**Managerial Accounting & the Business Environment:**

Just In Time (JIT)

Characteristic of JIT

Benefits Of JIT

Process Reengineering

Theory of Constraints

**Cost-Volume-Profit Relationship:**

What Is CVP Analysis

Assumption of CVP

CVP In Graphic Form

Contribution Margin

Contribution margin ratio.

Applications of CVP concepts

Change in fixed costs and sales volume

Change in variable cost & sales volume and change in sales volume

Cost-Volume-Profit Relationship:

BEP analysis

The Equation Method

Contribution margin method

Margin Of Safety

**Variable costing –A tool of management:**

What Is Absorption Costing, Unit Cost Computation, Comparison of AC Vs. VC.

What Is Variable Costing, Unit Cost Computation

Effect Of Change In Production On Net Operating Income

Income statement, Segment Reporting

Traceable And Common Fixed Cost

Segmented income statement

**Performance measurement in decentralized organization:**

Advantages and disadvantages of decentralization

Responsibility accounting

Evaluating investment center performance-ROI

Residual income

**Pricing products and services:**

The economist approach to pricing

The absorption costing approach to cost plus pricing

Target costing

**16) Course Code: 04132204      Course Title: Human Resource Management      Credits: 3.0**

**Course Content:**

- Introduction to HRM: Nature, concept, importance and scope of HRM. Line and staff aspects of HRM etc.
- Introduction to HRM: The trends shaping HRM, HRM and competitive advantage. HR and Performance, sustainability, engagement, New HR Manager's skills, model etc. Changing Environment of HRM
- Role and qualities of an HR manager etc.
- Job Analysis: Concept, and collecting data for it. Job descriptions and job specifications etc.
- Human Resource Planning: Concepts, Planning and forecasting HR needs, relevant tools etc.
- Employee Recruitment: Internal and outside sources of candidates, Workforce diversity etc.
- Employee Testing and Selection: Basics of testing and selecting employees, Reliability, Validity, Types of test, Work samples and simulations, Background investigations and other selection methods etc.
- Interviewing Candidates: Basic types of interviews, Common errors in interview and how to avoid or overcome it etc.
- Training and Development: Concepts of employee orientation and on-boarding, Orientation process etc.
- Training and Development: Concepts of Training and Development (T&D), T&D process, Training implementation methods, Management development methods etc.

- Performance Management and Appraisal: Concepts, purpose, process performance appraisal vs performance management etc.
- Performance Management and Appraisal: Techniques/ methods of performance appraisal, errors in performance appraisals and how to deal it etc.
- Establishing Strategic Pay Plans: Nature and objective of compensation management, Basic factors in determining pay rates, Components of Pay structure in Bangladesh, Creating a market competitive pay plan etc.

### **Course Content:**

- Definition of Law, Relationship between law and society, Objectives of law, Rules of law, Sources of law, types of Law, Commercial law and its applications to business industries.
- Trade license for commercial firm, process steps of having license for commercial firm, Trade license for manufacturing firm, process steps of having license for manufacturing firm, renewal of Trade license.
- Definition of Contract, Essential elements of Contract, Classification of Contract
- Definition of Offer and Acceptance with legal examples. Different types of Offer, Rules regarding Offer and Rules regarding Acceptance.
- Definition of Consideration, Types of Consideration, Rules regarding Consideration, Exceptional rules of Consideration.
- Circumstances of capacities of parties, Definition of Minor, Rules regarding Minor, Distinctions between sound and unsound mid person, explore the area of disqualified persons in terms of law of contract.
- Circumstances of free consent, Explanation of Coercion, undue influence, fraud, Mistake, Misrepresentation.
- Methods of Termination, explanation of each of the methods with legal examples.
- Intellectual Property law
- Copy rights, patent, trade mark and others.
- What are the rights of consumers, different courts of consumers, framework for protecting consumer rights?
- Definition of laws regarding the protection of rights of labor in manufacturing firm. Health and Hygiene, Safety, welfare, working hour, wages and payments other issues regarding labor and working area.
- Law regarding Advertising and Marketing law.

**17) Course Code: 04133101      Course Title: Business Research Method      Credits: 3.0**

### **Course Content:**

- Introduction to Business Research: The Role of Business Research, Nature, Concept, Applied & Basic research, Managerial value of business research, Scope of Business Research etc.
- The Business Research Process: Overview, Decision making under certainty, uncertainty, & ambiguity-business opportunity, problem, Types of business research- exploratory, descriptive, causal, Stages in the research process etc.
- Problem Definition: The Foundation of Business Research, Decision statement, Problem definition, Problem complexity, Problem definition process, steps, Research questions and hypothesis, Writing research proposal etc.
- Qualitative Research Tools: Concepts, uses of qualitative research, Difference between qualitative and quantitative research, Orientations to qualitative research, Common Techniques used in
- Qualitative Research, etc.
- Secondary Data Research in a Digital Age: Overview, Advantages and disadvantages of secondary data, Typical objectives for Secondary Data research designs, Sources of Secondary Data, Single-Source Data-Integrated Information, Sources of global research etc.
- Survey Research: An Overview, Concepts on Respondents, sample survey, uses, advantages and errors in survey research, methods of survey research etc.
- Survey Research: Communicating with the Respondents, Interview as an interactive communication, Personal, Telephone interview, Self administered questionnaires, Selecting the appropriate survey research design, Pretesting, Ethical issues in survey research etc.
- Questionnaire Design: Overview, Questionnaire quality, design, basic considerations, Guidelines for constructing, sequencing the questions, layout, Designing questionnaire for the global markets etc.
- Sampling Design and Procedures: Concepts, terminology of sampling- sample, population, census, Importance of sampling, Practical sampling concepts, Sampling frame etc.
- Sampling Design and Procedures: Random sampling and non-sampling errors, overview & types of Probability vs non-probability sampling, Appropriate sample design etc.
- Editing and Coding: Transforming Raw Data into Information- Stages of data analysis, Editing and Coding etc.
- Basic Data Analysis: Descriptive Statistics- Nature of descriptive analysis, Tabulations, Cross tabulation, Data transformation, Calculating rank order, Tabular and graphic methods of displaying data, Computer program for analysis, Interpretations etc.
- Communicating the Research Results: Research Report, Oral Presentation, and Follow-Up- Insights from the communications model, Research report context, format, Use of graphic aids, Oral Presentations, Research follow-up etc.

**18) Course Code: 06113102**  
**System (MIS)**

**Course Title: Fundamentals of Management Information**  
**Credits: 3.0**

**Course Content:**

- Information Systems, Organizations, and Strategies  
 Introduction to information systems

Information systems and business strategy

When IT technology becomes the corporate strategy

How businesses use information systems

Information systems and business processes

Using systems for competitive advantage

- Social, Ethical, and Legal Issues

Ethical and social issues

Ethical analysis

Accountability, liability, and control

- Information Systems Infrastructure

Infrastructure components

Hardware platforms

Software platforms

Database management systems

Data warehousing

Telecommunications

- Business Process Mapping and Database Design

Data flow diagrams

Relational database design

Supply chain management

Customer relationship management

Data warehouse, data marts, business intelligence, business analytics

- E-Commerce

Why E-Commerce is different than traditional models

E-Commerce technology dimensions

Digital markets and digital goods

E-Commerce types and business models

Mobile platforms

- Systems Security

System vulnerability and abuse

Securing information systems

Business controls, segregation of accounting duties, segregation of systems duties and fraud avoidance

Auditing information systems

- Systems Development

Systems development and organizational change

The role of accountants in systems development

Systems development life cycle

Evaluating the value of information systems

Change management

- Emerging Issues

Big data

Artificial intelligence

Virtual reality



3-D printing  
Expert systems  
Machine learning  
Global information systems strategies

**19) Course Code: 04143103    Course Title: Marketing Management    Credits: 3.0**

**Course Content:**

- Definition, Core concepts of marketing, Hierarchy of need
- Managing different kinds of demand
- Market Opportunity Analysis
- Developing Strategic Marketing Program: Product
- Developing Strategic Marketing Program: Service
- Developing Strategic Marketing Program: Price
- Developing Strategic Marketing Program: Distribution
- Developing Strategic Marketing Program: Managing Advertising, Sales promotion, Public Relations    Personal selling and direct marketing
- Product Portfolio Analysis and Decisions
- Marketing Cost & Efficiency
- Midterm Examination
- Dealing with competitors
- Marketing and Society
- Marketing in nonprofit organizations
- Agricultural Marketing
- Industrial Marketing
- Produce Exchange & Stock Exchange
- Managing a Holistic Marketing Organization

**20) Course Code: 04133104    Course Title: Operations Management Credits: 3.0**

interest in production systems and business operations.

## Course Content:

- Production and Business Operations Concepts: types, factors, functions, planning & production system, operations history & associated elements, inputs transformation processes, basic tools & techniques of production management, distinguish product, service, core services and value-added services, etc.
- Capacity and Planning: Inputs to MRP, MRP vs. MRP-II, capacity, productivity, efficiency, utilization, design capacity, effective capacity (EC), determinants of EC, capacity decision factors-planning-control, options and techniques for aggregate planning, etc.
- Capacity Alternative & Sustainability of Entrepreneur: balancing of demand & capacity, adjusting demand-output, Financial Analysis - Payback period, NPV & IRR, and breakeven point.
- Job Design and Work Measurement: Job structure & design decisions, Physical issue—physiology & ergonomics, work methods and measurement— vital issues and techniques (OT/ST/NT, SET, PDTs, etc.), and compensation systems & incentive plans, AF & PFD.
- Facility Location: product vs. service facility, factors affecting location decisions, plant and service location methods- factor rating, centre of gravity and ardlan heuristic, etc.
- Facility Layout: types of layout, product-Process design, process layout (U-shaped, fixed position, line balancing: LB), LB steps - desired output rate, cycle time, TM, idle time, & efficiency.
- Forecasting: concept, types, steps and elements of good forecast, forecasting techniques e.g. simple & weighted moving averages, linear regression, and exponential smoothing.
- Forecasting: accuracy tests— MAD / MSE / MAPE and TS (tracking signal)
- Operations Scheduling (OS): objectives, functions, & types, OS methods- index, critical path, and critical ratio (FCFS, SPT & EDD), Johnson's rule, etc.
- Supply Chain management (SCM): concept, benefits, elements & integrated SCM, international/global SCM, etc.
- Inventory Management inventory types, functions, factors, two and three bins methods, material groupings, ROP, LT, EOQ and inventory costs (holding, ordering & shortage) calculations.
- Project Management (PM), JIT Strategy and Kanban System: project types and characteristics, PM techniques - network, PERT & CPM, GANTT chart.
- JIT & Kanban concepts, benefits, JIT product & process design, Kanban origins, types, & development, JIT & Kanban under kaizen.
- Procurement, Purchase and Logistics:
- History & strategic issues, co-ordination of manufacturing-purchasing-logistics; economic, logistical & purchasing decisions & strategic tools; sourcing strategies and selection of suppliers, supplier relationships and networks, organization's control of the purchasing function & innovation; sustainable logistics and purchasing; public procurement, etc.
- Quality Control and Total Quality Management (TQM): concepts, costs of poor quality- Internal/external failure, appraisal, and prevention, dimensions of quality & TQM principles/aspects/steps, and elements (customer satisfaction, continuous improvement & employee involvement), and PDCA cycle
- TQM Experts: Deming's philosophy, wheel & 14-points, Juran's quality trilogy & 5-dimensions, P. Crosby's 4-absolutes, and fish-bone model of Ishikawa.

**21) Course Code:04123105**  
**3.0**

**Course Title: Money, Banking and Insurance Credits:**

**Course Content:**

- Introduction: Money and the Financial System
- Why study financial markets, institutions and banking
- Why study money and monetary policy
- Functions of financial markets
- Types of financial markets
- Meaning and function of money
- Understanding Interest Rates
- Measuring interest rate risk
- YTM of simple loan, fixed payment loan, coupon bond
- Supply and demand curve
- Finding the equilibrium interest rate
- Foreign exchange market
- What are foreign exchange rate
- Why are exchange rates important
- Theory of purchasing power parity
- Banking: Management and performance
- The bank balance sheet
- Basic banking
- General principles of bank management
- Banking: Management and performance
- Managing credit risk
- Managing interest rate risk
- Measuring the performance
- Banking: Structure and Competition
- Historical development of banking system
- Financial innovation and growth of shadow banking system
- Structure commercial banking industry
- Central banks
- Origins of central bank system
- Variations in the functions and structure of central banks
- The money supply process
- Three players in money supply process
- Control of monetary base
- Multiple deposit creation- a simple model

- Factors that determine money supply
- The money supply process
- The money multiplier
- The M2 money multiplier
- The behavior of currency ratio
- The conduct of monetary policy
- The price stability goal and the nominal anchor
- Other goals of monetary policy
- Inflation targeting
- Introduction to Risk Management
- Meaning of Risk Management
- Objectives of Risk Management
- Steps in the Risk Management Process
- Identify Loss Exposures
- Measure and Analyze the Loss Exposures
- Select the appropriate Combination of Techniques for Treating the Loss Exposures
- Insurance Defined
- Define insurance and its basic
- Characteristics.
- Fundamentals of insurable risk
- Insurance and gambling compared
- Insurance and Speculation compared.
- Benefits and costs of insurance
- Benefits of insurance to the society
- Cost of insurance to society
- Insurance Company Operations
- Insurance Company Operations
- Rating and Ratemaking
- Underwriting Production Claims Settlement
- Reinsurance
- Alternative to Traditional Reinsurance
- Investments
- Other Insurance Company Functions
- Life and health insurance, Underwriting life insurance
- Types of life insurance policies, Premium determination
- Worker's compensation insurance
- Personal accident insurance, Non life insurance
- Motor insurance
- Burglary and housekeeping insurance
- Fire and lighting insurance
- Marine insurance, Aviation insurance
- Liability insurance, Pecuniary insurance
- Fidelity guarantee insurance, Engineering insurance

**22) Course Code: 04113201    Course Title: Principles of Taxation    Credits: 3.0**

**Course Content:**

- Introduction of Tax & Bangladesh
- Income Tax :
  - Meaning of tax
  - Features and Purposes of Tax
  - Canons of Taxation
  - Classification of Tax
  - Role of tax in the economic development of a country
  - Impact, incidence and effect of a tax
  - Introduction of Tax & Bangladesh
- Income Tax :
  - Definition
  - Characteristics of Income tax
  - Objectives & Importance of Income tax
  - A brief history of income tax law in Bangladesh
  - Income tax payment cycle in Bangladesh
- Basics of Income Tax:
  - Income year
  - Assessment year
  - Residential status of assessee
  - Effect of residential status on assessment of Income
  - Charge of sur charge Additional Tax
  - Tax rates
  - TIN
  - E-TIN
- Income Tax Authority:
  - Administrative and Judicial Appointment
  - Organization structure-Power and Functions
  - Taxes Appellate Tribunal
- Income & its classification:
  - Definition of Income
  - Capital & Revenue receipts and expenditures
  - Losses
  - Classification of Income
  - Tax credit income/Investment Allowance
  - Tax-Exempted income.
- Income from salary:
  - Definition of Salary
  - Chargeability of income under the head salary
  - Elements of salary and explanations

- Provident Fund, Superannuation fund, Gratuity fund, Worker's Participation fund
  - TDS from Salary
  - Investment Allowance related to Salary income.
- Income from salary:
  - Provident Fund, Superannuation fund, Gratuity fund, Worker's Participation fund
  - TDS from Salary
  - Investment Allowance related to Salary income.
- Income from Interest on securities:
  - Meaning of interest of securities
  - classification of securities
  - Admissible expenses from income from interest of securities
  - Income from House Property
  - Scope of Income from House Property
  - Annual Value
  - Admissible expense
  - TDS from House Property
- Income from House Property:
  - Problem solving
  - Income from Capital Gain
  - Definition of Capital Gain
  - Basis of Charges
  - Computation of Capital Gains
  - Tax exempted Capital Gains.
- Income from other sources:
  - Scope of income from other sources
  - Dividend income
  - Interest income other than interest on securities.
  - Royalty
- Income from other sources:
  - Fees for technical service
  - Income not classifies under any head
  - Allowable deductions from income from other sources
  - Inadmissible deductions
  - Rate of income tax regarding income from lottery, wining prizes etc.
- Example of some incomes where final settlement of tax is applied on the basis of the section 82C
- Appeal & Revision:
  - Penalty Provision
  - Provision of Appeal
  - Alternative Dispute resolution
  - VAT
  - Gift Tax,
  - Customs and other tax

**23) Course Code: 04133202 Course Title: Entrepreneurship Development & SME Management Credits: 3.0**

**Course Content:**

- The Concept of Entrepreneurship
  - Entrepreneurship defined
  - History of Entrepreneurship
  - Types of Entrepreneurship
  - Entrepreneurship in a Global Perspective
- Entrepreneurial Perspectives and Practices
  - Perspectives on Entrepreneurship
  - Key Entrepreneurial Skill Sets
  - The Practice of Entrepreneurship
- Entrepreneurial Mindset
  - Mindset defined
  - Key habits
  - Pathways to action
- Startup Idea Generation
  - The Process of Innovation and Idea Generation
  - Systems Thinking as a Method for Innovation
  - Team Formation
  - Problem Definition and Asset Mapping
  - Development of Startup Venture Idea
  - Customer Ethnography as a Method for Idea Validation
- Design Thinking
  - Update on Startup Venture Idea based on Customer Interviews: Persevere, Pivot, or Perish?
  - Debrief Customer Interviews
  - Design Thinking as a Method for New Venture Development
- Value Proposition
  - Value Proposition
  - Product-Market Fit
  - Review of Business Model Canvas
  - Minimum Viable Product or Program (MVP) to Test Value Proposition
- Business Models and Strategy
  - Elements of business models
  - The business model canvas
  - The business plan
- Market Analysis
  - Customer Discovery
  - Positioning and Differentiation

- Revenue Models

**24) Course Code: 04143203      Course Title: International Business      Credits: 3.0**

**Course Content:**

- Introductory knowledge of international Business
- Significance of International Business
- Global, International and Transnational Companies
- International Business Model
- International Business Terms
- Definition and forces of international business environment
- Affect of international business forces on marketing decision making
- Factors Influencing the choice of Entry Mode
- A Logical Flow Model of the Entry decision process
- Export Entry Mode
- Licensing
- Contract Manufacturing
- Turnkey Contracts
- Management Contracts
- International Franchising
- International Invest entry mode
- International Acquisition entry mode
- International Joint venture entry mode
- Organizations and Trade blocs
- International Trade Theory
- Role of MNCs in International Business
- Trade Bodies of Bangladesh involved in International Business

**25) Course Code:04173204      Course Title: Business Communications and Soft Skills  
Credits: 3.0**

**Rationale of the Course:** This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing an effective internal as well as external communications program. This course also develops an awareness of the importance of succinct written expression to modern business communication.

**Course Content:**



- Introduction: What is communication, communication situation and importance of effective communication in business
- Objectives Of communication : Discussion on main objectives ( Information, Advice, Order, Suggestion, Persuasion, Education, Warning, Raising morale, Motivation) of communication
- Types Of Communication: Organisational pattern in firms, Downward communication, Upward communication, Horizontal communication, Grapevine ,Consensus
- Modern business communication, key rules of good writing for the 21st century
- Business writing-key points to remember
- Case study
- Media :Introduction, Written communication ,Oral communication, Face- to- face communication, Visual communication, Audio -Visual communication, Computer -based communication, Silence
- Barriers :Introduction, Wrong choice of medium, physical barrier, Semantic barrier, Socio-psychological barrier
- Business letters :Presentation-Fully-blocked layout, categories of business letter, structure, presenting business letters- key points to remember
- Recruitment Correspondence :The recruitment process, application letter, curriculum vitae,
- Recruitment Correspondence :invitation to interview, references, offer of employment, job description, letter of acceptance, letter of resignation, letter of recommendation
- Memos :Introduction, objective, structure, key points to remember
- Reports and Proposal :Introduction, Types of report, Formal reports, Structure of a formal report, Presenting the report, Checklist for compiling reports ,Proposals , key points to remember

**26) Course Code: 04123205**

**Course Title: Financial Management**

**Credits: 3.0**

### **Course Content:**

- Introduction:
- What is Finance
  - The goal of financial management
  - The agency problem and control of the corporation
- Cash Flow Estimation and Risk Analysis
  - Estimating Cash Flows
  - Identifying the Relevant Cash Flows,
  - Project Cash Flow versus Accounting Income,
  - Incremental Cash Flows,
  - Cash Flow Estimation and Risk Analysis
  - Timing of Cash flows,
- Introduction to Project Risk Analysis,
  - Techniques for Measuring Stand-Alone Risk-Sensitivity Analysis, Scenario Analysis
- Financial statement analysis and financial models:
  - Financial statement analysis

- Financial performance analysis
  - Financial models
- Leverage and Capital Structure:
  - Leverage,
  - break even analysis,
  - Operating, Financial and Total Leverage,
  - Firms Capital Structure, Types of capital,
  - External assessment of capital structure,
- Leverage and Capital Structure:
  - Capital structure theory, Optimal Capital structure
  - EBIT EPS Approach to capital Structure
  - Choosing Optimal Capital Structure
- Financial Planning and Forecasting:
  - Flow of Fund Statement,
  - Sources and Uses of Fund,
  - Analyzing the Sources and Uses of Fund Statement,
  - Contents and alternative Forms of Cash Flow Statement.
  - The Financial Plan.
  - Cash Flow forecasting
- Valuation and capital budgeting:
  - Discounted cash flow valuation
  - Loan amortization
- Valuation and capital budgeting:
  - Net present value and other investment rules
  - The practice of capital budgeting
- Valuation and capital budgeting:
  - Making capital investment decision
  - Inflation and capital budgeting
- Interest rates and bond valuation:
  - Bond features
  - Valuation of bonds
  - Types of bond
  - Determinants of bond yields.
- Stock valuation :
  - Preferred stock
  - Common stock
  - Stock valuation models
- Stock valuation :
  - Dividend versus capital gains
  - Dividend discount model
  - Comparing with PE and enterprise value ratios
- Short Term Financing:
  - Trade Credit,
  - Credit term & Cost estimation,

- Short term Loan
- Estimation of Cost of Short Term Bank Loan
- Commercial Paper & others
- Return and risk:
  - Return and its classification
  - CAPM
- Cost of Capital :
  - Cost of debt
  - Cost of preferred stock
  - Cost of retained earnings
  - Cost of external equity
  - Weighted average cost of capital

**27) Course Code: 04134101    Course Title: Project Management    Credits: 3.0**

**Course Content:** Overview: Definition of project, Definition, Purpose and Characteristics of PM, Managing ethics in project, Typology of projects, Project management vs. General management

Project management: Extreme PM, Work breakdown structure, Project parameters, Project vs. Program, Breakdown of project, Why projects fail

PM process stages: Initiation, Planning, Execution, Monitoring, Controlling, Closing, The most important phase

Project organization: Types, Significance, Advantages & disadvantages

Developing project charter & baseline project plan: Project selection & approval, Project integration management, Project charter detailed plan, Project planning framework, Define project scope, Project scope management process, Scope creep, Scope change control, Scope verification, Baseline plan: budget & schedule

The human side of PM: Project team, Roles of project manager, Team selection & acquisition, Project environment & team performance

Project schedule & budget: Developing project schedule, GANTT & PERT charts, Project network diagrams, Critical path analysis, Developing project budget

Project proposal: Definition, Need, Guidelines

Managing project risk: Risk identification assessment & planning, Identifying IT project risks, Risk strategies, Risk monitoring & control

Project communication, tracking & reporting: Communication plan, Project metrics, Reporting performance & progress

IT project quality management: Quality tools, Quality systems (ISO, six sigma, CMMI), ways of evaluation

Project implementation & evaluation: Project procurement management, Outsourcing, Implementation methods, Project evaluation

**28) Course Code: 04134201      Course Title: Strategic Management      Credits: 3.0**

**Course Content:** Basic Model of Strategic Management, Strategy Formulation & Vision Statement analysis, Corporate Governance and Social Responsibility, Environmental Scanning;

**29) Course Code: 04114101      Course Title: Financial Accounting      Credit Hour: 3.00**

**Course Content:**

- Conceptual Framework for Financial Reporting
- Financial Statement and related information
- Bank Reconciliation Statements
- Cash and Receivables
- Statement of Cash Flows
- Valuation of Inventories
- IAS 2 — Inventories
- Acquisition and Disposition of Property, Plant, and Equipment  
    Depreciation, Impairments, and Depletion
- Intangible Asset
- IAS 38 — Intangible Assets
- Current Liabilities, Provisions, and Contingencies
- Non-Current Liabilities

- Equity
- Accounting for Leases.
- IAS 17 — Leases
- Accounting for partnership firms
- Presentation and Disclosure in Financial Reporting
- IAS- Presentation of Financial Statements

**30) Course Code: 04114102**

**Course Title: Principles of Auditing and Assurance**

**Credit Hour: 3.00**

**Course Content:**

**Introduction**

- Definition of Audit & Auditing
- Audit & Assurance Service
- Distinction between Auditing & Accounting
- Objectives of an audit
- Limitations of an Audit
- Types of Audits
- Types of Auditors
- Certified Public Accountants
- Generally Accepted Auditing Standards

**Accounting Profession in Bangladesh**

- Bangladesh Chartered Accountants Laws 1973
- Certificate of Practice
- Article students committee
- Examination and training

**Professional Ethics**

- Definition
- Need for ethics
- Responsibility to clients
- Responsibility to colleagues

**Internal control Concepts**

- Definition of internal control
- Classification of internal control
- Extent and limitations of internal control
- Essential features of internal control
- Organizational arrangement
- Principles of internal control system design
- Internal check
- Internal audit as a control factor

- Internal control and the auditor

#### Testing Internal Control Procedures:

- Principles of compliance tests
- Testing Internal Control Procedures of purchases
- Fixed Assets
- Sales
- Receipts
- Bank Reconciliation's
- Nominal Ledgers

#### Materiality and Risk:

- Materiality
- Set Preliminary Judgment about Materiality
- Estimate Error
- Audit Risk
- Desired audit risk
- Inherent Risk
- Control Risk
- Detection Risk

#### Audit Approach

- Overall concept of the audit approach
- Determination of the audit strategy
- Auditor's responsibility
- Familiarization with the client's business
- Documentation of audit strategy
- Audit evidence
- Audit evidence decisions
- Persuasiveness of evidence
- Types of evidence
- Audit tests
- Reliance on internal control

#### The Audit Report

- General Considerations
- Signing & Dating Audit report
- Distinction between Reports and Certificate
- Report Review
- Types of Audit Reports

**31) Course Code: 04114103**

**Course Title: Accounting Information Systems Credit**

**Hour: 3.00**

#### **Course Content:**

##### Accounting Information System

- Definition of system

- Definition of information system
- What is accounting information system
- Functions of AIS
- AIS vs. MIS
- AIS Model
- Information Flow
- Basics of accounting information
- Data & information
- Transforming data into information
- Characteristics of useful information
- Hardware and Software elements of information systems

#### Documenting Transaction Cycles

- Financial Transaction
- Manual accounting system vs. Computer- based accounting system
- Document techniques
- Data Flow Diagrams
- System Flow charts

#### Transaction Cycles

- Objectives of revenue cycle
- Sources & forms of data inputs, process and data outputs in revenue cycle
- File oriented approach
- Data management approach

#### Transaction Cycles

- The Expenditure Cycle 1: Purchases and Cash Disbursements,
- The Expenditure Cycle 2: Payroll processing and Fixed Assets procedures

#### AIS Development Strategies

- Purchasing software
- End user developed software
- Outsourcing of software
- Computer-aided software engineering
- Benefits & drawbacks of AIS strategies

#### Advanced Technologies in Accounting Information

- Data base management system,
- REA approach to business modeling,
- Enterprise Resource Planning Systems

#### Computer Fraud and Abuse in AIS

- Common treats to AIS
- Definition of fraud
- Forms of fraud & Fraud triangle
- Computer fraud and its classification
- Auditor's responsibilities to detect fraud

#### Auditing-Computer based Accounting Systems

- Audit and audit process
- Information system audit
- Process of computer based information system audit Lab on Accounting Software

**6) Course Code: 04114104                      Course Title: Advanced Cost and Management Accounting                      Credit Hour: 3.00**

**37) Course Code: 04114105                      Course Title: IAS Based Accounting                      Credit Hour: 3.00**

**Course Content:**

Introduction to IAS & IFRS

- Development of Accounting and Financial Reporting
- Need for International Financial Reporting Standards
- Brief Overview on IASC, IASC Foundation  
International Financial Reporting Interpretation Committee, IASB Staff

IAS-1: Presentation of Financial Statements

- Preparation of financial statements and reports
- Practical Problems.

IAS-2: Inventories

- Objective and Scope of IAS-2
- Methods of inventory valuation
- Accounting treatment and disclosure in financial statements.

IAS-33: Earnings per Share

- Objectives and Scope of IAS-33
- Key Concepts-Ordinary Share, Dilution, Potential Ordinary Share, Options, Warrants and Their Equivalents,
- Presentation and Disclosure
- Practical Problems.

IFRS-3: Business Combination & Consolidations

- Identifying Business Combination
- Consolidated and Separate Financial Statements
- Consolidation Procedures
- Accounting for Investment in Subsidiaries
- Practical Problems

IFRS-8: Segment Reporting

- Objectives and Scope of IFRS-8
- Key Concepts- Reportable Segment
- Business Segment
- Geographical Segment Result
- Operating Activities
- Accounting Treatment
- Practical Problems.

IFRS-4: Accounting for Insurance Contracts

- Requirements of IFRS-4
- Definition of insurance contract
- Nature of insurance risk
- Disclosure Requirements
- Practical Problems.

IAS-36: Impairment of Asset



- Objectives and Scope of IAS-36, Key Concepts-Impairment Loss
  - Recoverable Amount
  - Fair Value Less Cost to Sell
  - Accounting Treatment, Practical Problems
- IAS-21: Foreign Exchange Transaction & Translation
- Elaboration and Definition of IAS-21
  - Reporting of Foreign Currency and Functional Currency
  - Use of Presentation Currency other than Functional Currency
  - Tax Effect of all Exchange Differences
- Practical Problems
- IAS-32, 39/IFRS-7: Financial Instruments
- Definition
  - Recognition and measurement

**38) Course Code: 04114106      Course Title: Advanced Taxation      Credit Hour: 3.00**

### **Course Content:**

#### **Theory on Taxation:**

- Meaning, Features and Purposes of Tax
- Canons of Taxation
- Classification of Tax
- Role of tax in the economic development of a country
- Impact, incidence and effect of a tax
- Tax structure in Bangladesh

#### **Income Tax :**

- Definition, Characteristics of Income tax
- A brief history of income tax law in Bangladesh
- Income tax payment cycle in Bangladesh
- Basics of Income Tax
- Income Tax Authority
- Income & its classification

#### **Computation of total income:**

- Scope of total income on the basis of assesses residential status
- income deemed to accrue or arise in Bangladesh, deemed income, non-assessable income
- income from salary
- interest on securities

#### **Computation of total income:**

- Income from House Property

- Income from Capital Gain
- Agricultural income, income from business or profession
- income from other sources

#### Procedure of assessment and rates of taxes:

- Filling of return of income and supporting statements
- Assessment of income, Provisional assessment and final assessment
- Other issues in assessment, Rates of taxes

#### Investment tax credit and tax rebate

- Payment refund and recovery, Review of midterm syllabus

#### Assessment of individuals::

- Assessment covering all heads on income and computation of tax liability

#### Assessment of firms:

- Partnership and partner, Assessment procedure for firms
- Set off and carry forward of losses by firms and partners income including income other than firms income, Allocation of firm income.

#### Corporate Taxation:

- Determination of total income, rates and rebates, classification of companies according to income tax law

#### Corporate Taxation:

- assessment of various types company including bank,
- Corporate fiscal incentives.

#### Property taxes, Custom Act:

- Property related tax under income tax law, Capital gain tax on transfer of property
- Gift tax, Objective of custom act, Duties under custom act 1969, CD,SD,IDSC,AIT

#### VAT & other taxes:

- Concepts, Advantages & disadvantages
- Computation of VAT in Bangladesh
- Registration, Payment of VAT, Submission of return
- Other taxes-Excise duty

#### Tax planning:

- Tax evasion
- tax avoidance
- tax planning for all parties

- prerequisite for tax planning

**39) Course Code: 04114201**  
**Companies Credit Hour: 3.00**

**Course Title: Accounting for Bank and Insurance**

**Course Content:**

- Industry Overview—Finance Companies
- The Economic Role of Financial Intermediaries
- The Evolvement of bank Asset/Liability Management Hedging and Risk Management
- Commercial and Industrial Loans
- Real Estate and Consumer Lending
- Bank Capital: Capital Adequacy
- Evaluating Bank Performance Payments Systems of banks Cash Management Services, Trust Services, Private Wealth, and Asset Management services provided by bankIslamic Banking IAS 32
- IAS 39
- Elements of Insurance accounting
- Liabilities and surplus Assets
- Life Insurance Accounting
- IFRS 17

**40) Course Code: 04114202      Course Title: Accounting Theories      Credit Hour: 3.00**

**Course Content:.**

Evolution of accounting thoughts:

- Early history of accounting
- Origin and growth of accounting knowledge and the double entry system
- Industrial revolution and the development of accounting.
- Development of accounting in the 20<sup>th</sup> century
- Accountability and economic development.

The structure of accounting theory:

- Structural theories
- Interpretation theories
- Behavioral theories

Formulation of accounting theory:

- Traditional approach, Formulation of accounting theory:

Modern approach Theories on the uses of accounting information:

- The outcomes of providing accounting information
- Critical perspective research
- The relationship between accounting research, education and practice

Efficient capital markets:

- The efficient market hypothesis
- Some misconceptions about the efficient market hypothesis
- CAPM theory

Efficient capital markets:

- CAPM theory, Portfolio theory, Economics of accounting information

Conceptual framework for accounting and reporting:

Objectives

- Qualitative characteristics of accounting information
- A statement of basic accounting theory (ASOBAT)

Conceptual framework for accounting and reporting:

- Objective of financial statements (true blood report)
- Statement of accounting theory and theory acceptance (SATTA)
- SFAS

Measurement and reporting:

- Measurement
- Subjective value
- True economic value
- Cost, present value, market value
- Value to business or owner

Measurement and reporting:

- Determining the value in practice
- Asset liabilities and owners' equity measurement
- Income business income
- Measurement of income
- Income measurement under uncertainty
- Recognition of revenue
- Matching principles

Financial statements and disclosure:

- Elements of financial statements
- Nature of disclosure
- Regulation of financial reporting
- Regulated markets and unregulated markets for accounting information
- Economic consequences
- Public reporting
- Disclosure methods, Valuation of business, goodwill and shares

Human resource accounting:

- Meaning of human resource accounting
- Uses and objectives of HRA

- Important factors in developing HRA in an organization
- Measurement of human resources and their appraisal

**41) Course Code: 04114203                      Course Title: Accounting for Government and Not for Profit Organizations                      Credit Hour: 3.00**

**Course Content:**

Principles of Government Accounting and Reporting

- Purpose and Objectives of Government Accounting
- Legal Compliance and Financial Operation
- Conflicts between Accounting Principles and Legal provisions
- The Budget and Budgetary Accounting Fund Accounting
- Types of Funds
- Number of Funds
- Valuation of Fixed Assets
- Basis of Accounting Classification

Government Funds

- Budgeting
- Operations and Accounting for General Fund
- Special Revenue Fund
- Capital Project Fund
- Debt Service Fund and Special Assessment Fund

Proprietary Funds

- Operations and Accounting for Enterprise Funds and Internal Service Funds.

Fiduciary Funds

- Operations and Accounting for Trust & Agency Funds.

Budgeting Practices of Bangladesh Government

- Budget Procedure
- Formulation of Estimates Approval of Budget Appropriations
- Budget Implementation

Accounting System of Bangladesh Government

- Departmentalized Systems of Accounting
- Accounting Practices in Districts and Ministries
- Finance Accounts
- Appropriations and Pro-forma Accounts
- Monthly and Yearly Financial Reports
- Functions of the Controller and Auditor General
- Principal Accounting Office and Chief Accounts Officer
- Financial Control System
- Delegation of Financial Power and use of Control Account

Accounting Systems of Non-Profit Organizations

- Dhaka Municipal Corporation
- Other Non-Profit organizations

Accounting System for General Fixed Assets and General Long-term Group of Accounts

**42) Course Code: 04114204**  
**Control Credit Hour: 3.00**

**Course Title: Accounting for Management**

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**Course Content:**

- What is Managerial Accounting, Why Does Managerial Accounting Matter to Your Career, What Skills Do Managers Need to Succeed?
- Normal costing principles. Managerial Accounting and Cost Concepts
- Job-Order Costing Process Costing
- Cost-Volume-Profit Relationships Activity-Based Costing Segment Reporting Flexible Budgets and Performance Analysis Standard Costs and Variances Performance Measurement in Decentralized Organizations
- Differential Analysis: The Key to Decision Making:-  
Identify relevant and irrelevant costs and benefits in a decision, Prepare an analysis showing whether a product line or other business segment should be added or dropped, Prepare a make or buy analysis, Prepare an analysis showing whether a special order should be accepted, Determine the most profitable use of a constrained resource, Determine the value of obtaining more of the constrained resource., Prepare an analysis showing whether joint products should be sold at the split-off point or Processed further.
- Capital Budgeting Decisions.
- Pricing Products and Services

**43) Course Code: 04114205**  
**Assurance Credit Hour: 3.00**

**Course Title: Advanced Auditing &**

**Course Content:**

Demand for audit and assurance services

- Definition of Audit & Auditing
- Audit & Assurance Service
- Nature of Auditing
- Distinction between Auditing & Accounting
- Types of Audits & Auditors
- Why auditing is Required
- Limitations of an Audit Certified Public Accountants
- Services Provided by CPA Firms
- Attributes necessary for Success in Auditing
- Generally Accepted Auditing Standards
- Ethical Behavior & Integrity of Auditors
- Accounting Profession in Bangladesh

Professional Ethics

- Ethics & Ethical Dilemmas
- Need for Ethical Conduct
- Code of Professional Conduct

International Standards on Auditing:

- International Federation of Accountants
- Objectives and Basic Principles Governing an Audit

- Approach to an Audit
- Auditing Procedures and Related Concepts
- Special Situation Audit

#### Management Audit and Internal Audit

- Definition of Management Auditing
- Structure and Scope of Management Audit
- Steps in Management Audit
- Needs of Management Au
- Qualities and Functions of Management Auditors
- Definition & Objectives of Internal Audit
- Basic Principles & Advantages of Internal Auditing
- Function & Qualification of Internal Auditor

#### Liabilities of Professional Accountants

- Nature of liabilities of professional accountants
- Liability of an auditor under the Company Act. & Income Tax Ordinance
- Civil Liability of an auditor
- Liability of an auditor to third parties

#### Audit Responsibilities & Objectives

- Objectives of Conducting an Audit
- Management's Responsibilities
- Auditor's Responsibilities
- Setting Audit Objectives

#### Audit Evidence

- Nature of Audit Evidence
- Persuasiveness of Evidence
- Types of Audit Evidence

#### Materiality & Risk

- Materiality
- Preliminary Judgment about Materiality
- Estimate error
- Audit Risk
- Assessing Acceptable Audit Risk
- Assessing Inherent Risk
- Components of Internal Control
- Assessing Control Risk
- Tests of Controls
- Assessing Detection Risk

#### Audit Planning & Documentation

- Analytical Procedures
- Preplan the Audit
- Information about Client's Legal Obligations
- Perform Preliminary Analytical Procedures
- Audit Documentations- Working Paper

#### Overall Audit Plan & Audit Program

- Types of Tests
- Selecting Which Types of Tests to Perform
- Impact of IT on Audit Testing
- Evidence Mix
- Design of the Audit Program

#### Audit Reports

- Types of Audit Reports



**44) Course Code: 04124101      Course Title: Laws & Ethics in Banking      Credit Hour: 3.00**

**Course Content:**

- Introduction and overview of Banking Laws and Ethics
- Introducing the Companies Act 1994 and Partnership Act 1932
- Nature of Companies Act 1994 and Partnership Act 1932
- Introducing ‘The Bank Company Act 1991 (with Amendments)’
- Describing the nature of The Bank Company Act 1991 (with Amendments).
- Introducing ‘The Financial Institutions Act, 1993’. Describing the nature of ‘The Financial Institutions Act, 1993’
- Exploring Other Banking Company specific Relevant Acts
- Discuss Relevant Acts, Presentation on Case Study
- Introducing ‘The Money Loan Court Act 2003(with Amendment)’
- Describe the nature of ‘The Money Loan Court Act 2003(with Amendment)’
- Introducing ‘The Transfer of Properties Act, 1882’
- Describing the nature of ‘The Transfer of Properties Act, 1882’
- Introducing ‘Money Laundering Prevention Act 2012’
- Describing ‘Money Laundering Prevention Act 2012’
- Exploring other relevant laws regarding money fraud
- Describe other relevant laws, Ethics in Banking Business, Moral Reasoning
- Resolving Ethical Conflict

**5) Course Code: 04124102      Course Title: Islamic Banking & Finance      Credit Hour: 3.00**

**Course Content:**

- Introduction of Islamic Shariah
- Discussing about Islamic Economics
- Prohibitions of Riba, Gharar, and Maisirs
- Ethics and norms in Islamic Economy and Finance
- Monetary policy and Islamic Finance
- Philosophy and Objectives of Islamic Banks
- Methods in Islamic Financing
- Principles and Scope of Islamic Finance
- Types of Islamic Finance
- Halal Investment, Sukuk
- Ijarah-based Sukuk

- Structure of Ijarah-based Sukuk
- Principles of Deposit Mobilization and Deposit Products
- Investment Principles and Products
- Shariah Compliance Central Banking
- Takaful, Leasing/Ijarah

**46) Course Code: 04124103**

**Course Title: Rural Marketing & Agricultural**

**Banking**

**Credit Hour: 3.00**

**Course Content:**

- Concept and Need for agriculture and rural banking
- Role of Banks in agriculture sector financing
- Policies for agro-cultural credit risk in agro-sector financing
- Eligibility for agro loans and advances
- Loan Classification, Provisioning, re- scheduling
- Security Title Verifications, Agro-projects financed by banks
- Benefits of agricultural projects, Basic requirements for agro-project financing
- Evaluation of Rural Sector Project, Definitions and nature of off-firm activities
- The Criteria for Evaluating an off-farm Risks involved in off—farm Financing
- Nature of Producer Organization's Promoting Institution (POPI)
- Eligibility for becoming a POPI, Advantage and disadvantage of POPI
- Historical Development of Micro Credit, Approaches of Microcredit
- Difference between Microcredit and Micro-finance
- Small Loans Major MFIs in Bangladesh (Their working area)
- Regulatory Act of MFIs in Bangladesh

**47) Course Code: 04124104**

**Course Title: Central Banking Credit Hour: 3.00**

**Course Content:**

- Introduction
- Brief History of Central Banking
- Roles of Central Banking in the modern world Functions of Central Banks
- Money Supply Process and its determinants Monetary Policy Implementation
- Monetary Management in Bangladesh
- Theories, objectives, and agencies of banking examination
- BASEL core principles for bank supervision
- CAMEL's Rating System
- Deposit Insurance System

- Board of Directors
- Board of Governors Terms and conditions for the Governor and Deputy Governor
- Establishment of various departments and funds
- Open Market Operations
- Interest Rates ( Discount, Borrowing, Lending Rates)
- Objectives and functions of Bangladesh Bank
- Departments of Bangladesh Bank and its functions
- Developmental role of Bangladesh Bank
- Recent Initiatives of Bangladesh Bank
- Cash Reserve Requirement

**48) Course Code: 04124201 Course Title: Risk Management in Banks Credit Hour: 3.00**

**Course Content:**

- Definition of Risk and Uncertainty
- Risk Management Framework
- Risk Management Strategy
- Principles and Process of Risk Management
- The environment and the evolution of risks
- Different types of banking risks
- Identification of key players in risk management process
- Roles and Responsibilities of the Key Players in the Risk Management Process Tools for Interest Rate Risk Management
- Management of Interest Rate Risk-Measurement and Components of Interest Rates
- Definition, Cases and Consequence of Credit Risk
- Organizing Credit Risk Management
- Credit Risk mitigation strategies
- Managing Credit Risk with appropriate management information system Interest Rate Risk, Foreign Exchange Risk, Equity Price Risk and Commodity Price Risk
- Market Risk Characteristics and Measurement
- Operational Risk Management Principles
- Regulatory Framework of Operational Risk Management in Bangladesh
- Three Pillars of Basel Framework
- Organizational Structure for Managing Risks in Banks of Bangladesh
- Asset-Liability Management
- Credit Risk Management

**49) Course Code: 04124202      Course Title: E-Banking & Management Information System      Credit Hour: 3.00**

**Course Content:**

- Concepts and benefits of E-Banking
- Electronic Delivery Channels
- Concept and Importance of Information Systems
- Role of Management Information Systems in Bank and Business Development
- Concepts and benefits of WWW (World Wide Web)
- Business benefits of Intranet and Extranet
- Management of Different servers
- Network and data communication services
- L-Banking Network- LAN, MAN, WAN, Switch, and Router
- Core banking software- ERP and E-CRM
- Centralized and Distributed Database, Database planning and designing
- Database administration and management
- Data warehouse and data mining, Data backup and recovery procedures
- Business process reengineering, Creating Virtual Team for online discussion
- Knowledge Management and Work System
- Electronic Payment and Fund Transfer System
- Plastic Money and Digital Cash
- Concepts and types of Cyber Crime and Cyber Defense
- Principles and types of information security

**50) Course Code: 04124203      Course Title: Marketing of Bank Services      Credit Hour: 3.00**

**Course Content:**

- Significance of Marketing of Banking Products and Services
- The Comparative Development of Marketing related to Banking Products and Services
- Customer Behavior and Attitudes
- Market Segmentation Strategies
- Locating Bank Branches
- New Technology in Banking    The role of advertising
- Channels of advertising Promotional activities and publicity of banks
- The Contribution to advertising
- Communications to the Bank Marketing Programmed
- Bank Marketing Control Fundamentals
- Control in Bank Branches Formulating a marketing strategy for banks

- Selecting Bank Marketing strategy
- The delivery of banking products
- The development of credit cards
- Bank Credit Card's Market Segmentation
- Marketing Strategies for Bank Credit Card Administering the Retail Bank Markets
- Administering the Corporate Bank Markets
- Research Methodology for Marketing Research of Banking
- Application of Marketing Research in Banking

**51) Course Code: 04124204      Course Title: Credit Management in Banks      Credit Hour: 3.00**

**Course Content:.**

- Types of Borrowers, Credits and Loan Accounts
- Doctrines of Sound Lending, Characteristics of a Good Credit officer
- Borrower Selection
- Collection of Information (Credit Interviewing and Investigation, Loan. Application, Site Visit, Online CIB and Others)
- Preparation of Credit Proposal, Appraisal of Credit Proposal (7 Cs)Risk Grading
- Credit Approval, Credit Administration (Documentation and Disbursement)
- Credit Administration ( Self Custody, Compliance, and Monitoring)
- Financial Statement Analysis using Financial Spreadsheet
- Comparative and Common Size Analysis
- Ratio Analysis, Credits Scoring System, Project Life Cycle
- Different aspects of project appraisal
- Tools and techniques for assessing financial viability of projects.
- Features of Term Loan, Tools and techniques for measuring risks for credit
- External rating of credit Steps in Credit Documentation
- Modes and methods of Credit monitoring

**52) Course Code: 04124105      Course Title: Corporate Finance      Credit Hour: 3.00**

**Course Content:**

- What is Corporate Finance
- The goal of financial management
- The agency problem and control of the corporation

Financial statement analysis and financial models:

- Financial statement analysis
- Financial performance analysis

Financial models Valuation and capital budgeting:

- Discounted cash flow valuation
- Loan amortization

Valuation and capital budgeting:

- Net present value and other investment rules
- The practice of capital budgeting

Valuation and capital budgeting:

- Making capital investment decision
- Inflation and capital budgeting

Interest rates and bond valuation:

- Bond features
- Valuation of bonds
- Types of bond
- Determinants of bond yields.

Stock valuation :

- Dividend versus capital gains
- Dividend discount model
- Comparing with PE and enterprise value ratios

Return and risk:

- Return and its classification
- CAPM

Return and risk:

- The Arbitrage Pricing Theory
- Risk, cost of capital and valuation

Raising Capital:

- Early stage financing and venture capital
- The announcement of new equity and value of the firm
- The rights and its puzzle
- Dilution
- Shelf registration

Raising Capital:

- The rights and its puzzle
- Dilution
- Shelf registration
- Leasing

Options, Futures and Corporate Finance:

- Options
- Call options
- Put options
- An option pricing formula
- Option and corporation decision

Options, Futures and Corporate Finance:

- Derivatives and hedging
- Forward contracts
- Future contracts
- Duration hedging
- Swaps

Mergers, Acquisitions and Divestitures:

- The basic forms of acquisitions
- Synergy
- Side effects of acquisition

Mergers, Acquisitions and Divestitures:

- The NPV of a merger
- Friendly versus hostile takeover
- Defensive tactics

**53) Course Code: 04124106**

**Course Title: Security Analysis & Portfolio**

**Management Credit Hour: 3.00**

**Course Content:**

Introduction to Financial system, securities market & portfolio management:

- Investment Planning
- Overview of Financial System
- Introduction to Stock Market and bond market.

Investment and Risk:

- Financial and economic meaning of investment
- Characteristics and objective of investment
- Investment vs. Speculation,
- Investment vs. Gambling,

#### Investment and Risk:

- Types of Investor & Investment Avenues
- Meaning of Risk,
- Element of Risk,
- Measurement of Risk

#### The asset allocation decision

- Individual investor life cycle
- The portfolio management process
- The need for policy statement
- Input to policy statement
- Constructing the policy statement

#### Fundamental Analysis: Economy Analysis:

- Meaning of Fundamental Analysis,
- Economy Industry Company,
- Analysis Framework,
- Economy Analysis,

#### Fundamental Analysis:

- Economic Forecasting,
- Forecasting Techniques

#### Industry and Company Analysis:

- Industry Analysis
- Company Analysis

#### Development in investment theory

- Efficient capital markets
- Tests and results of efficient market hypothesis
- Markowitz portfolio theory

#### Analysis and management of Bonds:

- Bond features
- Valuation of bonds
- Types of bond



- Calculating the future rate bonds

Analysis and management of Bonds:

- Bond portfolio performance, style and management strategies
- Passive and active management
- Core-plus management strategies

Analysis and management of common Stock :

- Micro valuation analysis
- Valuation using earnings multiplier
- Estimating expected earnings per share
- Estimating the stock market earnings multiplier

Capital Asset Pricing Model:

- Fundamental Notion of Portfolio Theory,
- Assumptions of CAPM, Efficient Frontier with riskless lending and borrowing,
- Capital Market Line Security Market line,
- Pricing of Securities With CAPM

Return and risk:

- The Arbitrage Pricing Theory, Risk, cost of capital and valuation

Evaluation of Portfolio Performance

- Portfolio Analysis
- Portfolio Selection
- Selecting the Best Portfolio

Specification and evaluation of asset management:

- The asset management industry
- Private management and advisory firms, Organization and management of investment companies

Specification and evaluation of asset management:

- Valuing investment company shares
- Closed end versus open end investment companies
- Investing in alternative asset classes

**54) Course Code: 04124107**

**Course Title: Financial Market & Institutions**

**Credit Hour: 3.00**

**Course Content:**

Overview of the Financial Environments

- Role of Financial Markets, Securities Traded in Financial Markets.
- Role of Financial Institutions.
- Credit Crisis and Financial Institutions.

#### Determination of Interest Rate

- Loanable Funds Theory.
- Factors that affects interest rates.
- Forecasting interest rates.

#### Interest Rate Structures

- Actual yield differentials' explanations
- Estimating the appropriate yield
- Integrating the theories of term structure.

#### The Central Bank and Monetary Policy

- How the Central bank controls money supply.
- Mechanics of monetary policy.
- Monitoring the impact of monetary policy.
- Global Monetary Policy

#### Money Markets

- Money market securities
- Valuation of money market securities
- Globalization of money markets.

#### Bond Markets and Valuation of Bonds

- Treasury and Federal Agency Bonds
- Municipal bonds
- Corporate bonds
- Globalization of bond markets
- Bond valuation process

#### Bond Markets and Valuation of Bonds

- Bond price movements
- Sensitivity of bond prices to interest rate movements
- Bond investment strategies
- Valuation and risk of international bonds

#### Mortgage Markets

- Background of mortgage markets
- Types of residential mortgages

- Valuation and risk of mortgages

#### Equity Markets

- Private and public equity Initial public offerings
- Market instruments and architecture
- Information content of market indices
- Stock Exchanges

#### Financial Futures Markets and Options Markets

- Institutional trading of futures contracts
- Structure of the future markets
- Speculating in and hedging with interest rate futures
- Risk of trading future contracts
- Institutional use of options, How option trades are executed.

#### Derivatives Markets

- Types of Interest rate swaps
- Risks of interest rate swaps
- Foreign Exchange markets
- Factor affecting exchange rates

#### Derivative Markets

- Forecasting exchange rates
- Foreign exchange derivatives
- International arbitrage.
- Nature and application of the concept of trust in daily life
- Individual level of responsibility in respect of trust
- Relationship between trust as a virtue and social life

**55) Course Code: 04124108**

**Course Title: Financial Analysis & Control**

**Credit Hour: 3.00**

#### **Course Content:**

##### Introduction

- Framework for business Analysis using financial statements

##### Industry Analysis

- Porters Five Forces, PESTEL Analysis

### Competitive Strategy Analysis

- Cost leadership, Product Differentiation
- Competitive positioning, Sustainable competitive advantage

### Business Strategy Analysis

- Corporate strategy analysis, Related case studies of corporate strategies

### Accounting Policy Analysis

- Overview of Accounting Analysis

### Financial Ratio Analysis

- Ratio Analysis, Du Pont Valuation Process

### The equity valuation process Prospective Analysis & Valuation

- Asset Pricing model and Cost of Capital, Discounted Dividend Valuation

### Free Cash Flow Valuation

- Free Cash Flow to Firm (FCFF), Free Cash Flow to Equity (FCFE)

### Market base valuation- Price Multiples

**56) Course Code: 04124109**

**Course**

**Title:**

**International**

**Financial**

**Management      Credit Hour: 3.00**

### **Course Content:**

#### Multinational Financial Management

- Managing the MNC
- Why Firms Pursue International Business
- How Firms Engage in International
- Business Valuation Model for an MNC

#### International Flow of Funds

- Balance of Payments
- International Trade Flows
- International Trade Issues
- Factors Affecting International Trade Flows

#### International Flow of Funds

- Correcting a Balance-of-Trade Deficit
- International Capital Flows
- Agencies That Facilitate International Flows
- How International Trade affects an MNC's Value

## International Financial Market

- Foreign Exchange Market
- International Money Market
- International Credit Market
- International Bond Market International Stock Markets
- How Financial Markets Facilitate MNC Functions.

## Exchange Rate Determination

- Measuring Exchange Rate Movements
- Factors That Influence Exchange Rates
- Speculating on Anticipated Exchange Rates

## Currency Derivatives

- Forward Market
- Currency Futures Market Speculation with Currency Futures
- Currency Options Market
- Speculation with Currency Options Market

## Government Influence on Exchange rate & International Arbitrage and Interest Rate Parity

- Exchange Rate Systems
- Government Intervention
- Intervention as a Policy Tool

## Relationships among Inflation, Interest Rates and Exchange Rates

- Purchasing Power Parity (PPP)
- International Fisher Effect (IFE)
- Comparison of the IRP, PPP, and IFE Theories

## Direct Foreign Investment

- Motives for Direct Foreign Investment
- Benefits of International Diversification.

## Multinational Capital Budgeting

- Subsidiary versus Parent Perspective
- Factors to Consider in Multinational Capital Budgeting
- Input for Multinational Capital Budgeting

## Country Risk Analysis

- Political Risk Factors
- Financial Risk Factors
- Types of Country Risk Assessment Techniques to Assess Country Risk
- Incorporating Country Risk in Capital Budgeting

### Multinational Cost of Capital

- Cost of Capital for MNCs
- Costs of Capital across Countries
- Use of Cost of Capital for Assessing Foreign Projects
- The MNC's Capital Structure Decision.

### Financing International Trade

- Payment Methods for International Trade
- Trade Finance Methods
- Agencies That Motivate International Trade

**57) Course Code: 04124205**

**Course Title: Working Capital Management**

**Credit Hour: 3.00**

### **Course Content:**

#### Overview of Working Capital Management:

- Introduction,
  - Working Capital Issues,
  - Financing Current Assets-short term and long term mix,
  - Combining liability structure and current asset decisions

#### Managing Cash inflows and Outflows:

- Motives for holding liquid assets,
- The money market,
- Floating and check clearing,
- Cash concentration strategies
- Disbursement management

#### Cash Forecasting:

- Reasons of forecasting cash flows,
- Types of cash forecast,
- Items to forecast,
- Methods of Financial Forecasting

#### Models for management of cash and temporary investment :

- The Baumol model
- The Beranek model

- The Miller Orr Model

Models for management of cash and temporary investment :

- The Stone Model
- Optimizing models for short term investment perspective
- The practice of cash and temporary investment

Terms of Sale Decision:

- Why grant credit,
- Costs, revenues and credit decisions;
- Terms of sale decision, Assessing risk in terms of sale decision

Credit granting decisions:

- Information costs and credit granting decision,
- Credit granting to marginal accounts:
- Traditional approach, Problems with the traditional approach

Monitoring Accounts Receivables :

- Reasons of monitoring accounts receivables
- Investigating payment patterns using variance analysis
- Monitoring bad debt losses the management of AR in practice

Inventory management:

- Certainty approaches
  - Credit and collection policies,
  - Analyzing the credit applicant,
  - Inventory management and control

Inventory management:

- Uncertainty approaches
  - The static inventory problem
  - Using the Option pricing model
  - Using expected NPV and its co-variance

Inventory management:

- Uncertainty approaches
  - NPV with risk adjusted discount rates
  - The dynamic inventory problem

- Monitoring inventory balance

The firms level of aggregate liquidity

- Reason of measuring aggregate liquidity
- Traditional measures of aggregate liquidity
- Improved indices for measuring aggregate liquidity

The firms level of aggregate liquidity

- Liquidity and firm's financial management process
- Evaluating strategies for aggregate liquidity
- Liquidity management in practice

The management of short term liabilities

- Reasons of using short term financing
- Sources of short term financing
- Calculating the cost of source of short term financing

Working capital management in international setting

- Sources of risk in international transaction
- Hedging exchange rate risk in international transaction
- Management of international working capital accounts

**58) Course Code: 04124206      Course Title: Behavioral Finance      Credit Hour: 3.00**

process in a market that is not strongly efficient.

### **Course Content:**

#### **Introduction**

- Introduction and overview
- Definition
- Characteristics
- Types

#### **Efficient market hypothesis**

- steps of efficient market hypothesis
- Empirical tests
- Forms of EMH

#### **Failing EMH.**

- Theoretical challenges
- Empirical challenges
- Insider information and corporate scandals
- Return predictability in the stock markets
- Common risk factors



- Stock prices overreaction and correction
- Behavioral economics and finance
  - prospect theory
  - asset pricing
- Heuristics and behavioral biases of investors
  - Anchoring bias
  - Familiarity bias
- Heuristics and behavioral biases of investors
  - Risk preference, framing bias
  - Mental accounting
  - Ambiguity aversion
  - Overconfidence and excessive trading
  - Analysis of potential consequences
- Behavioral corporate finance.
  - Decision-making process in reality
  - Rational managers
  - Less than rational managers
- Behavioral corporate finance.
  - Behavioral biases of managers
  - Capital structure choice
  - Investment policy
- Demonstrating behavioral biases in action
  - Empirical evidence

**59) Course Code: 04124207                      Course Title: Investment & Merchant Banking   Credit Hour: 3.00**

**Course Content:**

Introduction: Banking and the management of financial institutions

- The bank balance sheet
- Basic banking
- General principles of bank management

Introduction: Banking and the management of financial institutions

- Liquidity management and role of reserves
- Asset management
- Liability management
- Capital adequacy management

The World of Investment and Merchant Banking

- Evaluation
- Players
- Structure
- Culture

### The Customer and Investment Banking

- The role of the IB financial advisor/advisory business—a journey to the top of Maslow’s pyramid
- How to present value to the client—and get paid for it
- Understanding client needs—an IB diagnostic approach

### The Customer and Investment Banking

- Investment banking product and solutions as a spectrum of risk/return and/ or flexibility/cost alternatives—an IB prescriptive approach
- Tools for aligning client needs with IB financial solutions
- Developing an IB “pitch” book/framework

### The banking Business of Equities

- The investment banker’s perspective of the equity business
- Equity underwriting—key players and what they do to remain so
- IPO’s and follow-on issues

### The banking Business of Equities

- Secondary trading and business synergies
- The role of venture capital and private equity firms—their evolution, structure, participants and investment objectives
- Private equity exit strategies

### Economic analysis of financial regulation

- Asymmetric information
- Moral hazard and government safety net
- Too big to fail
- Capital requirements
- Financial supervision

### Regulation, Basel II, Solvency II

- Reasons for regulating banks
- The Cooke ratio
- Netting
- Credit risk capital under Basel II

### The IB Business of Trading/Derivatives

- The evolution of trading
- The structure of the business—brokers, traders and the sales (advisory) desks
- Market-makers, hedge funds and speculators
- Types of trading—customer and proprietary trading

#### The IB Business of Trading/Derivatives

- The role of hedge funds—trading styles
- Liquidity and the secondary markets
- How traders make money—spreads, positions, speculation, arbitrage and market manipulation
- Risk-monitoring and control

#### Raising Capital:

- Early stage financing and venture capital
- The announcement of new equity and value of the firm
- The rights and its puzzle
- Dilution
- Shelf registration

#### Options, Futures and Corporate Finance:

- Options
- Call options
- Put options
- An option pricing formula
- Option and corporation decision

#### Options, Futures and Corporate Finance:

- Derivatives and hedging
- Forward contracts
- Future contracts
- Duration hedging
- Swaps

#### Mergers, Acquisitions and Divestitures:

- The basic forms of acquisitions
- Synergy
- Side effects of acquisition
- The NPV of a merger
- Friendly versus hostile takeover
- Defensive tactics

**60) Course Code: 04124208**  
**3.00**

**Course Title: Capital Budgeting Decision    Credit Hour:**

#### **Course Content:**

Introduction:

- Agency theory
- The goal of financial management
- The agency problem and control of the corporation

Valuation and capital budgeting:

- Discounted cash flow valuation
- Loan amortization

Valuation and capital budgeting:

- Net present value and other investment rules
- The practice of capital budgeting

Valuation and capital budgeting:

- Making capital investment decision
- Inflation and capital budgeting

Risk Analysis, Real options and Capital Budgeting

- Sensitivity analysis, scenario analysis and break even analysis
- Monte Carlo simulation
- Real options
- Decision trees

Efficient capital markets and behavioral challenge

- Foundation of market efficiency
- Different types of efficiency
- The behavioral challenge of market efficiency

Capital structure : basic concepts

- The pie theory
- Value maximization versus shareholders interest
- MM models

Raising Capital:

- Early stage financing and venture capital
- The announcement of new equity and value of the firm
- The rights and its puzzle
- Dilution
- Shelf registration

Raising Capital:

- The rights and its puzzle, Dilution
- Shelf registration, Leasing

Valuation and capital budgeting for the levered firm

- Adjusted present value approach
- Weighted average cost of capital method
- Beta and leverage

Dividends and other payouts:

- Different types of payouts, Standard method of cash divided payments
- Repurchase of stock, The clientele effect

Mergers, Acquisitions and Divestitures:

- The basic forms of acquisitions
- Synergy, Side effects of acquisition

Mergers, Acquisitions and Divestitures:

**61) Course Code: 04124209 Course Title: Islamic Financing & Banking Credit Hour: 3.00**

**Rationale of the Course:** The Course offers an opportunity to study the structure of the Islamic banking and finance industry, including its theoretical foundations, products, performance, Islamic financial instruments and risk management issues. The course is designed for finance professionals and students of contemporary modern world. The lessons cover all aspects of financial markets and will benefit anyone with an interest in the vast opportunities offered by Islamic Financial system.

**Course Content:**

Introduction: Islamic finance

- The concept of Islamic finance
- The Concept of Shariah and Fiqh
- The basic differences between
- Capitalist and Islamic Economy

The prohibition and permission :

- Obligatory
- Permissible
- Prohibition
- Disapprove

Islamic transactions

- Musharakah
- Mudarabah
- Murabahah
- Ijarah Salam
- Istisn

Basic Principles of Islamic Finance

- Banking
- Characteristics of Islamic banking
- Distinction with the conventional banking

Banking: Management and performance

- Deposit mobilization
- Management of liability
- Pool management

Banking: Structure and Competition

- Profit equalization reserves
- Weighting scheme in profit distribution

Central banks

- Origins of central bank system
- Variations in the functions and structure of central banks

Trade based models of financing

Contracts and applications of

- Murabaha

- Salam
- Intisna

Leased based models of financing

- Using Ijarah
- Diminishing Musharakah in asset side
- Using the models in corporate finance

Equity based models of financing

- Models of Musharakah
- Mudarabah
- Musharakah in in asset side
- Concepts of corporate finance using the models

Islamic Capital Markets I

- Sukuk structure
- Ijarah
- Istisna
- Musharak sukuk

Islamic Capital Markets II

- Stock screening criterial
- Shariah compliance in stock
- Income purification
- Methods of income purification

Takaful structure and applications

- Comparison of conventional insurance
- Wakalah and mudarabah based takaful

Islamic social finance

- Microfinance
- Waqf
- Zakat
- Poverty alleviation and social development

Performance analysis

- Profitability
- Efficiency and reliance of Islamic investment
- Tax neutrality
- Fintech in Islamic finance

**62) Course Code: 04134101 Course Title: Human Resource Planning & Staffing Credits: 3.0**

**Course content:**

Staffing models and strategy

- Definition of staffing,
- Implications of staffing,
- Models of staffing,
- Person/Job match and Person/Organization match,
- Staffing components,
- Supporting activities of staffing,

Staffing models and strategy

- Staffing strategies,
- Staffing level,
- Staffing quality,
- Perspectives ( Micro and Macro) of HRP,
- Goals, Objectives, Purposes of HRP

#### Legal compliance

- The employment relationship,
- Need and sources of laws and regulations,
- EEO/AA Laws: general provisions and enforcement,
- EEO/AA Laws: Specific provisions and enforcement,
- EEO/AA Laws: Information and Best practices,
- Other Staffing Laws

#### Planning

- External influences: Economic condition, Labor market, Labor union,
- Human Resources planning:
- Process and Decision,
- Forecasting HR requirements,
- Forecasting HR Availabilities,
- Environmental scanning,
- Action plan,
- Staffing planning process,
- Core workforce,
- Flexible workforce

#### Job analysis and rewards in HRP

- Types of job,
- Requirements of job analysis,
- Job description and Specification,
- Competency based job analysis,
- Job rewards,
- Job Evaluation

#### External Recruitment

- HRP implementation:
- Recruitment planning,
- Strategy development,
- Choice of sources,
- Searching, Communication message and medium,
- Applicant reactions,
- HR Succession Analysis,
- HR Wastage Analysis

#### External Recruitment

- Organizational Issues and Administrative Issues,
- Considerations Related to Recruiters,
- Criteria Affecting Choice of External Sources,
- Communication Messages,

#### Definition of a job applicant

#### Internal Recruitment

- Recruitment planning,
- Organizational Issues and Administrative Issues,
- Mobility path and Mobility Policies,
- Strategy development,
- Staffing Planning Process,
- Outsourcing Strategy,
- Choice of sources,
- Searching,
- Communication message and medium,
- Applicant reactions,
- Collaboration Strategy, Criteria Affecting Choice of Internal Sources

**63) Course Code: 04134102      Course Title: Industrial Relations      Credit Hours: 03**

#### **Course content:**

##### Introduction

- Definition & nature of IR – participants in IR -factors influencing IR – objectives – approach/theories – causes of poor industrial relations – IR in BD: overview & challenges

##### Trade Union

Definition & nature – objectives –advantages & disadvantages of TU – reasons why workers do not join TU – steps to make TU effective – Unionization of white collar group (professionals) - TU structure/features in BD - registration of TU – TU movement in Bangladesh

##### Industrial dispute/ unrest

Definition ID – forms of unrest – financial, psychological, political and other causes of industrial unrest – unfair labor practice by management – unfair labor practice by unions – measures to remove unrest – causes of dispute in BD - procedure of settlement of ID in BD-

##### Collective bargaining

Definition - characteristics – purpose – activities – union & manager's objectives in CB - process of collective bargaining – bargainable issues – types of CB – levels of CB – process of CB – prerequisites for success in CB – tactics to be followed in CB

##### Labor court and ILO with select provisions from Labor law BD 2006.

Definition – formation of labor court - problems of labor court in BD –ensuring effectiveness of labor courts in BD – what is ILO – why ILO – conventions of ILO

##### Grievance handling



Definition – why grievance handling – causes of grievance – steps in handling grievance – machinery of handling grievance

Industrial democracy and workers participation

Definition – objectives – forms of industrial democracy – industrial democracy in BD- advantages & disadvantages of participative management – forms of workers participation

Disciplinary action

Definition – objectives – approaches of discipline– causes of indiscipline – principles of disciplinary action – steps in disciplinary action – factors consider when making discipline - process of disciplinary action

**64) Course Code: 04134103    Course Title: Training and Development    Credit Hours: 03**

### **Course Content:**

#### **Introduction to Employee Training and Development**

- Training and Development: Key Components of Learning
- Designing Effective Training
- The Forces Influencing Working and Learning- *Economic Cycles, Globalization, Changing Demographics and Diversity of the Workforce, Talent Management etc.*

#### **Strategic Training**

- *The Evolution of Training: From an Event to Learning*
- Learning as a Strategic Focus
- The Strategic Training and Development Process
- Organizational Characteristics That Influence Training
- Training Needs in Different Strategies
- Models of Organizing the Training Department etc.

#### **Training Needs Assessment**

- Why Is Needs Assessment Necessary?
- Who Should Participate in Needs Assessment?
- Methods Used in Needs Assessment
- The Needs Assessment Process
- Competency Models
- Scope of Needs Assessment etc.

#### **Learning and Transfer of Training**

- What Is Learning? What Is Learned?
- Learning Theories
- Transfer of Training Theory
- The Learning Process
- Instructional Emphasis for Learning Outcomes etc.

#### **Program Design**

- Considerations in Designing Effective Programs
- *Selecting and Preparing the Training Site*
- *Choosing Trainers*
- *How Trainers Can Make the Training Site and Instruction Conducive to Learning etc.*

- *Curriculum, Course, and Lesson Design*
- *Curriculum Road Map*
- *How to Choose a Vendor or Consultant for Training Services*
- *Program Design Implications of Transfer of Training*
- *Using Knowledge Management for Learning and Transfer of Training etc.*

### Training Evaluation

- Reasons for Evaluating Training
- *Formative Evaluation and Summative Evaluation*
- Overview of the Evaluation Process
- Outcomes Used in the Evaluation of Training Programs
- Determining Whether Outcomes Are Appropriate
- Evaluation Practices, Evaluation Designs
- Determining Return on Investment
- Measuring Human Capital and Training Activity etc.

### Traditional Training Methods

- Introduction, Presentation Methods- lectures etc.
- Hands-on Methods- *On-the-job training (OJT), Apprenticeship, Simulations, Case Studies, Business Games, Role-Plays, Behavior Modeling etc.*
- Group Building Methods
- Choosing a Training Method etc.

### Technology-Based Training Methods

- Technology's Influence on Training and Learning
- Computer-Based Training, Online Learning, Web-Based Training, E-Learning
- Developing Effective Online Learning
- Social Media: Wikis, Blogs, Micro-blogs, and Social Networks
- Blended Learning etc., Mobile Technology and Learning
- Adaptive Training, Distance Learning
- Technologies For Training Support
- Learning Management Systems: Systems for Training Delivery, Support, and Administration
- Choosing New Technology Training Methods etc.

### Employee Development and Career Management

- The Relationship among Development, Training, and Careers
- Development Planning Systems
- Approaches to Employee Development
- *Formal Education etc.*

### The Future of Training and Development

- Introduction-Training for Sustainability
- Increased Use of New Technologies for Training Delivery and Instruction
- Breakthroughs in Neuroscience About Learning
- Increased Emphasis on Speed in Design, Focus on Content, and Use of Multiple Delivery Methods
- Increased Emphasis on Capturing And Sharing Intellectual Capital and Social Learning etc.
- Implications of Future Trends for Trainers' Skills and Competencies etc.

**65) Course Code: 04134104 Course Title: Strategic Human Resource Management**

**Credit Hours: 03**

**Course Content:**

### Strategic Importance of HRM

- Resources of an Organization
- Employment Cycle
- Pre-Selection Phase
- Selection Phase
- Post-Selection Phase
- HR role
- Strategic HRM
- Line vs. Staff functions

### Strategic Importance of HRM

- Business strategies
- HRM and Competitive Advantage
- HRM practices and issues

### Strategic Planning

- Gaining competitive advantage
- Linking planning to competitive advantage
- HRM issues & practices

### Strategic Planning

- Human Resources planning
- Relationship to strategic planning
- HR planning process
- Staffing planning process
- Core and flexible workforce

### Job analysis and Design

- Linking Job Analysis Practices to Competitive Advantage
- Uses of Job Analysis
- Job Analysis Decisions
- Job analysis design
- Job description
- Job specification

### Recruitment

- Recruitment method
- Recruitment constraints
- Evaluation
- Gaining competitive advantage
- Linking recruitment to competitive advantage
- HRM issues & practices

### Selection

- Selection sequence
- Selection process
- Substantive Assessment Method
- Discretionary Assessment Methods
- Contingent Assessment Gaining competitive advantage
- Linking selection to competitive advantage
- HRM issues & practices

### Training & development of employees

- Gaining competitive advantage
- Linking T&D to competitive advantage
- HRM issues & practices

### Training & development of employees

- The instructional process

- Management development
- The manager's job
- Strategically oriented T&D

#### Appraising employee job performance

Gaining competitive advantage, Linking employee appraisal to competitive advantage, HRM issues & practices, Standards for employee job performance, Types of rating instruments, Designing an appraisal system

#### Determining Pay and Benefits

- Gaining competitive advantage
- Linking pay and benefits to competitive advantage
- HRM issues & practice

#### Implementing Productivity Improvement Programs

- Pay for performance program
- Employee empowerment program
- The manager's job and duties regarding Productivity Improvement Programs

### **66) Course Code: 04134105    Course Title: Compliance and Labor Law    Credit Hours: 03**

#### **Course Content:**

##### Introduction

- Definition
- fundamental principles
- differences between labor law & industrial law,
- importance of labor legislation, ILO
- fundamental rights

##### Introduction of Bangladesh Labor Rules

- Background of Bangladesh Labor Rules (BLR) 2015
- Interpretation of BLR
- Impact & connection of BLR 2015 with BLA
- Application of BLR 2015 in different areas & industries

##### Legal issues regarding recruitment

- Conditions of service
- Classification of workers & apprenticeship

##### Legal issues regarding recruitment

- Method of leave, stop of work
- Right to compensation, facilities to death
- Discharge from job

##### Adolescent & pregnant workers

- Regulations of employment of children & young workers
- Certificate of fitness
- Handling dangerous machinery
- Working in underground or under water level

##### Adolescent & pregnant workers

- Exception to employment of child worker
- Right-liability-payment of maternity benefit
- Death of women

- Dismissal of women

#### Health & safety issues

- Cleanliness
- Ventilation & temperature
- Dust & fume

#### Health & safety issues

- Removal of wastage substance
- Excess gathering
- Provisions of light, water
- Latrines & urinals

#### First aid applications

- First-aid appliances
- Safety record book
- Washing facilities
- Canteen & rest house
- Child room
- Medical facilities

#### Wages & salary

- Establishment of minimum wages board
- Declaration of minimum rates of wages
- Periodical review for wages

#### Provident fund

- Provident fund for private sector workers
- PF for tea-garden workers
- Contribution
- Recovery of compensation

#### Fund management

- Definition & significance
- Management of funds
- Investment, utilization & eligibility of benefit of fund

#### Fund management

- Exemption of tax from fund
- Fund for seasonal work,
- Audit of the fund

#### Trade union, CBA, committee

- Certification
- Regulation regarding CBA, TU & committees
- Formation & functions

#### Other important regulations

- Disclosure of certain information
- Proceeding of board
- Provisions relating to tenure, powers & procedures etc. Of Boards.

**67) Course Code: 0413410**  
**Credit Hours: 03**

**Course Title: Performance Management System**

**Course Content:**

Performance Management and reward systems in context

- Definition and Difference between PM and PA
- Contributions of PM For Employees
- Contributions of PM For Managers
- Contributions of PM For Org/HR Function

Performance Management and reward systems in context

- a. Disadvantages/Dangers of Poorly implemented PM Systems for Employees/ Managers/ Organization
- b. Reward Systems: Definition
- c. Purposes of PM System: Overview
- d. Characteristics of an Ideal PM System

Performance Management Process

- Performance Management Process: Overview, Prerequisites
- Performance Planning: Behaviors
- Performance Planning: Competencies
- Performance Planning: Development Plan
- Performance Execution: Employee/Manager Responsibilities

Defining Performance and Choosing a Measurement Approach

- Definition and Determinants of Performance
- Factors Influencing Determinants of Performance
- Performance Dimensions
- Differences Between Task and Contextual Performance
- Rationale for Task & Contextual Performance
- Approaches to Measure Performance

Measuring Results and Behaviors for rewards

- Key areas
- Determining Accountabilities
- Relative Degree of Importance
- Determining Objectives
- Characteristics of Good Objectives
- Determining Performance Standards

Measuring Results and Behaviors for reward system

- Measuring Behaviors: Overview
- Identify competencies
- Identify indicators
- Choose measurement system

Gathering Performance Information

- Appraisal Form
- Major Components of Appraisal Forms
- Desirable Features for All Appraisal Forms
- Determining Overall Rating

#### Gathering Performance Information

- Appraisal period
- Six Types of Formal Meetings
- Performance Information
- A Model of Rater Motivation
- Areas of Rater Training Programs

#### Implementing a Performance Management System

##### - Preparation

- Cognitive Biases that affect communications effectiveness
- Minimizing effects of cognitive biases
- Appeals Process
- Rater Training Programs
- Choices of Training Programs

#### Implementing a Performance Management System

- Rating Errors
- Possible Solutions for Rating Errors
- Frame of Reference Training
- Behavioral Observation Training
- Self-leadership Training

#### Performance Management & Employee Development

- Stakeholders in the Development Process
- Personal Developmental Plans
- Content of Developmental Plan
- Developmental Activities
- 360-degree Feedback Systems

#### Performance Management Skills

- Coaching Definition
- Coaching style
- Coaching Process

#### Performance Management Skills

- Observations
- Documentation of developmental behavior
- Feedback
- Performance Review Meetings

**68) Course Code: 04134107 Course Title: Compensation Management Credit Hours: 03**

#### **Course content:**

## **Introduction-**

### Compensation in a Knowledge-Based Global Economy

- Compensation and Organizational Strategy
- Integrating Knowledge and Skills Requirements, Organization Compensation, and Employee Income
  - Lifestyle and Compensation
  - Pay and Social Class etc.

### The Reward and Compensation System

- Compensation dimensions
- Non-compensation dimensions etc.

### The world of Pay and Compensation

- Compensation Program
- Determining Rates of Pay etc.

### Organizational Structure

- Strategic and Tactical Compensation Issues
- Development of an Organization
- Employees- A Critical Resource
- Division of Labor etc.
- Creating an Organizational Hierarchy
- Compensation for Board of Directors, Senior, Operating Management, Sales personnel and Operative Employees etc.

### Job Analysis

- Preliminary Consideration
- Planning a Job Analysis Program
- Gaining Employee Acceptance and Cooperation
- Collecting and Describing Job Data
- Reviewing and Revising Job Facts
- Designing a Custom-Made Job Analysis Questionnaire
- Guidelines for Conducting a Job Analysis Interview and other Methodologies etc.

### Job Evaluation

- Job Requirements and Pay
- Job Evaluation Issues
- Intra-occupational and Inter-occupational Methods of Job Classification
- Whole Job Ranking
- Position (Job) Classification
- Development and Use of Compensable Factors
- Weighing and Rating of Compensable Factors etc.

### Surveying Market Pay and Compensation Practices

- Critical Pay Survey Problems
- Determining the Need for a Survey
- Preparing the Survey
- Identifying Survey Methods
- Designing the Survey etc.

### Designing a Base Pay Structure

- Pay Structure Architecture
- Interlocking Multiple Pay Structure
- Pay Sectors and Levels of Education, Experience, and Training etc.

### Measuring and Paying for Performance

- Pay for Performance in a Knowledge-oriented, Service-sector economy
- Application of Motivation Theories
- Merit Pay



- Performance Appraisal: Issues and Opportunities
  - Designing a Job Content-based Performance Appraisal Program etc.
- Short Term Incentives
- Premiums and Differentials
  - Pay for Units Produced
  - Individual-based Bonuses and Awards
  - Organization wide Short-Term Incentives etc.
- Long Term Incentives
- Designing a Long- Term Incentives and Deferred Compensation Plan
  - Qualified Deferred Compensation Arrangements etc.
- Employee Benefits and Services
- Benefits Administration
  - Employee Benefits
  - Employee Services etc.

**69) Course Code: 04134201    Course Title: Green HRM    Credit Hours: 03**

**Course content:**

Introduction

- Basic idea of HRM & Sustainable HRM
- Importance/ purpose/functions
- Principles, history
- Types of sustainable HRM
- Way to adoption

Values & characteristics for sustainable/green HRM

- Organizational values for sustainable HRM
- Organizational design & process
- Sustainable HRM strategies

Context of sustainable HRM

- Institutional contexts,
- Macro and micro level contexts,
- Tension between sustainability & HRM
- The paradox perspective
- Strategies to cope with paradox

Application

- Steps for sustainable HRM in its application

Challenges & opportunities

- Change & challenges for social sustainability
- Quality of work life
- Sustainable work system

Business parties & their interest

- Resources
- Work views
- Upstream thinking
- Knowledge domains
- Stakeholders
- Organizational identity

#### Leadership in sustainable development

- Framing leadership for sustainable HRM
- Leadership values for sustainability

#### Leadership in sustainable development

- History of leadership on HRM
- Greening strategy
- Practice, measurement & reporting

#### Connection between sustainable & Green HRM

- Concept of green HRM,
- Significance of green HRM,
- Challenges,
- Strategic implementation,

#### Connection between sustainable & Green HRM

- ‘green’ roles, facilities & opportunities
- Gaining competitive advantages
- Social implication of GHRM.

#### Designing sustainability development

- Emergence & scope of SHRM
- long-term orientations
- care of employees
- care of environment profitability

#### Designing sustainability development

- employee participation & social dialogue
- employee development
- external partnership
- flexibility.

#### Evaluation of sustainable change

- Importance of evaluation
- ways of evaluation

#### Evaluation

- Parties involved in evaluation
- Instill the positive change in organization
- Documentation

**70) Course Code: 04134202 Course Title: International Human Resources Management**

**Credit Hours: 03**

**Course content:**

Introduction

What is International Human Resource Management (IHRM) and its importance

- Differences between domestic and international HRM.

International human capital management and Competency-based Human resources

International venture modes (joint ventures, take over, fusions, franchises)

- International Outsourcing
- International transfers (expatriation and repatriation)
- . Challenges faced by International Human Resources Management

- Approches to Staffing
- Transferring staff for international business activities
- Role of an expatriate/ non-expatriates/ inpatriates

Staffing from Global Scene

- Attracting the best candidates via social networks
- The International Recruitment process
- Recruitment means: Internal- External, advantages and disadvantages
- International Selection (selection by competencies)
- Induction and orientation
- Effectiveness analysis of selection process

Explore Training and Development in Global Enterprises

- What is Training and its objectives
- Determining organization training needs
- Training in the International Context
- Virtual corporate university
- Knowledge and competence development management
- Professional development and evaluation
- Developing International Leaders and High Performance Teams

Realize the importance of Performance Evaluation in Global Enterprises.

- What is Performance Management and its aims
- Performance Management Process
- Performance Management Process
- Benchmarking
- Feedback and evaluation

Understand the Compensation Systems in Global Enterprises

- What is compensation and how it is used
- Compensation management in the International Context
- Approaches to international compensation

- Quantitative methods
- Salary set-up approaches
- Problems associated with International Compensation
- Defining the right compensation level
- Emerging Challenges
- IHRM in the Japanese Context
- IHRM in the Indian Context
- IHRM in the Japanese Context
- IHRM in the US Context
- IHRM in the UK Context
- Chinese IHRM Practices

**71) Course Code: 04134203    Course Title: Managerial & Leadership Skills Development**

**Credit Hours: 03**

**Rational of the course:** The workplace today calls for strong leadership & managerial skills to be self motivated& to lead others to achieve organizational goals & this course is designed to equip students all required dimensions & traits of effective leaders & managers.

**Course content:**

Introduction to Leadership and Leadership Effectiveness: behaviors exhibited by successful Leaders, provide tools and techniques to improve your Leadership skills etc.

The Nature of Management: Types of activities, roles, and responsibilities those are typical of those in management positions etc.

Managerial Traits and Skills: Traits and skills lead to effective leadership, How traits and skills affect management performance etc.

Basic & Advanced Leadership Skills: Importance of, and know techniques for, developing relationships with peers and superiors, various aspects of delegation etc.

Strategic Leadership: Leadership and the strategic process, Link personal and organizational missions and visions etc.

Ethical Leadership: Why ethical leadership is important, the role of power in ethical leadership etc.

Culture and Leadership: How cultures differ in their approaches to leadership, Develop Cultural Intelligence etc.

**72) Course Code: 04134204 Course Title: Organizational Change and Development**

**Credit Hours: 03**

**Course content:**

Organizational Change: Definition and Significance; Managing Change; Concept of Analyzing the Environment, Implications of Change.

-Transformation and Renewal, Organization Renewal-Adapting to change( A model of Adaptive Orientation), Change triggers-Business Development driven change-Culture driven change-Strategy driven change-Process driven change-Competency driven change-Innovation driven change, Types of change-Planned and Unplanned change, System thinking and change, Change process- unfreezing ,changing and refreezing.

Types of Change: Continuous or Incremental Change; Discontinuous or Radial Change; Participate Change and Directive Change; Change Levers; Levels of Change: Knowledge Changes; Attitudinal Changes; Individual Behavior Changes and Organizational Performance Changes.

Change management principles, Organization Improvement Process through change management, Implementing change improvement systems, Organizational Effectiveness and Excellence-Excellence model-Managerial roles theory for achieving organizational effectiveness and excellence- People Capability Maturity Model (P-CMM) for Organizational Excellence  
Implementing Change : Steps-Assembling a Change; Management in Establishing a New Direction for the Organization; Setting up of Change Teams; Aligning Structure; Systems and Resources; Removing road Blocks; Absorbing Changes into Organization

Nature of Planned change, Organization Transformation and Development, Definitions and concepts of OD, OD-The Planned Change Process, Need for OD in Organization, OD Values and Goals, OD as Action Research Process, Characteristics of OD, History of OD, Organization Culture & change-creating a winning culture- Impact of key factors, cultural resistance to change, Psychological contract, Experiential approach to learning

HR and Technological change: Introduction special features of new technology; organizational implications of technological change; Emerging profile HR; Employee Empowerment, Emotional Intelligence and employee productivity; Managing work stress

Entering and Contracting- OD Consultant-Role and style-External and Internal Consulting team-Readiness of the Organization for OD-Consultant and Client Relationship modes-Red flags in the Consultant- client relationship; Diagnosing Organizations- Process, Diagnostic models-Analytical model, Emergent-Group Behavior model, Management Consulting Model, Sociotechnical system

model, Cause maps and social network analysis model, Open systems model, Level of Diagnosis- Individual, group and Organization- Data Collection Process- Methods for collecting data and techniques for analyzing data, feeding back diagnostic information- determining the content of the feedback & Survey Feedback- Designing Interventions- Effective interventions; Designing effective interventions and Overview of Interventions.

Interpersonal and Group Process Approaches: Process Consultation, Third- Party Interventions, Team Building, Johari Window and Transactional Analysis.

Organization Process Approaches: Organization Confrontation Meeting, Intergroup Relations Interventions, and Large-Group Interventions, Restructuring Organizations: Structural Design & Reengineering. Employee Involvement and Work Design: Motivational Approach, Socio-technical System Approach and Engineering Approach

Performance Management: Model of Performance Management, Goal Setting and Reward System. Developing talent: Career Planning and Development Interventions, Coaching and Mentoring, Management and Leadership Development Interventions. Managing Workforce Diversity and Wellness: Workforce diversity interventions, Employee Stress and Wellness Interventions, Transformational change: Organization Design and Culture Change, Self-

Designing Organizations, Learning Organization, Third-wave organization, Trans- Organizational change- Rationale, Strategic Alliance Interventions, Network Interventions

**73) Course Code: 04134205      Course Title: HR Audit & Analytics      Credit Hours: 03**

**Course content:**

History & concepts of HR audit

- Definition of HR audit
- Feature
- Objectives

History & concepts of HR audit

- Scope, levels
- Steps in HR audit
- Approaches to HR auditing
- Essential conditions for HR auditing

HR accounting

- Objectives of HR accounting
- Approaches of HR accounting
- Uses HR accounting

- Weakness HR accounting.

#### Concept of HR analytics

- HR competitive advantages
- Evolution of HR approaches to measurement challenge
- Basic difference between HR analytics, audit & accounting

#### Significance of HR analytics

- HR or people analytics
- Interest in HR analytics
- Big data era & HR analytics
- Business strategy for HR analytics
- Competitive advantage integration

#### Measuring success of HR analytics

- Linkage to business outcomes
- Measuring impact on business outcome
- Measuring HR programs
- Industry examples

#### Building the cube

##### Application of HR analytics & audit

- Organization structure
- Tooth to tail ratio
- Organization shaping through pyramid ratios

##### Application to HR analytics & audit

- Organization shaping through predictive analysis
- Organization shaping through employee growth
- Demographics & succession planning

##### Talent acquisition for HR analytics

- Business level acquisition
- Traditional measures
- Effectiveness measures
- Opportunity cost of cycle time

##### Talent acquisition for HR analytics

- Validity of hiring specifications
- Importance of quality of hire
- Measuring and improving process capability

#### Sustainable development & Green HRM

- Nature & importance of green HRM,
- GHRM practices,
- materials & methods, reasons for adoption of GHRM
- challenges

#### Sustainable development & Green HRM

- Strategic implementation,
- Process model,
- ‘green’ roles of HR professionals,
- Green facilities
- Green opportunities for people
- Gaining competitive advantages
- Social implication

#### Result oriented talent development

- Investing money
- Measuring return on investment on talent development initiatives
- Right metrics & measures for strategic alignment,
- Industry examples

#### Evaluation

- Employee engagement
- Measuring attrition
- LTM or YTD
- Employee retention
- Lead indicators and predicting employee engagement

#### Evaluation

- Employee referrals as a lead indicator
- Engagement curve
- Building up for retention predictability
- Predictive model for attrition analysis

### **74) Course Code: 04134206    Course Title: Career Development and Management Credit Hours: 03**

#### **Course content:**

Introduction of career self-concept, Job Interviews/References/Salary Negotiation, Job Interviews/References/ Salary Negotiation, Interviewing techniques and types of interviews, Job References and Background Checks, Importance of the right body language

Job Interviews/References/Salary Negotiation, Job References and Background Checks

Pymetrics and AI in Recruitment (Unilever) + assessment, Job Search Strategies/Recruiting

Firms/Networking, Job Search Strategies, Job Boards and Advertisements, Recruiting Firms and Building a Professional Network

Self-Assessment, Introduction to Self-Assessment Theories/Tools



Self-Assessment Interpretations

Myers Briggs: <http://similarminds.com/jung.html>

Branding and Social Media

Creating a Positive Professional Image (Business etiquette) –

Social Media and your online image

Using Social Media to Find Jobs

Developing Skills and Abilities

Global world, Global opportunities, Global Mobility

Organizational Culture

Identifying and overcoming barriers, looking at the big picture. Organization cultures/fit and their impact.

Transitioning from college to work

Strategies to thrive at work

**75) Course Code: 04134108 Course Title: New Product Development Credit Hours: 03**

**Course content:**

Introduction to product and service innovation

The role of new forms of product & service innovations in firms and their contribution to the firms competitive advantage Concept generation & product specification

Concept selection & testing

Opportunity identification and identifying customer needs

Product architecture & prototyping

Product and service design

Design for 'x' approaches

Product development economics.

Best practices" in managing new products and services

Product launch decisions (business to business and consumer) Post Launch evaluations

Contingency Planning, Product discontinuation, Public issues in NPD

**Mapping of CLOs with Program Learning Outcomes (PLOs):**

**76) Course Code: 04134109    Course Title: Micro, Small & Medium Enterprises (MSME) Management Credit Hours: 03**

**Course content:**

Basic Aspects: Concept, nature of Entrepreneur & Entrepreneurship, Classification of entrepreneurs, Distinction between Entrepreneur and Manager, Entrepreneurship and Entrepreneurship, Theories of Entrepreneurship: Schumpeter, McLelland and Drucker, Medium, Small and Tiny Business: Definition, Role in the economy and significance

Developing Entrepreneurial Plan : Environment assessment : political, legal, economic, social, Technological, global environment, Developing effective business plan.

Entrepreneurial Venture Initiation: Assessment of business opportunities, Entrepreneurial Motivation, Government initiatives and private sector opportunity. Growth and Development of Entrepreneurial Venture: Strategic planning for emerging venture, Managing entrepreneurial growth, Role of venture capital and their problems. Challenges in Entrepreneurship: Business Succession and continuing from family Business perspective, Challenges in Entrepreneurship: Succession policy, problems of innovation and change.

Setting up a Small Business Determination of the nature of the business unit : Micro, Small and Medium enterprise, Comparative evaluation of feasibility of buying an existing enterprise ,

Setting up a Small Business Determination of the nature of the business unit : setting up a new venture or starting the business through franchising, Location strategy, Preliminary Registration with State Directorate of Industries. Assessment of different forms of business organizations: Sole Proprietorship, Partnership, LLP, Joint Stock Companies, HUF.

Production Planning: Layout and Control, Types of manufacturing process, Selection of manufacturing process, Purchase Management, Inventory Management. Productivity Improvement Strategies: Integration and Diversification, Internal Expansion, Quality Management, Recent trends Policy Environment for Small Scale Sector, Pre and Post 1991 Industrial Policy, New Policy Measures. Meaning, objectives and significance of Financial Management, Project Appraisal Technique Payback Period, NPV, IRR, PI,

**77) Course Code: 041341010                      Course Title: Total Quality Control and Management Credit Hours: 03**

**Course content:**

#### Fundamentals of Quality and TQM :

- Quality in the Competitive Business World
- Conformance and Non-Conformance Costs of Quality
- Dimensions of Product And Service' Quality
- Evolution of Modern Concepts of Quality
- Definition and Understanding of TQM
- Importance of TQM in Overall Supply Chain Operations of any Organization

#### Models of TQM

- House of TQM Developed by Noriaki Kano
- Toyota's TQM Structure

#### Principles of TQM

- Total Employee Engagement
- Kaizen Culture
- Kano Model to Prioritize Customer Requirements.

#### Functions of TQM

- Retainment, Improvement and Breakthrough

#### Problem Solving Tools and Techniques

- PDCA Approach, 7 QC Tools
- 7 Management and Planning Tools, Gantt Chart

#### Daily Management and Policy Management

- TQM Vehicles – Boat Model, SDCA and PDCA
- Visual Boards and Daily Huddles, Hoshin Kanri

#### SWOT Analysis

- Definition :SWOT Analysis, Objectives : SWOT Analysis
- The Four Generic Strategies From SWOT Analysis
- Applications : SWOT Analysis, 5S and Visual Management
- Our Daily Habits and Origin of 5S
- 8 Types of Wastes in Workplace
- Implementation of 5S and Visual Management

#### Voice of Customer (VOC)

- Customer Feedback, Net Promoter Score (NPS)
- Critical to Quality (CTQ), Objectives Quality Control Circle
- National and International Convention on QCC
- Kaizen Through Quality Control Circle

**78) Course Code: 041341011      Course Title: Logistics and Supply Chain and Management      Credit Hours: 03**

#### **Course content:**

Introduction to Course & Objectives Supply Chain Management: Logistics v SCM, Supply Chain Management: Key Processes, Management Components of SCM

Customer Relationship Management, Customer Service Management, Demand Management, Order Fulfillment, Manufacturing Flow Management, Supplier Relationship Management Product Development and Commercialization, Returns Management, Supply Chain Mapping, Supply Chain Performance Measurement, Electronically Linking the Supply Chain, Developing and Implementing Partnerships in the Supply Chain

**79) Course Code: 04134207    Course Title: NGO and Social Entrepreneurship / Business Development    Credit Hours: 03**

**Course content:**

Course overview: social economy, social entrepreneurship and global poverty The social entrepreneurial ecosystem: institutions, markets, communities and environment

Learning from success and failure: BRAC as a learning organization, Know your customer: Empathy mapping, context and local knowledge Problem framing, design, prototyping, marketing and delivery Ideation and designing durable solutions Business Modeling and Pitch perfect Cost structure, budgeting and capital raising Channels, Partners and Support Structures Measuring and Communicating Impact. Philanthropy & Impact Investing Leadership, ethics and work/life balance, Reflections and final presentations

**80) Course Code: 04134208                      Course Title: Agri Business Management                      Credit Hours: 03**

**Course content:**

Introduction to the business of agriculture, global agri-food system, agribusiness manager etc. The planning function, role of marketing, marketing management, understanding consumer demand, staying competitive.

The organizing function, organizing for success, choosing a legal structure, controlling process, organizing production using economic principles, production and inventory management, basic accounting documents, using accounting information for business control and planning.

Financial management, reasons an agribusiness may choose to increase its financial resources, alternative types of capital available to the agribusiness, various types of loans available, relationship between the agribusiness firm's tax rate and APR, steps for developing budgets, forecasts and budgets, Input sector, seed sector in Bangladesh, seed management scenario in Bangladesh, history and development of seed trade in Bangladesh, key players in the seed sector – public and private, supply of seeds from the public sector, Bangladesh Rice Research Institute (BRRI), NGO and private sector, seed market leads by private firms, BRAC Seed and agro enterprise, seed regulatory framework, challenges confronting seed sector development

Concept of commercial policy of Bangladesh, common objectives of commercial policy in Bangladesh, concept of foreign trade, factors or causes of foreign trade in Bangladesh, characteristics of foreign trade of Bangladesh, import trade and procedure of import trade, goals and objectives of import trade in Bangladesh, problems of import trade in Bangladesh, export trade and export procedure of agricultural products, re-export, documents used in agricultural foreign trade, methods of quotation in foreign trade.

Status of fertilizer production and factories in Bangladesh, fertilizer and management problems, Common constraints to the fertilizer sector, fertilizer distribution system in Bangladesh, fertilizer pricing and subsidies, monitoring and evaluation of fertilizer production, import and farm-level prices, fertilizer marketing and distribution, regulations & gaps identified relating to fertilizer marketing & distribution

Pesticide marketing in BD, marketing system, channel, actors, company, distributor, supplier, transportation system, management system, farmers, pesticide marketing and management problems in Bangladesh Product development, and branding, brand equity, brand equity outline, brand loyalty, brand awareness, brand associations, perceived quality, branding elements to build brand equity,

Niche marketing, importance of niche marketing in agribusiness development, economic developments, steps in niche marketing, thinking outside competitive boxes through niche marketing, possibilities in niche marketing in Bangladesh, factors affecting niche marketing.

Value chain development, five drivers of value chain development, Putting value chains and drivers into a systemic and operational market system framework, Terminology: Value chains, supply chains and the market system, the value chain development cycle, five main steps of value chain development; Sector Selection, steps to select a sector, The rationale for sector selection, market system analysis, value chain mapping, construction of a value chain map, value chain research, moving from symptoms to systemic constraints in a value chain, value chain analysis and intervention design, value chain development finding sustainable solutions with impact on a large scale, monitoring and results measurement, examples of indicators for value chain development.

Inclusive market development and agribusiness sector in Bangladesh, fisheries, crops and vegetables, fruits and flower sector development through IMD.

## **81) Course Code: 04134209   Course Title: Women Entrepreneurship   Credit Hours: 03**

### **Course content:**

#### Overview

- Definition of entrepreneurship
- Definition of women entrepreneurship
- Why women entrepreneurship
- Positive & negative sides of being entrepreneur

- Traits of an entrepreneur
- Why should to care women's entrepreneurship?

#### Laying the groundwork

- Finding business ideas
- Considering the options (part 1)
- Outlining the ideas
- Considering the options (part-2)
- Assessing your ideas

#### Laying the groundwork

- Considering the options (part-3)
- Evaluating your capacity for risk
- Challenges & opportunities

#### Building on your business idea

- Developing product idea
- Making connections
- Target market & customers
- Value proposition

#### Building on your business idea

- Creating financial projections
- Challenges for being women
- Identify opportunities
- Practical examples

#### Business ownership options

- Types
- Purchasing franchise
- Purchasing existing business
- Challenges & opportunities

#### Key documents to prepare

- Business plan
- Executive summary
- White papers

#### Gathering funding

- Developing budget
- Cost benefit analysis
- Funding options
- Challenges & opportunities

#### Developing your product

- Steps of product development
- Women product from women entrepreneurs- the myth
- Protection of intellectual property
- Determinants in choosing suppliers
- Be your own supplier
- Challenges & opportunities

#### Creating a sales & marketing strategy

- Introduction to marketing
- Consumer & market analysis
- Analyzing the competition
- Analyzing distribution channel
- Challenges & opportunities

#### Branding

- Developing brand name

- Developing slogan
- Types of logos
- Getting creative
- Setting up your office
  - Choosing a location
  - Pros & cons of home-based business
- Launching the business
  - Setting organizational chart
  - Recruiting & engaging right people
- Being an entrepreneurial leader
  - Michael Gerber's 3 perspectives
- Case study

## **82) Course Code: 04134112 Course Title: International Business Strategy Credits: 3.0**

### **Course Content:**

- Introduction to Strategic Management
- External environment analysis
- Understanding Bangladesh and the World
- Strategic capability analysis
- Business-level strategies
- Corporate-level strategies
- International strategies
- Outsourcing
- Strategy implementation & Business Model Canvas
- International Organizations and its impact
- Different international Market entry strategies
- International strategies related with trade bloc
- Case Study + Review

## **83) Course Code: 04134113 Course Title: International Marketing Credits: 3.0**

### **Course Content:**

- Management Orientations in the context of International Marketing
- Forces affecting global integration and international marketing
- Global Economic, Socio-Cultural, Political, Legal and Regulatory Environment
- The Global Trade Environment
- Information Technology, Management Information Systems, and Big Data for International Marketing
- Global Market Segmentation, Targeting and Positioning Strategy
- Global Market Entry and Expansion Strategies
- Importing, Exporting and Sourcing in the context of International Marketing

- Product and Brand Decisions
- Pricing Decision
- Marketing Channels and Physical Distribution in the context of International Marketing
- Global Marketing Communications decisions
- Global E-commerce
- Value Networks and Disruptive Technologies in the context of International Marketing
- The Digital Revolution: New Products and Services
- Global Competition and National Competitive Advantage
- Leadership and Organisation for International Marketing
- Ethics, Corporate Social Responsibility and Social Responsiveness in the context of International Marketing

**84) Course Code: 04134114 Course Title: International Financial Management Credits: 3.0**

**Course Content:**

- **Multinational Financial Management**
  - Managing the MNC
  - Why Firms Pursue International Business
  - How Firms Engage in International
  - Business Valuation Model for an MNC
- **International Flow of Funds**
  - Balance of Payments
  - International Trade Flows
  - International Trade Issues
  - Factors Affecting International Trade Flows
- **International Flow of Funds**
  - Correcting a Balance-of-Trade Deficit
  - International Capital Flows
  - Agencies That Facilitate International Flows
  - How International Trade affects an MNC's Value
- **International Financial Market**
  - Foreign Exchange Market
  - International Money Market
  - International Credit Market
  - International Bond Market International Stock Markets
  - How Financial Markets Facilitate MNC Functions.
- **Exchange Rate Determination**
  - Measuring Exchange Rate Movements
  - Factors That Influence Exchange Rates
  - Speculating on Anticipated Exchange Rates
- **Currency Derivatives**
  - Forward Market



- Currency Futures Market Speculation with Currency Futures
- Currency Options Market
- Speculation with Currency Options Market
- **Government Influence on Exchange rate & International Arbitrage and Interest Rate Parity**
  - Exchange Rate Systems
  - Government Intervention
  - Intervention as a Policy Tool
- **Relationships among Inflation, Interest Rates and Exchange Rates**
  - Purchasing Power Parity (PPP)
  - International Fisher Effect (IFE)
  - Comparison of the IRP, PPP, and IFE Theories
- **Direct Foreign Investment**
  - Motives for Direct Foreign Investment
  - Benefits of International Diversification.
- **Multinational Capital Budgeting**
  - Subsidiary versus Parent Perspective
  - Factors to Consider in Multinational Capital Budgeting
  - Input for Multinational Capital Budgeting
- **Country Risk Analysis**
  - Political Risk Factors
  - Financial Risk Factors
  - Types of Country Risk Assessment Techniques to Assess Country Risk
  - Incorporating Country Risk in Capital Budgeting
- **Multinational Cost of Capital**
  - Cost of Capital for MNCs
  - Costs of Capital across Countries
  - Use of Cost of Capital for Assessing Foreign Projects
  - The MNC's Capital Structure Decision.
- **Financing International Trade**
  - Payment Methods for International Trade
  - Trade Finance Methods
  - Agencies That Motivate International Trade

**85) Course Code: 04134115   Course Title: Negotiations in International Business   Credits: 3.0**

**Course Content:**

- Introduction To The Course
- Globalization & International
- Negotiations, Basic Tools For A Successful
- Negotiation, Integrative Negotiation

- Problem-Solving In Negotiations
- Negotiating Styles, Team-Based Negotiation
- Multiparty Negotiations, Tacit Negotiations
- Cross-Cultural Negotiation
- Ethical Considerations, Conflict, Trust & The
- Negotiation, Preparation To The Negotiation

**86) Course Code: 04134210 Course Title: Global Procurement and Supply Chain Strategy**  
**Credits: 3.0**

**Course Content:**

- Introduction to Purchasing & Purchasing Process
- Supply Mgt Integration
- Supply Management Organization.
- Supply & commodity strategy
- Supplier
- Evaluation & Selection
- Supplier Quality
- Supplier Development
- Strategic Cost Mgt
- Global Sourcing
- Negotiation & Conflict Management
- Purchasing Tools & Techniques
- Purchasing Ethics
- Supply Chain & IT
- Services Purchasing
- Lean Supply Management
- Performance Management

**87) Course Code: 04134211 Course Title: International Human Resource Management**  
**Credits: 3.0**

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**Course Content:**

**Introduction**

What is International Human Resource Management (IHRM)  
 and its importance  
 - Differences between domestic and international HRM.

**International human capital management and Competency-based Human resources**

International venture modes (joint ventures, take over, fusions, franchises)

- International Outsourcing - International transfers (expatriation and repatriation)
- . Challenges faced by International Human Resources - Management - Approaches to Staffing
- Transferring staff for international business activities - Role of an expatriate/ non-expatriates/ inpatriates

### **Staffing from Global Scene**

- Attracting the best candidates via social networks
- The International Recruitment process
- Recruitment means: Internal- External, advantages and disadvantages
- International Selection (selection by competencies) - Induction and orientation
- Effectiveness analysis of selection process

### **Explore Training and Development in Global Enterprises**

- What is Training and its objectives
- Determining organization training needs
- Training in the International Context
- Virtual corporate university
- Knowledge and competence development management
- Professional development and evaluation
- Developing International Leaders and High Performance Teams

### **Realize the importance of Performance Evaluation in Global Enterprises.**

- What is Performance Management and its aims
- Performance Management Process
- Performance Management Process
- Benchmarking
- Feedback and evaluation

### **Understand the Compensation Systems in Global Enterprises**

- What is compensation and how it is used
- Compensation management in the International Context
- Approaches to international compensation
- Quantitative methods
- Salary set-up approaches
- Problems associated with International Compensation
- Defining the right compensation level
- Emerging Challenges
- IHRM in the Japanese Context
- IHRM in the Indian Context
- IHRM in the Japanese Context
- IHRM in the US Context
- IHRM in the UK Context
- Chinese IHRM Practices

**88) Course Code: 04134212 Course Title: International Financial Markets and Institutions  
Credits: 3.0**

### **Course Content:**

**Introduction: Money and the Financial System**

- Why study financial markets, institutions and banking
- Why study money and monetary policy
- Functions of financial markets
- Types of financial markets

**Understanding Interest Rates**

- Measuring interest rate risk
- YTM of simple loan, fixed payment loan, coupon bond
- Supply and demand curve
- Finding the equilibrium interest rate

**Foreign exchange market**

- What are foreign exchange rate
- Why are exchange rates important
- Theory of purchasing power parity

**Central banks**

- Origins of central bank system  
Variations in the functions and structure of central banks

**Conduct of monetary policy: strategy and tactics**

- The price stability and nominal anchor goal
- High employment and output stability
- Economic growth

**Conduct of monetary policy: strategy and tactics**

- Stability of financial markets
- Interest rate stability
- Stability in foreign exchange markets
- Inflation targeting

**The international flow of funds**

- Balance of payments
- Growth of international trade
- Factors affecting international trade flows
- International capital flows

**International financial markets**

- Foreign exchange market
- International money market
- International credit market
- International bond market
- International stock market

**Exchange rate determination**

- Measuring exchange rate movements
- Exchange rate equilibrium
- Factors that influence exchange rates
- Movements in cross exchange rates

**Currency derivatives**

- Forward markets
- Currency future markets
- Currency option markets

- Currency call option
- Currency put option

#### **International arbitrage and interest rate parity**

- Locational arbitrage
- Triangular arbitrage, Covered interest arbitrage
- Interest rate parity, Variations in forward premiums

#### **Relationship among inflation, interest rates and exchange rates**

- Purchasing power parity
- International fisher effect

#### **Managing transaction exposure**

- Policies for hedging, Hedging exposure to payables,
- Hedging exposures to receivables, Limitations of hedging

#### **International corporate governance and control**

- International
- corporate governance, International corporate control
- Factors affecting target valuation, Disparity in foreign target valuation

#### **Country risk analysis**

- Country risk characteristics, Measuring country risk
- Incorporating the risk of capital budgeting, Preventing host government takeovers

**89) Course Code: 04134116   Course Title: Total Quality Control and Management   Credits: 3.0**

#### **Course Content:**

- Quality in the Competitive Business World
- Conformance and Non-Conformance Costs of Quality
- Dimensions of Product And Service' Quality Evolution of Modern Concepts of Quality
- Evolution of Modern Concepts of Quality
- Definition and Understanding of TQM
- Importance of TQM in Overall Supply Chain Operations of any Organization
- House of TQM Developed by Noriaki Kano
- Toyota's TQM Structure
- Total Employee Engagement
- Kaizen Culture
- Kano Model to Prioritize Customer Requirements.
- Retainment, Improvement and Breakthrough
- PDCA Approach
- 7 QC Tools
- 7 Management and Planning Tools
- Gantt Chart
- TQM Vehicles – Boat Model
- SDCA and PDCA
- Visual Boards and Daily Huddles

- Hoshin Kanri
- Definition :SWOT Analysis
- Objectives : SWOT Analysis
- The Four Generic Strategies From SWOT Analysis
- Applications : SWOT Analysis
- Our Daily Habits and Origin of 5S
- 8 Types of Wastes in Workplace
- Implementation of 5S and Visual Management
- Customer Feedback
- Net Promoter Score (NPS)
- Critical to Quality (CTQ)
- Objectives Quality Control Circle
- National and International Convention on QCC
- Kaizen Through Quality Control Circle

**90) Course Code: 04134117**

**Course Title: Comparative Management Systems**

**Credits: 3.0**

**Course Content:**

- **Comparative Management :Introduction and Objectives**
- **Comparative Approach to Management and Administration: Similarities Vs Differences**
- **Theories of Comparative Management and Administration**
- **National Cultures and Management**
- **Managing Resources: Human Resources Management**
- **Research on Comparative Management and Administration**
- **Management Skills in the Public and Private Sectors of the Economy**
- **Constraints of Organizational Setting in the Management of group activities**
- **Human Resources: Models for Public and Private Sectors**
- **Comparative Management of Corporate Bodies and Non-Profit organizations**
- **Globalization of Economic Activities**
- **Effect of ICT in the Management of Organizations under different cultures**
- **Constraints imposed on Managerial Discretion in Public Corporations.**

**Mapping Course Learning Outcomes (CLOs) with the PLOs:**

**91) Course Code: 04134118**

**Course Title: Environmental Management Credits:**

**3.0**

**Course Content:**

- Framing of Environmental Risks
- Environmental Health and Environmental Toxicology

- Case Study: PCBs in Schools, Case Studies on Coastal Management
- The Indoor Environment, Case Study: Flame Retardant Chemicals and Health
- Atmospheric Air Pollution and Climate Change
- Air Pollution and Health
- Water Resources, Solid Waste and Materials Management
- Environmental Etymology: A New Vocabulary for the
- Movement, Water and Health
- Case Study: West Virginia Drinking Water Incident
- Food Foolish – The Hidden Connection Between Food
- Waste, Hunger and Climate Change, Energy and Environmental Impacts
- Environmental Law and Environmental Justice
- Case Study: Superfund Redevelopment and Sustainability
- International Environmental Issues
- Special Topic: The Environmental Impacts of Hydraulic Fracturing
- Wrap-up

**92) Course Code: 04134119**  
**Credits: 3.0**

**Course Title: Management of Not-for-Profit Organizations**

**Course Content:**

- Introduction and Overview: Independent Sector and Urban Institute, “Did You Know? Facts about the Nonprofit Sector,” The Nonprofit Almanac and Desk Reference (In Brief),
- Understanding Nonprofit Organizations: International Perspective: Is the nonprofit sector the same all around the world?
- Salamon, L., Hems, L., and Chinnock, K. (2000). The Nonprofit Sector: For What and For Whom?
- Governing Boards: Case Study, Examine the Board Members of the three organizations you are studying and analyze the strengths and weaknesses of these members as to their role on the Board and what resources they bring to their Board.
- Executive Leadership
- Ethics and Accountability: International Perspective: Brown, D. and Moore, M. (2001). Accountability, Strategy and International Nongovernmental Organizations. Nonprofit and Voluntary Sector Quarterly,
- Strategic Planning and Management
- Nonprofit Enterprise
- International Perspective: Edwards, M. (2002). NGO Performance: What Breeds Success? New Evidence from South Asia. In M. Edwards and A. Fowler (Eds.), The Earthscan Reader on NGO Management (pp. 275-292). London: Earthscan.

- Marketing and Communication: What are the major functions of the nonprofit organizations? Are these functions clearly expressed in the organizations' mission statements? If not, please provide suggested improvements.
- Building Capacity and Managing Change
- Philanthropic Fundraising
- International Perspective: Renz, L. (1998). International Grant Making by US Foundations: Issues and Directions in the 1990s. Nonprofit and Voluntary Sector Quarterly, 27(4), 507-521.
- Financial Management
- Managing Service Volunteers, Managing Paid Staff

**93) Course Code: 04134113      Course Title: Managerial & Leadership Skills Development      Credits: 3.0**

**Course Content:**

- **Introduction to Leadership and Leadership Effectiveness:** behaviors exhibited by successful Leaders, provide tools and techniques to improve your Leadership skills etc.
- **The Nature of Management:** Types of activities, roles, and responsibilities those are typical of those in management positions etc.
- **Managerial Traits and Skills:** Traits and skills lead to effective leadership, How traits and skills effect management performance etc.
- **Basic & Advanced Leadership Skills:** Importance of, and know techniques for, developing relationships with peers and superiors, various aspects of delegation etc.
- **Strategic Leadership:** Leadership and the strategic process, Link personal and organizational missions and visions etc.
- **Ethical Leadership:** Why ethical leadership is important, the role of power in ethical leadership etc.
- **Culture and Leadership:** How cultures differ in their approaches to leadership, Develop Cultural Intelligence etc.
- **Final Thoughts on Leadership:** Servant leadership, Recognize the role of courage in leading etc.

**94) Course Code: 04134114      Course Title: Career Development and Management      Credits: 3.0**

**Course Content:**

- **Introduction and overview of course:** Introduction of career self-concept



- **Job Interviews/References/Salary Negotiation** : Job Interviews/ References/ Salary Negotiation, Interviewing techniques and types of interviews, Job References and Background Checks, Importance of the right body language,
- **Job Interviews/References/Salary Negotiation** : Job References and Background Checks, Pymetrics and AI in Recruitment,(Unilever) + assessment
- **Job Search Strategies/Recruiting**
- **Firms/Networking** : Job Search Strategies, Job Boards and Advertisements, Recruiting Firms and Building a Professional Network
- **Self-Assessment**: Introduction to Self-Assessment Theories/Tools, Self-Assessment Interpretations, Myers Briggs: <http://similarminds.com/jung.html>
- **Branding and Social Media**: Creating a Positive Professional Image (Business etiquette) –Social Media and your online image, Using Social Media to Find Jobs
- **Developing Skills and Abilities**: Global world, Global opportunities, Global Mobility
- **Organizational Culture**: Identifying and overcoming barriers, looking at the big picture. Organization cultures/fit and their impact. Transitioning from college to work. Strategies

**95) Course Code: 04134115      Course Title: Supply Chain Management      Credits: 3.0**

**Course Content:**

- Concept of risk, definition of risk management, levels of risk management within organization, Relationship of risk to possible losses and gains,
- Concept of Risk and Uncertainty & the Sources, Concept of Risk in terms of Uncertainty, Probability Effect & Outcome, risk and uncertainty:
- Origin of risk, Typical risk Parameter, Steps in Defining and Measuring Risk, uncertainties, types of uncertainty
- Sources of risk, typical Sources of Risk to Business for projects & products- Project Risk
- Global risk, Elemental Risk, Holistics Risk, Static Risk, Dynamic Risk, Inherent Risk, Contingent Risk, Customer Risk,
- Fiscal/Regulatory Risk, Purchasing Risk, Reputation/Damage Risk, Organizational Risk, Interpretation Risk, IT risk, OPEC Risk, Process Risk, Heuristic Risk, Decommissioning Risk, Institutional Risk
- Supply Chain Risk Management: Defining Enterprise Risk Management & Supply Chain Risk Management, reasons for focus on Supply Chain Risk Management,
- Some Important Risk Concepts: risk event, Risk Exposure and Vulnerability, Risk Resilience, Risk Appetite, Risk Analysis or Assessment, Risk Response Plan, Risk Compliance, Risk Governance,
- Generic Risk Management Approaches: Risk Mitigation, Risk Avoidance, Risk Prevention, Risk Acceptance, risk sharing, Pillars of Supply Chain Risk Management- Supply Risk, Process Risk, Demand Risk, Environmental Risk

- Linking Supply Chain Risk Management and Supply Chain Strategy, Integrating Risk Management with Commodity Strategy Development,
- Strategic Risk, Hazard Risk- First-Party Commercial Property Insurance- Cargo Insurance, Cyber Insurance, Financial Risk, Operational Risk- supply & demand risk,
- Integration of ISO 31000:2009 and Supply Chain Risk Management, ISO 31000:2009
- Enterprise and Supply Chain Risk management

**96) Course Code: 04134120      Course Title: Data Communications & Networking**  
**Credits: 3.0**

**Course Content:**

- Introduction to computer networks
- Data Communication requirements and evolution of computer networks
- Network Topologies, LAN, WAN, MAN
- LAN Architectures Star, Bus/Tree topology, Ring topology o Ethernet CSMA / CD /CA
- IBM Token Ring, Network Protocols, OSI Model , TCP/IP model
- Data Communication, Transmission modes, Simplex, Half-duplex, Full-duplex,
- Bluetooth, WiFi, WiMax, Serial and parallel transmission
- Synchronous, Transmission Media and Transmission Technologies
- Metallic media, Optical fiber media, Wireless media (line-of-sight media)
- Wireless media (Baseband and broadband transmission)
- Transmission bandwidth (link capacity), Modulation and demodulation, modems and modem standards, Transmission impairments (distortion/noise limitations on system performance)
- Data Encoding Techniques, Unipolar, Polar, Bipolar, PAM, PCM
- Multiplexing FDM, TDM, DWDM etc
- Frequency Division Multiplexing, Synchronous Time Division Multiplexing
- Digital Carrier Systems, Network structure: Routing in switched network
- LAN overview, Circuit Switching Concepts
- Packet Switching Concepts, Cables, Modems, Routers, Hubs, Switches, Access Points
- Internet Protocols architecture, OSI Model, TCP/IP Protocol Architecture, IP Addressing
- OSI vs TCP/IP, TCP/IP vs UDP, IP V4 Classified addressing, Designing Subnets
- Introduction to IPv6, Super netting, Classless Addressing CIDR, Data Link Control Protocols
- Stop and Wait Flow Control, Sliding Window Flow Control
- Stop and Wait ARQ, Go Back N ARQ
- Selective Reject ARQ, HDLC, Network Security
- Confidentiality with Conventional Encryption
- Message Authentication and Hash Functions
- Public-Key Encryption and Digital Signatures

**97) Course Code: 04134121      Course Title: Artificial Intelligence    Credits: 3.0**

**Course Content:**

- **AI Basics**
- Artificial Intelligence, The Foundations of Artificial Intelligence
- The History of Artificial Intelligence, The State of the Art.
- Intelligent Agents and Solving Problems by Searching
- Agents and Environments
- Good Behavior:
- The Concept of Rationality,
- The Nature of Environments, T
- The Structure of Agents- Problem-Solving Agents,
- Example Problems,
- Searching for Solutions, Constraint Satisfaction Problems
- Constraint Propagation
- Inference in CSPs
- Backtracking Search for CSPs
- Local Search for CSPs
- The Structure of Problems Representation Revisited
- Syntax and Semantics of First-
- Order Logic
- Using First-Order Logic
- Knowledge Engineering in First-Order Logic
- Propositional vs. First-Order Inference,
- Evolution and
- Definition of Classical Planning
- Algorithms for Planning as State
- Space Search
- Planning Graphs
- Other Classical Planning Approaches
- Analysis of Planning Approaches. Planning and Acting in the Real World and Natural Language Processing
- Time, Schedules, and Resources, Hierarchical Planning
- Planning and Acting in Nondeterministic Domains
- Multi agent planning
- Knowledge Representation
- Ontological Engineering
- Categories and Objects
- Events

- Mental Events and Mental Objects
- Reasoning Systems for Categories
- Reasoning with Default Information
- Internet Shopping World. Operating System Software
- Computer Software
- Application Software
- An Introduction to Computer - Operating System
- Operating System : Utility Software Tools Quantifying Uncertainty
- Acting under Uncertainty
- Basic Probability Notation
- Inference Using Full Joint Distributions
- Independence **Probabilistic Reasoning**
- Representing Knowledge in an Uncertain Domain
- The Semantics of Bayesian Networks
- Efficient Representation of Conditional Distributions
- Exact Inference in Bayesian Networks
- Approximate Inference in Bayesian Networks
- Relational and First
- Order Probability Models
- Other Approaches to Uncertain Reasoning
- Math Co-processor
- Hard Disk Drive and Controller
- Display Controller
- Math Co-processor
- Hard Disk Drive and Controller
- Display Controller
- Serial Interface Part-1
- Serial Interface, Part-2
- Parallel Interface & Printer Port
- Universal Serial Bus (USB) Computer Software : Editor Part 1
- Computer Software :Editor Part 2

**98) Course Code: 04134122      Course Title: Cyber Security & Maintenance    Credits: 3.0**

**Course Content:**

- Module Two: Cyber security Fundamentals
- What is Cyberspace? -What is Cyber security?
- Why is Cyber security Important? What is a Hacker?

- Case Study Module Two: Review Questions
- Types of Malware, Worms, Viruses, Spyware, Trojans
- Cyber Security Breaches, Phishing, Identity Theft
- Harassment, Cyber stalking, Types of Cyber Attacks
- Password Attacks, Denial of Service Attacks
- Passive Attack, Penetration Testing Prevention Tips
- Craft a Strong Password, Two-Step Verification
- Download Attachments with Care, Question Legitimacy of Websites Mobile Protection
- No Credit Card Numbers, Place Lock on Phone
- Don't Save Passwords, No Personalized Contacts Listed
- Social Network Security, Don't Reveal Location
- Keep Birth date Hidden, Have Private Profile
- Don't Link Accounts, Prevention Software
- Firewalls, Virtual Private Networks, Anti-Virus & Anti-Spyware, Routine Updates
- Critical Cyber Threats, Critical Cyber Threats
- Cyber terrorism , Cyberwarfare, CyberespionageDefense Against Hackers
- Cryptography, Digital Forensics, Intrusion Detection, Legal Recourse
- Wrapping Up, Words from the Wise, Review of Parking Lot, Lessons Learned
- Completion of Action Plans and Evaluations

**99) Course Code: 04134123      Course Title: Data Analytics    Credits: 3.0**

**Course Content:**

- Data and Information
- Data in the Real World
- Data vs. Information
- The Many "Vs" of Data
- Structured Data and Unstructured Data
- Types of Data
- Data Analysis Defined
- Why do we analyze data?
- Data Analysis Mindset
- Data Analysis Steps
- Data Analysis Defined
- Descriptive Statistics
- Inferential StatisticsTypes of Variables
- Categorical vs Numerical
- Nominal Variables

- Ordinal Variables
- Interval Variables
- Ratio Variables
- Central Tendency of Data
- (Arithmetic) Mean
- Median
- Mode
- Basic Probability
- Probability Uses In Business
- Ways We Can Calculate Probability
- Probability Terms
- Calculating Probability
- Calculating Probability from a Contingency Table
- Conditional Probability
- Frequency Distribution Distributions, Variance, and Standard Deviation
- Discrete Distributions
- Continuous Distributions
- Range
- Quartiles
- Variance
- Standard Deviation Population vs. Sample
- Application of the Standard Deviation
- Standard Deviation and the Normal Distribution
- Sigma ( $\sigma$ ) Values (Standard Deviations)
- Bimodal distribution, Skew and Summary
- Other Distributions, Poisson Distribution
- Exponential Distribution, Pareto Distribution ("80/20")
- Log Normal Distribution, Distributions in Excel
- Fitting Data, Bivariate Data (Two Variables)
- Covariance and Correlation, Simple Linear Regression
- Linear Regression, Fitting Functions
- Linear Fit, Polynomial Fit, Power-Law Fit, Advanced Charts & Dashboards
- Heat Maps, Interactive, Animated Basic Data Visualization
- Charting Overview, Types of Variables (categorical, numerical)
- Types of Standard Charts, Charting Considerations

## Course Content:

- Introduction to Web Programming
- Learning Objectives/Goals
- Explore the history of the Internet, the Web, & HTML
- Use basic terminology correctly
- Discuss ongoing trends
- HTML HOME, HTML Introduction, HTML Editors, HTML Basic
- HTML Elements, HTML Attributes
- HTML Headings, HTML Paragraphs
- HTML StylesHTML Formatting
- HTML Quotations, HTML Comments
- HTML Colors, HTML CSS
- HTML Links, HTML Images
- HTML Favicon, HTML Tables
- HTML Lists, HTML Block & Inline, HTML Classes, HTML Id
- HTML Iframes, HTML JavaScript, HTML File Paths, HTML Head
- HTML Layout, HTML Responsive, HTML Computercode, HTML Semantics
- HTML Style Guide, HTML Entities, HTML Symbols, HTML Emojis
- HTML Charset, HTML URL Encode, HTML vs. XHTMLHTML Forms
- HTML Forms, HTML Form Attributes, HTML Form Elements, HTML Input Types
- HTML Input Attributes, HTML Input Form Attributes
- HTML Graphics, HTML Canvas, HTML SVG, HTML Media, HTML Media, HTML Video
- HTML Audio, HTML Plug-ins, HTML YouTube HTML APIs
- HTML Geolocation, HTML Drag/Drop, HTML Web Storage, HTML Web Workers
- HTML SSE, HTML Examples, HTML Examples, HTML Quiz, HTML Exercises
- HTML Certificate, HTML Accessibility, HTML References HTML Tag List
- HTML Attributes, HTML Global Attributes, HTML Browser Support, HTML Events, HTML Colors
- HTML Canvas, HTML Audio/Video, HTML Doctypes, HTML Character Sets
- HTML URL Encode, HTML Lang Codes, HTTP Messages, HTTP Methods
- CSS Tutorial, CSS HOME, CSS Introduction, CSS Syntax, CSS Selectors, CSS How To, CSS Comments, CSS Colors, CSS Backgrounds, CSS Borders, CSS Margins, CSS Padding
- CSS Height/Width, CSS Box Model CSS Outline, CSS Text, CSS Fonts, CSS Icons, CSS Links
- CSS Lists, CSS Tables, CSS Display, CSS Max-width, CSS Position, CSS Z-index, CSS Overflow
- CSS Float, CSS Inline-block, CSS Align, CSS Combinators, CSS Pseudo-class, CSS Pseudo-element
- CSS Opacity, CSS Navigation Bar, CSS Dropdowns, CSS Image Gallery
- CSS Image Sprites, CSS Attr Selectors, CSS Forms, CSS Counters
- CSS Website Layout, CSS Units, CSS Specificity, CSS !important
- CSS Math FunctionsJS Introduction, JS Where To, JS Output
- JS Statements, JS Syntax, JS Comments, JS Variables, JS Let
- JS Const., JS Operators, JS Arithmetic, JS Assignment, JS Data Types
- JS Functions, JS Objects, JS Events, JS Strings,JS String Methods, JS String Search

- JS String Templates, JS Numbers, JS Number Methods, JS Arrays, JS Array Methods

**101) Course Code: 04134216      Course Title: Business Analytics Credits: 3.0**

**Course Content:**

Data – Information – Intelligence – Knowledge Approach, Types of Analytics, Types of Digital Data, Source of Data, Importance of Data Quality, Looking Data from many perspective, evolution of Business Analytics and Role of DSS, EIS and Digital Dashboards,

Business Analytics Tools and Software, Role of Business Analyst in Business & Society, Business Analytics Process, Business Analytics Architecture & Framework.

Introduction to OLTP and OLAP, Data Mart, Data Lake, Data Warehouse Architecture & Data Warehouse Design, Extract Transform Load (ETL), Data Mining Concepts, Architectural aspects of Data Mining,

Data Mining Techniques - Linear Regression, Logistic Regression, Cluster Analysis, Classification, Association, Decision Tree, Data Mining Issues & Challenges, Big Data, Data Mining & Big Data application in Business.

Analytics in Business Support Functions, Analytics in Industries – Telecom, Retail, Healthcare, Governance, Supply Chain, Marketing, Finance,

Retail & Human Resource, Sports Analytics, Social Media Analytics, Social Networking Analytics, Recommendation Systems.

Data Visualization, Data importing (live vs. extract), Connecting to Real Time Database, Continuous and discrete data,

Different kinds of plots and their usage (bar chart, line chart, scatter, histogram, dual axis), Heat Map, Filters, Parameters, Functions and calculated field, Row and aggregate calculations, Table calculations

Dashboard and interactive plots, Cross Database Joins & Data Blending, Data interpretation, finding hidden meanings,

Effective ways of presentation, Capstone and analytics of real world data Introduction to R, Features of R, R – Packages, R-Data Types, R – Variables, R – Operators, R- Decision Making, R – Graphs, R – Function, R – Looping, Correlation, Regression

Case Studies on Credit Risk Analytics – Time Series Analysis, Cross – Sell or Up –Sell & Customer Life Time Value Analytics in Marketing, Prediction of Job Attrition in HR and Talent Analytics



**102) Course Code: 04134217      Course Title: Python Programming for Business Analytics  
Credits: 3.0**

**Course Content:**

Introduction to Python, use IDLE to develop programs, Basic coding skills, working with data types and variables,

Working with numeric data, working with string data, Python functions, Boolean expressions, selection structure, iteration structure

Define and use functions and modules, working with recursion, Basic skills for working with lists, work with a list of lists, work with tuples, work with dates and times,

Introduction to file I/O, use text files, use CSV files, use binary files, handle a single exception, handle multiple exceptions

Conditional execution, Boolean expressions, simple if statement, if/else, compound Boolean expressions, nested conditions

Decision statements, conditional expressions. Iterations, while statement, definite vs indefinite loops, nested loops, abnormal loop termination

Tkinter Introduction, Working with widgets: button, labels, text boxes, Check button, etc.

Working with a Databases, Using SQL to Query a Database, Python and SQLite and MySQL, Creating Database, Pulling Data from a Data base

NumPy: Arrays and Vectorized Computation, Data Manipulation with pandas, Data Visualization with matplotlib,

Machine Learning with scikit-learn: Supervised Learning, Unsupervised Learning, and Model Selection and Evaluation.

Python for Text Analytics, Handling Qualitative Data, Python for Spatial Analytical, Web

Scraping Data & its application in Business with Use Case / Case Study

**103) Course Code: 04134218      Course Title: System Analysis and Design Credits: 3.0**

**Course Content:**

System definition and concepts: Characteristics and types of system, Manual and automated systems ,Real-life Business sub-systems: Production, Marketing, Personal, Material, Finance

Systems models types of models: Systems environment and boundaries, Real-time and distributed systems, Basic principles of successful systems

Role and need of systems analyst ,Qualifications and responsibilities ,Systems Analyst as and agent of change,

Introduction to systems development life cycle (SDLC) : Various phases of development :Analysis, Design, Development,

Implementation, Maintenance

Systems documentation considerations: Principles of systems documentation, Types of documentation and their importance, Enforcing documentation discipline in an organization.

Data and fact gathering techniques: Interviews, Group communication, Presentations, Site visits.Feasibility study and its importance, Types of feasibility reportsSystem, Selection plan and proposal PrototypingProcess modeling, Logical and physical design, Design representation, Systems flowcharts and structured charts , Data flow diagrams , Common diagramming conventions and guidelines using DFD and ERD diagrams. Data Modeling and systems analysis , Designing the internals: Program and Process design ,Designing Distributed Systems .

Classification of forms: Input/output forms design, User-interface design, Graphical interfaces Module specifications ,Module coupling and cohesion , Top-down and bottom-up design

Planning considerations, Conversion methods, producers and controls, System acceptance Criteria, System evaluation and performance, Testing and validation, Systems qualify Control and assurance, Maintenance activities and issues.

Computer system as an expensive resource: Data and Strong media

Procedures and norms for utilization of computer equipment, Audit of computer system usage, Audit trails,

Types of threats to computer system and control measures: Threat to computer system and control measures, Disaster recovery and contingency planning

Introduction to Object Oriented Analysis and design life cycle, object modeling: Class

Diagrams, Dynamic modeling: state diagram, Dynamic modeling: sequence diagramming.

**104) Course Code: 04134219      Course Title: E-Commerce    Credits: 3.0**

**Course Content:**

The nature and importance of Entrepreneurs, The Entrepreneurial and Entrepreneurial mindset.

Creating and starting a new venture- Source of new ideas, methods of generating ideas, Creative problem solving,

Opportunity recognition, product planning and Development process. Legal issues for the Entrepreneur.

Electronic Commerce-Architectural Framework and network infrastructure.

Local Area Networks, Ethernet, Wide Area Networks, Internet, TCP/IP, Domain Name System, Internet Industry Structure. Electronic Commerce- Information Distribution and Messaging- File Transfer Protocol, Electronic Mail, World Wide Web Server, HTTP.

Electronic Commerce and Securing the Business on Internet- Security policies, procedures and practices.

Electronic Commerce Payment Systems.

Electronic Commerce & Influence on Marketing- Product, physical distribution, price, promotion marketing communication, common e Marketing Tools.

Internet Advertising- models, Banner advertising, sponsoring content, screen savers and push broadcasting, corporate website, Interstitials, Superstitious, Weakness in Internet advertising.

Mobile Commerce- Introduction, Framework and Models.

**105) Course Code: 04144101      Course Title: Consumer Behavior      Credits: 3.0**

**Course Content:**

- Types of consumers, Interdisciplinary nature of CB, Scope and Application of CB,
- Market segmentation and CB, Consumer Research.
- Problem recognition, Prepurchase search, purchasing process, Post purchase behavior, Models of Consumer decision making.
- Model of Consumer Decision making- BlackBox Model, Howard-Sheth Model, Consumer Decision making process
- Personality, Motivation, Perception
- Learning, Attitudes—concepts only
- Functions, FLC stages, Family decision making, Dynamics of husband wife decision making
- Role of child in decision making, women's buying behaviour
- Categories, Measurement of social class, Lifestyle profiles, VALS, AIOS, Social class mobility

- Characteristics, Measurement of Culture–Content analysis, Consumer Fieldwork,
- Subculture–religious, regional, racial, age and gender
- Innovation, Diffusion process, Channels of communication,
- Social system and time, Stages-adoption process. Information sources

**106) Course Code: 04144102      Course Title: Sales Management      Credits: 3.0**

**Course Content:**

- Selling, Concept of selling Salespeople
- Awareness, visibility, Needs and want
- Buying Behavior and the Buying Process Decision making
- Selection process Creating a win win scenario, Planning the Sales strategy, Planning the Sales Call, Provides the framework
- Sign of professionalism Chances of acquiring the opportunity
- Build a strong customer relationship, Strengthening the Presentation
- Good presenting abilities, Obtain the desired outcome Strengthening the Presentation
- Efficient communication
- Technical and non-technical presenting abilities, Building Long-Term Partnerships
- Developing long-term commercial connections, Building Long-Term Partnerships, Give time and effort, To serve the best Building Partnering Relationships
- Provide new ideas, Competition and potential for expansion and partnership

**107) Course Code: 04144103      Course Title: Integrated Marketing Communications      Credits: 3.0**

**Course Content:**

- An introduction to integrated marketing communications
- The role of IMC in the marketing process, organizing for advertising and promotion:
- the role of ad agencies and other marketing communication organizations
- Perspectives on consumer behavior, the communication process Source, message, and channel factors strategies and its application in IMCE
- establishing objectives and budgeting for the promotional program Creative strategy:
- planning and development, creative strategy:
- implementation and evaluation Media planning and strategy
- Evaluation of media: television and radio, magazines and newspapers Support media
- Direct marketing, the internet: digital and social media Sales promotion, public relations, publicity, and corporate advertising Measuring the effectiveness of the promotional program
- Presentation on Ad making

**108) Course Code: 04144104      Course Title: Rural Marketing      Credits: 3.0**

**Course Content:**

- Definition, Scope of Rural Markets, Concepts, Components of Rural Markets, the way ahead  
The Evolution of Rural Marketing
- The Rural Economic Environment
- The Rural Economic Structure
- Consumer Buying Behavior Models, Factors affecting Consumer Behavior, Characteristics of Rural Consumers, Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty
- **Rural Marketing Research**
- Planning the Rural Research, Primary Data Collection, Field Procedures and Rural Realities, The Rural Research Business Segmentation, Degrees of Segmentation, Basis of Segmentation and Approaches to Rural Segmentation, Targeting, Positioning Product Concepts and Classifications, Rural Product Categories,
- New Product Development, Consumer Adoption Process, Product Life Cycle Rural Packaging, Branding in Rural India, Product Warranty and After Sales Service Internal Influences, Pricing Objectives, External Influences, Pricing Strategies,
- Market Entry Strategies Accessing Rural Markets, Channels of Distribution, Evolution of Rural Distribution Systems, Prevalent Rural Distribution Models, , Emerging Distribution Models, Ideal Distribution Model for Rural Challenges in Rural Communication,
- A View of the Communication Process, Developing Effective Communication, Rural Media, The Media Model, Media Innovation, Influence of Consumer Behavior on Communication Strategies, Taxonomy of Communication Strategies

**109) Course Code: 04144105****Course Title: Brand Management****Credits: 3.0****Course Content:**

- Understanding Consumer Behavior, and Consumer Analysis
- Marketing Strategy
- Consumer Analysis Implement Marketing Strategy by Understanding Consumers' Product Knowledge and Involvement
- Introducing Affect and Cognition
- Explanation of Consumers' Product Knowledge and Involvement Implementation of The Multiattribute Attitude Model in real world
- Explanation of Multiattribute Attitude Model
- How Attention Processes works Develop marketing Strategy
- How Consumer Decision Making works regarding purchase
- How marketers implement Behavior and Marketing Strategy Enhance and implement Marketing Strategic by Influencing Consumer Behaviors
- Conditioning and Learning Processes
- Marketing strategies regarding Influencing Consumer Behaviors through example.
- Summarize brand and brand equity.
- Brand and branding work
- Brand equity Characterize brand equity built, measured, and managed.
- Brand equity built, measured, and managed

- The important decisions in developing a branding strategyExamine branding and implications of branding
- Brands act as a genetic program
  - Obstacles to the implications of brandingDescribe and select appropriate brand image for a product
  - Types of brands
- The luxury pyramids Evaluate the effect of counterfeit on a brand
- Launching a brand
- Brand campaign Chose the right brand identity, positioning and essence for a product
- Brand identity & positioning
- The six facets of brand identity

**110) Course Code: 04144106      Course Title: Service Marketing      Credits: 3.0**

**Course Content:**

- Definition, Core concepts of marketing, Hierarchy of need
- Managing different kinds of demandMarket Opportunity Analysis
- Developing Strategic Marketing Program: *Product* Developing Strategic Marketing Program: *Service*
- Developing Strategic Marketing Program: Price      Developing Strategic Marketing Program: Distribution
- Developing Strategic Marketing Program: *Managing Advertising, Sales promotion, Public Relations   Personal selling and direct marketing*
- Product Portfolio Analysis and Decisions
- Marketing Cost & Efficiency
- Dealing with competitors
- Marketing and Society
- Marketing in nonprofit organizations
- Agricultural Marketing
- Industrial Marketing
- Produce Exchange & Stock Exchange
- Managing a Holistic Marketing Organization

**111) Course Code: 04144107      Course Title: Relationship Marketing      Credits: 3.0**

**Course Content:**

- CRM Definition, Need and Importance : Conceptual Framework of Customer Relationship Management ; The Value Pyramid , Customer Interaction Cycle ,Customer Profiling and Total

- Customer Experience, Goals of a CRM Strategy and Obstacles, CRM Solutions Map, Discussing
- People, Processes and Technology, CRM myths. CRM Technology and Data Platforms, Database and Data
- Management, and the role of Business Intelligence (BI) in CRM, Database and customer data development Overview, the link between CRM and database marketing, importance of customer value, Retention satisfaction-loyalty-profit Business-to-Business CRM, Impact of Customer Relationship management on Sales & Marketing
- Strategy, Customer Management organization, Information Capture and alignment of technology,
- Steps in Developing CRM strategy. Categories of measurement of CRM effectiveness CRM's impact on company efficiency, effectiveness,
- Employee behavior Consumer privacy concerns, privacy and ethical compliance Social Networking and CRM, CRM trends, Challenges and Opportunities. Presentation on project report
- Mapping Course Learning Outcomes (CLOs) with the PLOs:

**112) Course Code: 04144201**

**Course Title: Marketing Research**

**Credits: 3.0**

**Course Content:**

- Introduction
- Course Outline/Introduction to Market Res.
- Management Dec. and Mkt Res. Process
- Project Briefing The Marketing Research Process
- Defining the marketing research problem
- Specifying the marketing research objectives
- Formulating res. design/ sources of error Data Collection Methods-Secondary
- Traditional, electronic, and Internet Data Collection Methods-Qualitative
- Qualitative research techniques Data Collection Methods-Quantitative
- Descriptive research design: survey, observation and Internet
- Question design, measurement & scaling Questionnaire and Form Design Sampling Design
- Sampling: Design, Procedures and Statistical considerations Fieldwork
- Field work and data preparation
- Data Entry and data preparation Data preparation using Excel/SPSS
- Creating files, variable preparation, etc SPSS–Describing the Data
- Using SPSS to display data SPSS–Basic Analysis Techniques
- Using analysis techniques on SPSS: Cross- tabs, Means testing, ANOVAS PSS–Testing Group Relationships

- Using advanced analysis techniques with SPSS: Reducing variables to constructs Report writing Assignment presentation

**113) Course Code: 04144202      Course Title: Supply Chain Management      Credits: 3.0**

**Course Content:**

- Concept of risk, definition of risk management, levels of risk management within organization, Relationship of risk to possible losses and gains,
- Concept of Risk and Uncertainty & the Sources, Concept of Risk in terms of Uncertainty, Probability Effect & Outcome, risk and uncertainty:
- Origin of risk, Typical risk Parameter, Steps in Defining and Measuring Risk, uncertainties, types of uncertainty
- Sources of risk, typical Sources of Risk to Business for projects & products- Project Risk
- Global risk, Elemental Risk, Holistics Risk, Static Risk, Dynamic Risk, Inherent Risk, Contingent Risk, Customer Risk,
- Fiscal/Regulatory Risk, Purchasing Risk, Reputation/Damage Risk, Organizational Risk, Interpretation Risk, IT risk, OPEC Risk, Process Risk, Heuristic Risk, Decommissioning Risk, Institutional Risk
- Supply Chain Risk Management: Defining Enterprise Risk Management & Supply Chain Risk Management, reasons for focus on Supply Chain Risk Management,
- Some Important Risk Concepts: risk event, Risk Exposure and Vulnerability, Risk Resilience, Risk Appetite, Risk Analysis or Assessment, Risk Response Plan, Risk Compliance, Risk Governance,
- Generic Risk Management Approaches: Risk Mitigation, Risk Avoidance, Risk Prevention, Risk Acceptance, risk sharing, Pillars of Supply Chain Risk Management- Supply Risk, Process Risk, Demand Risk, Environmental Risk
- Linking Supply Chain Risk Management and Supply Chain Strategy, Integrating Risk Management with Commodity Strategy Development,
- Strategic Risk, Hazard Risk- First-Party Commercial Property Insurance- Cargo Insurance, Cyber Insurance, Financial Risk, Operational Risk- supply & demand risk,
- Integration of ISO 31000:2009 and Supply Chain Risk Management, ISO 31000:2009
- Enterprise and Supply Chain Risk management

**114) Course Code: 04144203      Course Title: International Marketing      Credits: 3.0**

**Course Content:**



- Management Orientations in the context of International Marketing
- Forces affecting global integration and international marketing Global Economic, Socio-Cultural, Political, Legal and Regulatory
- Environment The Global Trade Environment Information Technology, Management Information Systems, and Big Data for International Marketing
- Global Market Segmentation, Targeting and Positioning Strategy Global Market Entry and Expansion Strategies Importing, Exporting and Sourcing in the context of International Marketing Product and Brand Decisions
  - Pricing Decision Marketing Channels and Physical Distribution in the context of International Marketing Global Marketing Communications decisions Global E-commerce
  - Value Networks and Disruptive Technologies in the context of International Marketing The Digital Revolution: New Products and Services
  - Global Competition and National Competitive Advantage Leadership and Organisation for International Marketing
  - Ethics, Corporate Social Responsibility and Social Responsiveness in the context of International Marketing

**115) Course Code: 04144204**

**Course Title: Digital Marketing**

**Credits: 3.0**

**Course Content:**

- Digital marketing strategies
- Techniques and methods Content, links, social media marketing Search Engine Optimization Technical
- Mobile marketing Technical SEO
- On-Page SEO
- Off-Page SEO Business goals and marketing objectives Create a content strategy Mobile Marketing Strategy
- Types of Mobile Marketing Enhanced Campaigns
- Mobile Marketing Best Practices Benefits of Great Email Mark
- Email Marketing Strategy Elements of Email Marketing Strategy
- Optimized Marketing Emails Elements of Effective Display Advertising
- Meaning of Display Advertising Goals, Mission, and Vision
- Targeting and Positioning
- Refinement Marketing Tactics
- Measuring and Evaluating

**116) Course Code: 04144205**

**Course Title: Retail Marketing**

**Credits: 3.0**

**Course Content:**

- An introduction to retailing, Product, Price, Place, Promotion Building and sustaining relationships in retailing, what “value” really means differences between goods and service retailers

- impact of technology on relationships in retailing Strategic planning in retailing, steps in strategic planning for retailers, individual controllable and uncontrollable elements of a retail strategy Identifying and understanding consumers
- identify, understand, and appeal to its target market consumer shopping behavior, including the consumer decision process and its stages
- retailer actions based on target market planning, environmental factors that affect consumer spending
- avoid strategies based on inadequate information
- information flows in a retail distribution channel retail information system, its components, and the recent advances
- the marketing research process Trading-Area Analysis, concept of a trading area and its related components
- three major factors in trading-area analysis: population characteristics, economic base characteristics, and competition and the level of saturation operations management, profit planning
- asset management, including the strategic profit model, other key business ratios, and financial trends the operational scope of operations management
- specific aspects of operating a retail business Pricing in Retailing
- the role of pricing in a retail strategy
- pricing decisions must be made in an integrated and adaptive manner the impact of consumers; government; manufacturers, wholesalers, and other suppliers; and current and potential competitors on pricing decisions

**117) Course Code: 04134125 Course Title: Supply Chain Management Credits: 3.0**

**Course Content:**

- Concept of risk, definition of risk management, levels of risk management within organization, Relationship of risk to possible losses and gains,
- Concept of Risk and Uncertainty & the Sources, Concept of Risk in terms of Uncertainty, Probability Effect & Outcome, risk and uncertainty:
- Origin of risk, Typical risk Parameter, Steps in Defining and Measuring Risk, uncertainties, types of uncertainty
- Sources of risk, typical Sources of Risk to Business for projects & products- Project Risk
- Global risk, Elemental Risk, Holistics Risk, Static Risk, Dynamic Risk, Inherent Risk, Contingent Risk, Customer Risk,
- Fiscal/Regulatory Risk, Purchasing Risk, Reputation/Damage Risk, Organizational Risk, Interpretation Risk, IT risk, OPEC Risk, Process Risk, Heuristic Risk, Decommissioning Risk, Institutional Risk
- Supply Chain Risk Management: Defining Enterprise Risk Management & Supply Chain Risk Management, reasons for focus on Supply Chain Risk Management,
- Some Important Risk Concepts: risk event, Risk Exposure and Vulnerability, Risk Resilience, Risk Appetite, Risk Analysis or Assessment, Risk Response Plan, Risk Compliance, Risk Governance,
- Generic Risk Management Approaches: Risk Mitigation, Risk Avoidance, Risk Prevention, Risk Acceptance, risk sharing, Pillars of Supply Chain Risk Management- Supply Risk, Process Risk, Demand Risk, Environmental Risk

- Linking Supply Chain Risk Management and Supply Chain Strategy, Integrating Risk Management with Commodity Strategy Development,
- Strategic Risk, Hazard Risk- First-Party Commercial Property Insurance- Cargo Insurance, Cyber Insurance, Financial Risk, Operational Risk- supply & demand risk,
- Integration of ISO 31000:2009 and Supply Chain Risk Management, ISO 31000:2009
- Enterprise and Supply Chain Risk management

**118) Course Code: 04134126      Course Title: Enterprise Resource Planning      Credits: 3.0**

**Course Content:**

- Evolution of ERP; What is ERP?, Reasons for the Growth of ERP; Scenario and Justification of ERP in India; Evaluation of ERP; Various Modules of ERP;
- Advantages of ERP. An Overview of Enterprise; Integrated Management Information; Business Modeling; ERP for Small Business; ERP for Make to Order Companies;
- Business Process, Mapping for ERP Module Design; Hardware Environment and its Selection for ERP Implementation.
- ERP and Related, Technologies; Business Process, Reengineering (BPR);
- Management Information System (MIS); Presentation Executive Information System (EIS);
- Decision support System(DSS);
- Supply Chain Management (SCM). Introduction, SAP AG, Baan Company, Oracle Corporation, People Soft, JD
- Edwards World Solutions Co, System Software Associates, Inc. (SSA); QAD;
- A Comparative Assessment and Selection of ERP Packages and Modules. Issues in Implementing ERP Packages;
- Pre-evaluation Screening; Package Evaluation;
- Project Planning Phase; Gap Analysis; Reengineering; Configuration; Implementation; Team Training; Testing; Going Live; End-User Training; Post Implementation (Maintenance Mode). Vendors; Consultants and Users;
- In-House Implementation - Pros and Cons; Vendors; Consultants; End User. New Markets;
- New Channels; Faster Implementation Methodologies; E-Procurement;
- E-Logistics; Internet Auctions; E-markets; Electronic Business Process Optimization;
- Business Objects in SCM; E-commerce.

**119) Course Code: 04134127      Course Title: Production Planning & Inventory Control**

**Credits: 3.0**

**Course Content:**

- Basics of Manufacturing
- Planning and Control & ERP basics of Manufacturing
- Planning and Control & ERP—Continues Demand Management Demand Management-Continues Sales& Operational Planning and Master Production Scheduling Sales& Operational Planning and Master Production Scheduling-

- Presentation Material Requirements Planning & Capacity Material Requirements Planning & Capacity-Continues Production Activity Control Inventory Management Distribution Planning&
- Logistics Strategy and MPC Design

**120) Course Code: 04134128      Course Title: Strategic Sourcing      Credits: 3.0**

### **Course Content:**

- Purchasing and supply Management
- Role of purchasing in organizations
- Supply chains and value chains
- Evolution of Purchasing to Supply Management then to Sourcing management Procurement categories
- Raw Materials Components
- Semi-Finished Products
- Finished Products
- MRO items
- Product support Items
- Services
- Capital Equipment Purchase Management,
- Introduction to sourcing fundamentals,
- Sourcing objectives
- Responsibilities of Sourcing
- Relationship with other Departments
- Cross Functional Teams in Sourcing
- Price and Pricing Issues
- Strategic Sourcing,
- Aligning supply management and enterprise objectives
- Types of supply management strategies
- Evolving sourcing strategies
- Portfolio management. Management of inventories
- Supply management organization and structure Supplier selection, Management and
- Development/Outsourcing· Supplier evaluation and selection process
- Key supplier evaluation criteria
- Developing a supplier evaluation and selection survey Reducing supplier evaluation and selection cycle time
- Integrating supply management, engineering, and suppliers to develop new products and services
- Supplier performance measurement
- Rationalization and optimization
- Supplier development
- Managing supply base risk Purchasing Contracts and Negotiations
- Negotiation framework Negotiation planning Power in negotiation Concessions
- Negotiation tactics: trying to reach agreement
- Win-win negotiation
- International negotiation Comprehensive global negotiation skills and enhanced cultural understanding
- Impact of electronic media on negotiations

- Contract Management Elements of a contract Types of contracts
- Long-term contracts in alliances and partnerships Tools and techniques;
- Value Analysis, Value Engineering, Process
- Management, Purchasing
- Performance Measurement
- Purchasing and supply chain performance measurement and evaluation
- Developing a performance measurement and evaluation system Outsourcing
- e-procurement
- Evolution of e-SCM systems
- E-sourcing basics Quality in MM,
- Factors affecting supply management's role in managing supplier quality
- Supply quality management using a TQM
- Perspective Global Sourcing
- Why Global Sourcing?
- Developing a worldwide sourcing program
- Moving to a global sourcing philosophy

**121) Course Code: 04134129      Course Title: Supply Chain Analytics      Credits: 3.0**

**Course Content:**

Supply Chain Management- An Overview  
 Supply Chain Analysis, Types of Supply Chains Advanced Planning  
 Planning Systems  
 Strategic Network Planning  
 Demand Planning, Master Planning  
 Presentation and Lab Class  
 Demand Fulfilment and ATP Production Planning and Scheduling  
 Purchasing and Material Requirements  
 Planning Distribution and Transport Planning  
 Coordination and Integration  
 Collaborative Planning  
 Advanced Planning Systems  
 The Definition of a Supply Chain Project  
 The Implementation Process

**122) Course Code: 04134220      Course Title: Supply Chain Risk Management      Credits: 3.0**

**Course Content:**

Concept of risk, definition of risk management, levels of risk management within organization, Relationship of risk to possible losses and gains, Concept of Risk and Uncertainty & the Sources, Concept of Risk in terms of Uncertainty, Probability Effect & Outcome, risk and uncertainty:

Origin of risk, Typical risk Parameter, Steps in Defining and Measuring Risk, uncertainties, types of uncertainty

Sources of risk, typical Sources of Risk to Business for projects & products- Project Risk

Global risk, Elemental Risk, Holistics Risk, Static Risk, Dynamic Risk, Inherent Risk, Contingent Risk, Customer Risk,

Fiscal/Regulatory Risk, Purchasing Risk, Reputation/Damage Risk, Organizational Risk, Interpretation Risk, IT risk, OPEC Risk, Process Risk, Heuristic Risk, Decommissioning Risk, Institutional Risk

Supply Chain Risk Management: Defining Enterprise Risk Management & Supply Chain Risk Management, reasons for focus on Supply Chain Risk Management,

Some Important Risk Concepts: risk event, Risk Exposure and Vulnerability, Risk Resilience, Risk Appetite, Risk Analysis or Assessment, Risk Response Plan, Risk Compliance, Risk Governance, Generic Risk Management Approaches: Risk Mitigation, Risk Avoidance, Risk Prevention, Risk Acceptance, risk sharing, Pillars of Supply Chain Risk Management- Supply Risk, Process Risk, Demand Risk, Environmental Risk

Linking Supply Chain Risk Management and Supply Chain Strategy, Integrating Risk Management with Commodity Strategy Development,

Strategic Risk, Hazard Risk- First-Party Commercial Property Insurance- Cargo Insurance, Cyber Insurance, Financial Risk, Operational Risk- supply & demand risk,

Integration of ISO 31000:2009 and Supply Chain Risk Management, ISO 31000:2009

Enterprise and Supply Chain Risk management

**123) Course Code: 04134221 Course Title: Transportation and Distribution Management  
Credits: 3.0**

**Course Content:**

Role of Distribution in Supply chain, Distribution channels

Functions, resources, Operations in Distribution

Designing Distribution network models - its features - advantages and disadvantages

Distribution network planning, Distribution network decisions,

Distribution requirement planning (DRP)

Role of Transportation in Logistics and Business,

Principle and Participants-Scope and relationship with other business functions,

Modes of Transportation - Mode and Carrier selection, Routing and scheduling

International transportation, carrier, Freight and Fleet Management,

Transportation Management systems-Administration,

Rate negotiation, Trends in transportation

Usage of IT Application, ITMS, Communication systems,

Automatic Vehicle location systems, Geographic information systems

**124) Course Code: 04134222 Course Title: Logistics Management Credits: 3.0**

**Course Content:**

Meaning & Significance of Logistics -Role of Logistics in Economy/Business, - Functions of the Logistics system-In-bound and Out-bound logistics - Components of Logistics Management.

Introduction to Supply chain management - Definition, objectives -functions of Supply chain and drivers

Managing demand and supply - Lack of supply chain coordination and the Bullwhip effect

Obstacle to coordination - Managerial levers - Building partnerships and trust

Continuous replenishment and Vendor managed inventories - Collaborative planning, Forecasting and Replenishment.

Demand forecasting -- Strategic sourcing --Inventory management-Concept and Types of inventory, Functions of Inventory -Elements of Inventory Costs, Inventory Management –

Vendor development- Vendor Inventory-

Warehouse – Warehousing Functions - Types- Site Selection - Layout Design.

Trends of Logistics & Supply Chain Management, Logistics Service Provides (LSP), Supply chain integration -Role of 3 PL and 4 PL - Order Fulfillment-

Financial Flow in Supply Chain, Reverse Logistics design and management- Logistics information system.

Measuring Supply chain & Logistic performance - Financial issues in Logistics - Logistics and Customer Service- Customer Retention.

Integrated IT solutions for Logistics and Supply Chain - Customer relationship management - Internal supply chain management - Supplier relationship Management.

**125) Course Code:** 04194100      **Course Title:** Internship/Thesis/Project      **Credits:** 3.0

**Course Content:**

- Research Methodology
- Literature Review
- Research Proposal
- Design Research Methodology
- Expected Outcomes
- Collect Required Data
- Develop and Prepare Report
- Final Defense

***PART-D***

**12. GRADING/ EVALUATION**

**1) Grading Scale: 4.0**

**2) Grades:**

Range of Marks	Grade	Grade Points
80% & above	A +	4.00
75% to less than 80%	A	3.75
70% to less than 75%	A-	3.50
65% to less than 70%	B+	3.25
60% to less than 65%	B	3.00
55% to less than 60%	B-	2.75
50% to less than 55%	C+	2.50
45% to less than 50%	C	2.25
40% to less than 45%	D	2.00
Less than 40%	F	0.00

### 3) Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA):

**GPA:** Grade Point Average of a particular semester is being calculated as follows:

$$(GP \text{ in } C1 \times CH) + (GP \text{ in } C2 \times CH) + \dots + (GP \text{ in } Cn \times CH)$$

**GPA =** -----

$$CH \text{ of } C1 + CH \text{ of } C2 + \dots + CH \text{ of } Cn$$

GP = Grade point earned

CH = Credit hours of the course attempted



C1,2 ...n= Courses

**CGPA:** Cumulative Grade Point Average is being calculated as follows

(GPA of all courses completed) x (total credit hours attempted in all courses)

**CGPA =** -----  
Total credit hours attempted in all semesters

#### **4) Course Withdrawal:**

If a student who has not registered in a semester but is willing to withdraw from a course/semester or more must apply to the respective Dean/Chairperson. A registered student who wishes to withdraw from a semester (dropping all courses for the semester) must do so within the deadline by contacting the Dean/Advisor of the respective Faculty. Withdrawals are not allowed after the deadline except in the case of verifiable non-academic hardships if granted by the appropriate authority of the University. A statement is entered on the withdrawing student's academic record indicating the official withdrawal. The grade "F" is recorded for students who abandon their courses without officially withdrawing from a semester or from a course.

A student who has not yet registered in a semester and wishes to temporarily withdraw from the program for a semester or more , must apply to the Dean of the concerned Faculty stating the reason for withdrawal. The Dean may permit withdrawal if the reason is acceptable.

A student who wishes to permanently withdraw from the program may do so by applying to the Dean of the concerned Faculty.

A student who did not formally withdraw from a program and later on wants to register in courses will have to seek permission from the Dean and pay 50% of the admission fees.

#### **5) Incomplete (I) Courses:**

If a student has completed all the requirements of a course except final exam or a project report/term paper, he/she may apply to the course teacher for an incomplete grade explaining the reason for missing the final exam. If the reason is acceptable, the course teacher may assign an incomplete grade, which is recorded as "I" on the final grade sheet. A student is permitted to complete an incomplete course within four weeks from the date of the commencement of new semester. If the incomplete grade is due to absence in final exam, he/she may sit for the make up

final exam which is held within 4 weeks from the date of commencement of the new semester. If a student fails to sit for this exam, he/she will earn "F" grade in the course and he/she will have to retake the course.

**6) Retake:**

A student earning "F" grade in a course is required to earn at least the passing grade by retaking the course in the next semester on payment of requisite fees.

**7) Grade Improvement:**

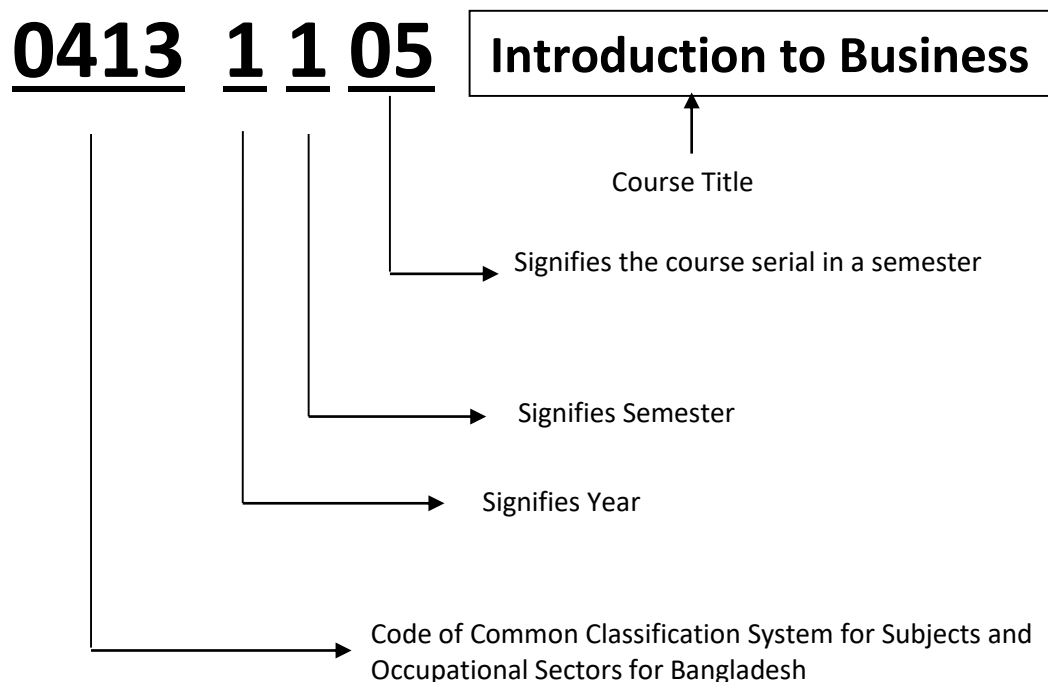
A student may also choose to improve the grade by retaking the course (when he/she gets B+ or below in that particular course) on payment of 100% course fees. In case of a course retake, the transcript of a student shall show the grade which is higher.

**8) Dropout:**

A student who did not register for three consecutive semesters or more, s/he will be treated as the dropout student. If s/he wants to continue the study again, s/she has to apply for the readmission through the Dean of the respective faculty by paying 50% of admission fee.

## APPENDIX-1 Course Coding System as per Guidelines given by BNQF

Each course is designated by a four-digit number identifying the Code of Common Classification System for Subjects and Occupational Sectors for Bangladesh followed by a four-digit number having the following interpretations:



Source: Bangladesh National Qualification Framework (BNQF)

Part B: Higher Education, Level 7-10, January 2021

## APPENDIX-2

### Common Classification System for Subjects and Occupational Sectors for Bangladesh

Broad field		Narrow field		Detailed field	
00	Generic Program and	001	Basic programs and qualifications	0011	Basic Programme and qualifications
		002	Literacy and numeracy	0021	Literacy and numeracy
		003	Personal skills and development	0031	Personal skills and development
01	Education	011	Education	0111	Education Science
				0112	Training for pre-school teachers
02	Arts and humanities	021		0211	Audio-visual techniques and media production
				0212	Fashion, interior and industrial design
		022	Humanities (except languages)	0221	Religion and theology
				0222	History and archaeology
		023	Languages	0231	Language acquisition
03	Social sciences, journalism and information	031	Social and behavioural sciences	0311	Economics
				0312	Political sciences and civics
				0313	Psychology
				0314	Sociology and cultural studies
		032	Journalism and information	0321	Journalism and reporting
04	Business, administration and law	041	Business and administration	0411	Accounting and taxation
				0412	Finance, banking and insurance
				0413	Management and administration
				0414	Marketing and advertising
					Secretarial and office work
					Wholesale and retail sales
		042	Law	0421	Law
05	Natural sciences, mathematics and statistics	051	Biological and related sciences	0511	Biology
		052	Environment	0521	Environmental sciences
		053	Physical sciences	0531	Chemistry
		054	Mathematics and statistics	0541	Mathematics
				0542	Statistics
06	Information and Communication Technologies (ICTs)	061	Information and Communication Technologies (ICTs)	0611	Computer use
				0612	Database and network design and administration
				0613	Software and applications development and analysis

## Common Classification System for Subjects and Occupational Sectors for Bangladesh

Broad field		Narrow field		Detailed field	
07	Engineering, manufacturing and construction	071	Engineering and engineering trades	0711	Chemical engineering and processes
				0712	Environmental protection technology
				0713	Electricity and energy
				0713	Electronics and automation
		072	Manufacturing and processing	0721	Food processing
				0722	Materials (glass, paper, plastic and wood)
					Textiles (clothes, footwear and leather)
		073	Architecture and construction	0731	Architecture and town planning
08	Agriculture, forestry, fisheries and veterinary	081	Agriculture	0811	Crop and livestock production
		082	Forestry	0821	Forestry
		083	Fisheries	0831	Fisheries
		084	Veterinary	0841	Veterinary
09	Health and welfare	091	Health	0911	Dental studies
				0912	Medicine
				0913	Nursing and midwifery
		092	Welfare	0921	Care of the elderly and of disabled adults
10	Services	101	Personal services	1011	Domestic services
				1012	Hair and beauty services
				1013	Hotel, restaurants and catering
		102	Hygiene and occupational health services	1021	Community sanitation
		103	Security services	1031	Military and defence
		104	Transport services	1041	Transport services

In addition to the detailed fields in the table above; "0", "8" and "9" may be used (see also the guidelines in Sections 7 and 8):

"8" is used at the narrow and detailed field level when classifying inter-disciplinary or broad programmes and qualifications to the broad field in which the greater part of the intended learning time is spent (e.g. 0288 "Interdisciplinary programmes and qualifications involving arts and humanities"). "O" is used when no further information is available about the field than the field description at the next higher level of the classification hierarchy (i.e. at the

Source: UNESCO (2012). *International Standard Classification of Education ISCED 2011*, UNESCO

Institute of Statistics: Canada: Montreal

## **APPENDIX-3 OUTCOME BASEDCOURSE OUTLINE(S)**

### **1. OUTCOME BASED COURSE OUTLINE OF A GED COURSE**

#### **Course Outline of Value and Ethics**

<b>Part A</b>
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1. **Course Code** : 02232201
2. **Course Title** : Value and Ethics in Business
3. **Course Type (GED/Core/Elective/..)** : General Education
4. **Year/Level/Semester/Term** : Year- 2 Semester- 2
5. **Academic Session** : 2023
6. **Course Teacher/Instructor** : TBA
7. **Pre-requisite(s) (if any)** : n/a
8. **Credit Value** : 3.0
9. **Contact Hours** : 3.0
10. **Total Marks** : 100
11. **Rationale of the Course:**

This course is designed to develop basic knowledge on ethical behavior from personal as well as social perspectives. This course is designed to introduce the undergraduate students to the concepts, theory and practice of value and ethics. It will allow EU students to explore the relationship between value and ethics and apply classical moral theory and decision making to moral issues encountered in academic and professional careers. Our society places a great deal of responsibility on its professionals and requires that they conduct themselves in a manner fitting to the place of prominence accorded to them by the community. Studying and understanding value and ethics is as much a part of EU students' development as a good moral person to follow and study of higher order ethics and in practice. EU student must be able to broaden his/her mind and be open to society's ever changing character. It is important that he/she should learn to share ideas and concepts regardless of the fact that may not always agree; therefore, they will be working in teams on majority of the assignments in this course.

## 12. **Course Objectives:**

Course Objectives: The objectives of this course are to provide students with:

- An understanding of their duties and responsibilities as social through gaining knowledge of the philosophies of ethics, professional practice, and world culture.
- Basic knowledge to make informed ethical decisions when confronted with problems in the working environment.
- Improved awareness of potential ethical issues within personal and social context.
- Subjective analytical skills through investigation and evaluation of ethical problems in personal and social settings using accepted tests for moral problem solving.
- An understanding of how a societal moral varies with culture and how this influences ethical thought and action.
- Improved communications skills with regard to ethical and professional issues in ethics. Know some of the classic cases as well as contemporary issues in value and ethics.
- Students will be able to absorb knowledge that will be needed as prerequisite knowledge for future so that they can play a role to create moral values in the society and state.

## 13. **Course Learning Outcomes (CLOs):**

CLO1: Demonstrate the fundamental concepts of values and ethics

CLO2: Define and describe the classifications and theories of values and ethics

CLO3: Explain and apply the basic teachings of value and ethics in our personal, family, social, professional and political life.

<b>Mapping of CLOs with Program Learning Outcomes (PLOs):</b>												
	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>								√				
<b>CLO2</b>								√				
<b>CLO3</b>												√



## **Part B**

### **14. Course Plan:**

<b>Week</b>	<b>Topic</b>	<b>Teaching-Learning Strategy</b>	<b>Assessment Strategy</b>	<b>CLOs</b>
1	<b>Introduction</b> <ul style="list-style-type: none"> <li>· Introduction and overview</li> <li>· value and ethics</li> <li>· Definition</li> <li>· Characteristics</li> <li>· Types</li> </ul>	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> </ul>	CLO1
2	<b>Religion and ethics</b> <ul style="list-style-type: none"> <li>· Similarities</li> <li>· Dissimilarities</li> <li>· Interrelation</li> </ul>	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> <li>· Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> </ul>	CLO1
3	<b>Ethics and law</b>	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> <li>· Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> </ul>	CLO1
4	<b>Ethics in the workplace</b>	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> <li>· Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> <li>· Quiz-1</li> </ul>	CLO2

5	<b>Ethics in the workplace</b>	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> <li>· Quiz-2</li> </ul>	CLO2
6	<b>Case study</b>	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> </ul>	CLO2
7	<b>Midterm Examination</b>			CLO1 CLO2
8	<b>Concept of value</b> <ul style="list-style-type: none"> <li>· Definition and nature</li> <li>· Philosophical implication of the concept of Value</li> </ul>	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> <li>· Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> </ul>	CLO2
9	<ul style="list-style-type: none"> <li>· Extrinsic and Intrinsic Value</li> <li>· Subjective and Objective value</li> </ul>	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> <li>· Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> </ul>	CLO2
10	<b>Plato's Theory of Justice</b> <ul style="list-style-type: none"> <li>· Internal dimension</li> <li>· External dimension</li> <li>· Case study</li> </ul>	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> <li>· Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> </ul>	CLO2 CLO3

11	<b>Justice</b> <ul style="list-style-type: none"> <li>· Application of the theory of Justice</li> <li>· Real life case study</li> </ul>	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> <li>· Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> <li>· Quiz-3</li> </ul>	CLO3
12	<b>Moral Virtue of Trustworthiness</b> <ul style="list-style-type: none"> <li>· Basic concept</li> <li>· Practical application of the moral virtue of truthfulness</li> </ul>	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> <li>· Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> </ul>	CLO3
13	<ul style="list-style-type: none"> <li>· Philosophical implications of the concept of truthfulness</li> <li>· Worst types of untruthfulness</li> <li>· Social and political implications of untruthfulness etc.</li> </ul>	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> <li>· Quiz-4</li> </ul>	CLO3
14	<ul style="list-style-type: none"> <li>· Nature and application of the concept of trust in daily life</li> <li>· Individual level of responsibility in respect of trust</li> <li>· Relationship between trust as a virtue and social life</li> </ul>	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> </ul>	CLO3
15	<b>Final Examination</b>			CLO2 CLO3

## Part C

### 15. Assessment and Evaluation:

#### Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning& Assessment Strategy:

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO1	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> <li>· Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> <li>· Midterm Examination</li> </ul>
CLO2	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> <li>· Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> <li>· Quiz/ Assignment</li> <li>· Midterm Examination</li> <li>· Final Examination</li> </ul>
CLO3	<ul style="list-style-type: none"> <li>· Lecture</li> <li>· Brain Storming Session</li> <li>· Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>· Class Performance</li> <li>· Quiz/ Assignment</li> <li>· Final Examination</li> </ul>

1.	<b>Assessment Strategy</b>	<ul style="list-style-type: none"> <li>· Class Attendance</li> <li>· Class Performance</li> <li>· Quizzes/Assignments</li> <li>· Midterm Examination</li> <li>· Final Examination</li> </ul>
2.	<b>Marks distribution</b>	<p><b>Continuous Assessment:</b></p> <ul style="list-style-type: none"> <li>· Class Attendance (05 marks)</li> <li>· Class Performance (05 marks)</li> <li>· Quizzes/Assignments (20 marks)</li> </ul> <p><b>Summative:</b></p> <ul style="list-style-type: none"> <li>· Midterm Examination (30 marks)</li> <li>· Final Examination (40 marks)</li> </ul>
3.	<b>Make-up Procedures</b>	<ul style="list-style-type: none"> <li>· Missed Examination</li> <li>· Retake</li> </ul>

## Part D

### 1. Learning Materials:

1.	<p><b>Text:</b></p> <p><b>Recommended Readings</b></p>	<ul style="list-style-type: none"> <li>· <b>William Lillie, "An Introduction to Ethics", 3rd Edition, Methuen &amp; Co. Ltd. London.</b></li> <li>· <b>Peter Singer, "Practical Ethics", 2nd Edition, The Press Syndicate of the University of Cambridge, 2000</b></li> </ul>
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## 2. OUTCOME BASED COURSE OUTLINE OF A (BUSINESS) CORE COURSE

### Course Outline of Introduction to Business

#### Part A

- |     |   |                            |
|-----|---|----------------------------|
| 1.  | <b>Course Code</b>                        | : 04131105                 |
| 2.  | <b>Course Title</b>                       | : Introduction to Business |
| 3.  | <b>Course Type (GED/Core/Elective/..)</b> | : (Business) Core Course   |
| 4.  | <b>Year/Level/Semester/Term</b>           | : Year- 1 Semester-1       |
| 5.  | <b>Academic Session</b>                   | : 2023                     |
| 6.  | <b>Course Teacher/Instructor</b>          | :                          |
| 7.  | <b>Pre-requisite(s) (if any)</b>          | : n/a                      |
| 8.  | <b>Credit Value</b>                       | : 3.0                      |
| 9.  | <b>Contact Hours</b>                      | : 3.0                      |
| 10. | <b>Total Marks</b>                        | : 100                      |

11. **Rationale of the Course:**

Introduction to Business is designed to expose the interested student to many functions of modern business. The course shows the student how these functions exist in a changing society and the type of decisions which must be made within that environment. The course is also designed to expose the student to the multitude of career fields in the areas of business. The importance of business in the modern society is also stressed throughout the course.

12. **Course Objectives:**

- Describe the context and purpose of business.
- Analyse the business environment
- Discuss the legal forms of business.
- Explain and analyse the basics of the accounting function.
- Identify the importance of operations management to businesses.

- Describe and demonstrate decision-making skills in the marketing function.
- Describe the finance function and its relation to the securities markets.
- Describe the role and functions of a manager, and demonstrate management
- Skills.
- Describe the function of Human Resource Management.

### 13. **Course Learning Outcomes (CLOs):**

On completion of this course, the students will be able to:

CO1: Demonstrate an understanding of the forces that shape the business and economic structure of the country.

CO2: Distinguish among the primary functions within a business, (i.e., marketing, operations, human resources, accounting and finance) and identify the interests and roles of key business stakeholders (i.e., employees, management, owners, and society).

CO3: Explain why business ethics is an integral part of every business organization.

CO4: Integrate concept in international business concepts with functioning of global trade

CO5: Demonstrate a working vocabulary of business terms.

#### **Relation to Program Outcomes:**

- Students will have the improved ability to function on multidisciplinary teams.
- Students will have an understanding of professional responsibility.
- Students will have an improved ability to communicate effectively.
- Students will have the broad education necessary to better understand the impact of solutions in a global/societal context.
- Students will have recognition of the need for and an ability to engage in lifelong learning. Students will have knowledge of contemporary ethical issues.

#### **Mapping of CLOs with Program Learning Outcomes (PLOs):**

	PLO	PLO	PLO	PLO	PLO	PLO	PLO	PLO	PLO	PLO	PLO	PLO
	1	2	3	4	5	6	7	8	9	10	11	12



<b>CLO1</b>		√										
<b>CLO2</b>				√								
<b>CLO3</b>						√						

## Part B

### 14. Course Plan:

<b>Week</b>	<b>Topic</b>	<b>Teaching-Learning Strategy</b>	<b>Assessment Strategy</b>	<b>CLOs</b>
1	Introduction to Course and Text  Managing within the Dynamic Business Environment: Taking Risks and Making Profits  How Economics Affects Business: The Creation and Distribution of Wealth	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO1
2	Competing in Global Markets  Demonstrating Ethical Behavior and Social Responsibility	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO1
3-4	Choosing a Form of Business Ownership	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> <li>• Quiz-1</li> </ul>	CLO1

5	Entrepreneurship and Starting a Small Business	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO2
6	Management and Leadership  Adapting Organizations to Today's Markets	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> <li>• Quiz-2</li> </ul>	CLO2
7	<b>Midterm Examination</b>			CLO1  CLO2
8	Production and Operation Management  Dealing with Employee-Management Issues and Relationships	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO2
9	Marketing: Helping Buyers Buy  Marketing Presentation Review	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO2
10	Developing and Pricing Products and Services	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO2
11	Distributing Products Quickly and Efficiently  Financial Information and Accounting	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO2
12	Financial Management  Securities Markets: Financing and Investing Opportunities	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO2  CLO3

13	Understanding Money, Financial Institutions, and the Federal Reserve	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> <li>• Quiz-3</li> </ul>	CLO3
14	ICT in Business: E-commerce, Benefits of ICT and e-commerce.	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO3
15	<b>Final Examination</b>			CLO2 CLO3

### Part C

#### 15. Assessment and Evaluation:

#### Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning& Assessment Strategy:

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO1	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> <li>• Midterm Examination</li> </ul>
CLO2	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> <li>• Quiz/ Assignment</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>

CLO3	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> <li>• Quiz/ Assignment</li> <li>• Final Examination</li> </ul>
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1.	<b>Assessment Strategy</b>	<ul style="list-style-type: none"> <li>• Class Attendance</li> <li>• Class Performance</li> <li>• Quizzes/Assignments</li> <li>• Midterm Examination</li> <li>• Final Examination</li> </ul>
2.	<b>Marks distribution</b>	<p><b>Continuous Assessment:</b></p> <ul style="list-style-type: none"> <li>• Class Attendance (05 marks)</li> <li>• Class Performance (05 marks)</li> <li>• Quizzes/Assignments (20 marks)</li> </ul> <p><b>Summative:</b></p> <ul style="list-style-type: none"> <li>• Midterm Examination (30 marks)</li> <li>• Final Examination(40 marks)</li> </ul>
3.	<b>Make-up Procedures</b>	<ul style="list-style-type: none"> <li>• Missed Examination</li> <li>• Retake</li> </ul>

## Part D

### 16. Learning Materials:

- William G. Nickels, James M. McHugh, Susan M. McHugh, "Understanding Business", 10th Edition, Boston, Irwin/McGraw Hill, 2010.

### 3. OUTCOME BASED COURSE OUTLINE OF A CAPSTONE COURSE

## Course Outline of Strategic Management

### Part A

- |   |                                       |
|---|---------------------------------------|
| 1. Course Code                                | : 04134201                            |
| 2. Course Title                               | : Strategic Management                |
| 3. Course Type (GED/Core/CapstoneElective/..) | : Capstone                            |
| 4. Year/Level/Semester/Term                   | : Year- 4 Semester- 2                 |
| 5. Academic Session                           | : 2023                                |
| 6. Course Teacher/Instructor                  | : TBA                                 |
| 7. Pre-requisite(s) (if any)                  | : 04132103 (Principles of Management) |
| 8. Credit Value                               | : 3.0                                 |
| 9. Contact Hours                              | : 3.0                                 |
| 10. Total Marks                               | : 100                                 |
| 11. Rationale of the Course:                  |                                       |

This course is intended to offer comprehensive look at organizations. Although it will draw upon many of the business courses that you have been exposed to, it does go beyond merely tying together the various functional courses you have had. Using the fundamentals in various areas such as accounting, marketing, finance and management, operations, and management information systems, several contemporary theories and practices of organizations will be explored. Many notable topics such as environmental scanning, corporate response to environmental change and sustainability, strategic and ethical behavior, industry analysis, and globalization of businesses will be addressed. The course is structured to foster analytical, knowledge, reflective and verbal skills, and to expose you to the intricacies of organizational decision-making within the global context, and within an era of sustainability and corporate responsibility. There will be an emphasis on the theories behind the nature and function of

organizations as a whole. This course is designed to develop basic knowledge of analyzing & applying strategies to manage organization efficiently.

12. **Course Objectives:**

Course Objectives: The objectives of this course are to provide EU students with:

- Various strategic options to apply in a business.
- Outcomes & prerequisites of each business strategies to choose the right one.

13. **Course Learning Outcomes (CLOs):**

Upon the completion of this course students will achieve basic competence in:

CLO1 • Identify and assess the impact of opportunities and threats in a company's environment, its industry, and its set of competitors

CLO2 • Identify and assess a company's strengths and weaknesses, and match them with its opportunities and threats to suggest four alternative strategies

CLO3 • Identify, analyze, and synthesize data and information that supports company decision-making to improve customer satisfaction, and overall financial performance.

**Relation to Program Outcomes:** students studying business administration will eventually become a business executive or a startup owner. This is the course that will enable students to look into the internal issues & strategies to be a business person.

**Mapping of CLOs with Program Learning Outcomes (PLOs):**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1								√				
CLO2								√				
CLO3												√

## Part B

### 14. Course Plan:

Week	Topic	Teaching-Learning Strategy	Assessment Strategy	CLOs
1	<b>What Is Strategy and Why Is It Important?</b> <ul style="list-style-type: none"> <li>What is Strategy?</li> <li>The Process of Crafting and Executing Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Brain Storming Session</li> </ul>	<ul style="list-style-type: none"> <li>Class Performance</li> </ul>	CLO1
2	<b>Charting a Company's Direction: Vision and Mission, Objectives, and Strategy</b> <ul style="list-style-type: none"> <li>Setting targets, and selecting a strategy capable of achieving those objectives; considers the roles and responsibilities of the company's board of directors in the strategy-making and –execution process.</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Brain Storming Session</li> <li>Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>Class Performance</li> </ul>	CLO1
3	<b>Evaluating a Company's External Environment</b> <ul style="list-style-type: none"> <li>Tools that can be used for assessing a single-business company's external environment; consider the competitive landscape, together with the</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Brain Storming Session</li> <li>Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>Class Performance</li> </ul>	CLO1

	technological, regulatory, and demographic factors that organizations should consider when preparing a strategy.			
4	<b>Evaluating a Company's Resources and Capabilities</b> <ul style="list-style-type: none"> <li>Discuss techniques of evaluating a company's internal environment and its resource capabilities, relative cost position, and competitive strength versus its competitors.</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Brain Storming Session</li> <li>Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>Class Performance</li> <li>Quiz-1</li> </ul>	CLO2
5	<b>Midterm Examination</b>			CLO1 CLO2
6	<b>The Five Generic Competitive Strategies</b> <ul style="list-style-type: none"> <li>Examine five strategy options and consider which of the five should be used by the organization to help craft an overall strategy and begin the quest for competitive advantage, including: low-cost leadership, differentiation, best-cost provider, focused differentiation, and focused low-cost.</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Brain Storming Session</li> <li>Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>Class Performance</li> </ul>	CLO2



7	<b>Strengthening a Company's Competitive Position</b> <ul style="list-style-type: none"> <li>Horizontal, vertical offensive, defensive &amp; collaborative options as strategies.</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Brain Storming Session</li> <li>Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>Class Performance</li> </ul>	CLO4
8	<b>Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy</b> <ul style="list-style-type: none"> <li>Links between a company's effort to design and execute a winning strategy and its duties to conduct its activities in an ethical manner; demonstrating socially responsible behavior by being a good corporate citizen; the needs of non-owner stakeholders like employees, the communities in which they operate, the disadvantaged, and society as a whole; limiting strategic initiatives to those that meet the needs of consumers without depleting resources needed by future generations.</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Brain Storming Session</li> <li>Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>Class Performance</li> </ul>	CLO2 CLO3

9	<b>Managing Internal Operations: Actions that Promote Good Strategic Execution</b> <ul style="list-style-type: none"> <li>Five managerial approaches that can be used to help facilitate the success of a company's strategy execution effort.</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Brain Storming Session</li> <li>Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>Class Performance</li> <li>Quiz-3</li> </ul>	CLO4
10	<b>Final Examination</b>			CLO2 CLO3

### Part C

#### 15. Assessment and Evaluation:

#### Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning& Assessment Strategy:

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO1	<ul style="list-style-type: none"> <li>Lecture</li> <li>Brain Storming Session</li> <li>Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>Class Performance</li> <li>Midterm Examination</li> </ul>
CLO2	<ul style="list-style-type: none"> <li>Lecture</li> <li>Brain Storming Session</li> <li>Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>Class Performance</li> <li>Quiz/ Assignment</li> <li>Midterm Examination</li> <li>Final Examination</li> </ul>
CLO3	<ul style="list-style-type: none"> <li>Lecture</li> <li>Brain Storming Session</li> <li>Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>Class Performance</li> <li>Quiz/ Assignment</li> <li>Final Examination</li> </ul>

1.	<b>Assessment Strategy</b> <ul style="list-style-type: none"> <li>Class Attendance</li> <li>Class Performance</li> <li>Quizzes/Assignments</li> <li>Midterm Examination</li> <li>Final Examination</li> </ul>
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2.	<b>Marks distribution</b>	<b>Continuous Assessment:</b> <ul style="list-style-type: none"> <li>• Class Attendance (05 marks)</li> <li>• Class Performance (05 marks)</li> <li>• Quizzes/Assignments (20 marks)</li> </ul> <b>Summative:</b> <ul style="list-style-type: none"> <li>• Midterm Examination (30 marks)</li> <li>• Final Examination (40 marks)</li> </ul>
3.	<b>Make-up Procedures</b>	<ul style="list-style-type: none"> <li>• Missed Examination</li> <li>• Retake</li> </ul>

## Part D

### 16. Learning Materials:

1.	<b>Text:</b>	Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases (Crafting & Executing Strategy: Text and Readings) 20th Edition by Arthur Thompson & others.
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#### 4. OUTCOME BASED COURSE OUTLINE OF A ELECTIVE COURSE

### Course Outline of Marketing Research

#### Part A

- |  |                        |
|--|------------------------|
| 1. <b>Course Code</b>                        | : 04144201             |
| 2. <b>Course Title</b>                       | : Marketing Research   |
| 3. <b>Course Type (GED/Core/Elective/..)</b> | : Elective             |
| 4. <b>Year/Level/Semester/Term</b>           | : Year- 4, Semester- 2 |
| 5. <b>Academic Session</b>                   | : 2023                 |
| 6. <b>Course Teacher/Instructor</b>          | : TBA                  |
| 7. <b>Pre-requisite(s) (if any)</b>          | : n/a                  |
| 8. <b>Credit Value</b>                       | : 3.0                  |
| 9. <b>Contact Hours</b>                      | : 3.0                  |
| 10. <b>Total Marks</b>                       | : 100                  |
| 11. <b>Rationale of the Course:</b>          |                        |

This course aims to present an overview of the varied forms of marketing research that are used by practicing marketing managers to make informed decisions. The emphasis will be upon research for marketing managers and as such will pay particular attention to the role of research in management decision making. The course looks at each stage of the research process – from problem definition, to research design, to design implementation, to data analysis, to reporting of results. Both qualitative and quantitative research methods are discussed. The marketing research process; primary and secondary information sources; qualitative and quantitative approaches; questionnaire design; sampling methods; data entry and analysis of quantitative data using SPSS; analysis and interpretation of qualitative data from focus group discussions; issues in international marketing research. The creation of simple web-based questionnaires from a web-based survey administration site.

Marketing researchers can guide the requirement of the consumer and what is really important for them. It can solve the research problems an organization facing in their day to day operations and help students to enhance capability of writing research proposal and research article (project).

**12. Course Objectives:**

1. To enhance the students understanding of the marketing research industry.
2. To develop skills required by the researcher and understand different applications of Marketing Research
3. To explore different approaches of Marketing research
4. To be able to exploit Marketing Research data for management decision-making

**13. Course Learning Outcomes (CLOs):**

CLO1: Discuss detailed knowledge of the market research process and the various approaches available

CLO2: Apply marketing research concepts, tools and skills learnt to various business contexts

CLO3: Develop a comprehensive research proposal, research article (project) and solve organization's marketing problem

**Mapping of CLOs with Program Learning Outcomes (PLOs):**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	√											
<b>CLO2</b>			√	√						√		
<b>CLO3</b>				√			√			√		

## Part B

### 14. Course Plan:

Week	Topic	Teaching-Learning Strategy	Assessment Strategy	CLOs
1	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Course Outline/Introduction to Market Res.</li> <li>• Management Dec. and Marketing Research Process</li> <li>• Project Briefing</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO1
2	<b>The Marketing Research Process</b> Defining the marketing research problem Specifying the marketing research objectives <ul style="list-style-type: none"> <li>• Formulating res. design/sources of error</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO1
3	<b>Data Collection Methods-Secondary</b> <b>Traditional, electronic, and Internet</b>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO1
4	<b>Data Collection Methods Qualitative</b> Qualitative research techniques	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> <li>• Quiz-1</li> </ul>	CLO1
5	<b>Data Collection Methods-Quantitative</b> Descriptive research design: survey, observation and Internet Question. design, measurement & scaling	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO1
6	Questionnaire and Form Design	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> <li>• Quiz-2</li> </ul>	CLO2

7	<b>Midterm Examination</b>			CLO1 CLO2
8	<b>Sampling Design</b> Sampling: Design, Procedures and Statistical considerations	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO2
9	<b>Fieldwork</b> <b>Field work and data preparation</b> Data Entry and data preparation	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Demonstrations</li> <li>• Field Work</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> <li>• Assignment</li> </ul>	CLO2
10	<b>Data preparation using Excel/SPSS</b> Creating files, variable preparation etc	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Demonstrations</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO2
11	<b>SPSS–Describing the Data</b> Using SPSS to display data	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Demonstrations</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO2
12	<b>SPSS–Basic Analysis Techniques</b> <b>Using analysis techniques on SPSS: Cross- tabs, Means testing, ANOVA</b>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Demonstrations</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> <li>• Quiz-3</li> </ul>	CLO2
13	<b>SPSS–Testing Group Relationships</b> Using advanced analysis techniques with SPSS: Reducing variables to constructs	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Demonstrations</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO2
13	<ul style="list-style-type: none"> <li>• Report writing</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> <li>• Quiz-4</li> </ul>	CLO3
14	<ul style="list-style-type: none"> <li>• Assignment presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming Session</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>	CLO3

15	<b>Final Examination</b>			CLO2 CLO3

## Part C

### 15. Assessment and Evaluation:

#### Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning& Assessment Strategy:

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO1	<ul style="list-style-type: none"> <li>Lecture</li> <li>Brain Storming Session</li> <li>Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>Class Performance</li> <li>Quiz/ Assignment</li> <li>Midterm Examination</li> </ul>
CLO2	<ul style="list-style-type: none"> <li>Lecture</li> <li>Field Work</li> <li>Demonstration</li> <li>Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>Class Performance</li> <li>Quiz/ Assignment</li> <li>Midterm Examination</li> <li>Final Examination</li> </ul>
CLO3	<ul style="list-style-type: none"> <li>Lecture</li> <li>Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>Class Performance</li> <li>Quiz/ Assignment/Presentation</li> <li>Final Examination</li> </ul>

1.	<b>Assessment Strategy</b>	<ul style="list-style-type: none"> <li>Class Attendance</li> <li>Class Performance</li> <li>Quizzes/Assignments</li> <li>Midterm Examination</li> <li>Final Examination</li> </ul>
2.	<b>Marks distribution</b>	<b>Continuous Assessment:</b> <ul style="list-style-type: none"> <li>Class Attendance (05 marks)</li> <li>Class Performance (05 marks)</li> </ul>



		<ul style="list-style-type: none"> <li>• Quizzes/Assignments (20 marks)</li> </ul> <p><b>Summative:</b></p> <ul style="list-style-type: none"> <li>• Midterm Examination (30 marks)</li> <li>• Final Examination(40 marks)</li> </ul>
3.	<b>Make-up Procedures</b>	<ul style="list-style-type: none"> <li>• Missed Examination</li> <li>• Retake</li> </ul>

## Part D

### 16. Learning Materials:

	<p><b>Text:</b></p> <p><b>Recommended Readings</b></p>	<ul style="list-style-type: none"> <li>• Malhotra Naresh K; Marketing Research- An Applied Orientation, Pearson Education Asia.</li> <li>• Cooper Donald R. and Schindler Parnela.; Business Research Methods; McGraw Hill, International Editions, Ninth Edition.</li> <li>• Zikmund William G; Business Research Methods, Thomson South-Western.</li> </ul>
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## 5. OUTCOME BASED COURSE OUTLINE OF INTERNSHIP/THESIS/PROJECT

### Course outline of Internship/Thesis/Project:

#### Part A

- |                                       |                             |
|---------------------------------------|-----------------------------|
| 1. Course Code                        | : 04194100                  |
| 2. Course Title                       | : Internship/Thesis/Project |
| 3. Course Type (GED/Core/Elective/..) | : Practicum                 |
| 4. Year/Level/Semester/Term           | : Year-4 Semester-3         |
| 5. Academic Session                   | : 2023                      |
| 6. Course Teacher/Instructor          | :                           |
| 7. Pre-requisite(s) (if any)          | :                           |
| 8. Credits                            | : 3.0                       |
| 9. Contact Hours                      | : 3.0                       |
| 10. Total Marks                       | : 100                       |
11. **Rationale of the Course:**
- This course will be completed by the students at the final academic year of the program which will help them culminating knowledge of different courses as they conduct research being placed as intern in an organization. Generally the research topics are selected on recent trend of business world. Apart from this, project based thesis can also be carried out on particular topic.
12. **Course Objectives:**
- a) The students will be able to explain different research methodology and write effective research or project proposal.
  - b) The students will be able to prepare, explain and analyze internship report and/or research or project work on a certain topic assigned by the supervisor(s).
  - c) The students will be able to present and defend the completed report and/or research or project work.
13. **Course Learning Outcomes (CLOs):**

- CLO1. Explain and analyze different research methodology and prepare a research or project work independently.
- CLO2. Identify and analyze the problem for designing the proposed solution.
- CLO3. Identify the ethical issues involved in the solution and explain the impact of solution on business, societal and environmental contexts.
- CLO4: Present the outcome of the research works in the presence of board of examiners as an individual.

**Mapping of CLOs with Program Learning Outcomes (PLOs):**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	√											
<b>CLO2</b>		√										
<b>CLO3</b>			√	√	√							
<b>CLO4</b>						√	√	√				√

**Part B**

**14. Course Plan:**

	<b>Topic</b>	<b>Teaching-Learning Strategy</b>	<b>Assessment Strategy</b>	<b>CLOs</b>
1	<ul style="list-style-type: none"> <li>Research Methodology</li> <li>Literature Review</li> <li>Research Proposal</li> <li>Design Research Methodology</li> <li>Expected Outcomes</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Brain Storming</li> <li>Literature/ Background Study</li> </ul>	<ul style="list-style-type: none"> <li>Class Performance</li> <li>Proposed Research Outcomes</li> </ul>	CLO1  CLO2

2	<ul style="list-style-type: none"> <li>• Collect Required Data</li> <li>• Develop and Prepare Report</li> <li>• Final Defense</li> </ul>	<ul style="list-style-type: none"> <li>• Engaged with the organization</li> <li>• Brain Storming</li> <li>• Consult with supervisor(s)</li> <li>• Research problem solving</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Viva</li> <li>• Report</li> </ul>	CLO3  CLO4
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### Part C

#### 15. Assessment and Evaluation:

#### Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy:

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO1	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming</li> <li>• Literature/ Background Study</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> </ul>
CLO2	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Brain Storming</li> <li>• Literature/ Background Study</li> </ul>	<ul style="list-style-type: none"> <li>• Class Performance</li> <li>• Proposed Research Outcomes</li> </ul>
CLO3	<ul style="list-style-type: none"> <li>• Engaged with the organization</li> <li>• Brain Storming</li> <li>• Consult with supervisor(s)</li> <li>• Research problem solving</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Viva</li> <li>• Report</li> </ul>
CLO4	<ul style="list-style-type: none"> <li>• Engaged with the organization</li> <li>• Brain Storming</li> <li>• Consult with supervisor(s)</li> <li>• Research problem solving</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Viva</li> <li>• Report</li> </ul>

1.	<b>Assessment Strategy</b>	<ul style="list-style-type: none"> <li>• Class Performance</li> <li>• Proposed Research Outcomes</li> <li>• Report</li> <li>• Report/Thesis Presentation</li> <li>• Project Showcasing</li> </ul>
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		<ul style="list-style-type: none"> <li>• Defense/Viva</li> </ul>
2.	<b>Marks distribution</b>	<b>Continuous Assessment:</b> <ul style="list-style-type: none"> <li>• Class Performance (10 Marks)</li> <li>• Research Proposal (10 Marks)</li> </ul> <b>Summative:</b> <ul style="list-style-type: none"> <li>• Midterm Progress (30 Marks)</li> <li>• Final Report (30 Marks)</li> <li>• Presentation Defense (20 Marks)</li> </ul>
3.	<b>Make-up Procedures</b>	<ul style="list-style-type: none"> <li>• Retake</li> </ul>

## Part D

### 16. Learning Materials:

1.	<b>Recommended Readings</b>	n/a
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