

Overview of the University

UAP is one of the first generation private universities in Bangladesh which came into being in 1996. The curriculum of UAP has been approved by the University Grant Commission (UGC) of the Government of the Peoples' Republic of Bangladesh. Since then until 2016, the university continued its operations and provided services in various scattered campuses in the Dhanmondi area. In July 2016, University of Asia Pacific (UAP) had moved to its permanent campus located in the heart of the city.

UAP has been sponsored by University of Asia Pacific foundation, a non-profit and non-commercial organization based in Dhaka, Bangladesh. The aim of the Foundation is to impart high quality educational programs where next generation will be successful to be innovative, skilled and professionals to cope with the need and demands of the emerging world. As a result, the graduates will be able to make positive contributions to the society.

Eminent educationists, industrialists, businessmen, social workers and administrators established the foundation for higher cause of building the nation by qualified, knowledgeable and skilled graduates. Late Hedayet Ahmed, Former secretary to the government of Bangladesh, Ambassador to Saudi Arabia, and former director of UNESCO for Asia Pacific Region in Bangkok was the founder Vice Chancellor of the university. After his demise, Vice Chancellor, Mr. A. S. M. Shahjahan, Ex-IGP and former Advisor of the Care Taker Government played the role of Vice Chancellor till March, 2003. Prof. Dr. M. R. Kabir was acting Vice Chancellor till September 2004.

The appointment of Prof. Dr. Abdul Matin Patwari as the Vice Chancellor on 7 September, 2004 was a great breakthrough for UAP. A renowned educationist, former Vice Chancellor of BUET and DG IIT (IUT) who served as Vice Chancellor and Chief executive with distinction for more than twenty three years to achieve the record of longest serving Vice chancellor and Chief Executive among all Commonwealth countries. In 2012, invaluable responsibility of Vice Chancellor was handed over to the Icon in Engineering & Technology to none other but to Prof. Dr. Jamilur Reza Choudhury. He is well known as an eminent educationist, engineer and former Advisor to the care taker Government. At present, UAP is privileged and honored to have him as Vice Chancellor who in 2017 has also received "Ekhushey Padak", recognized as the highest honor & reward nationally.

Vision

UAP holds steadfastly its passion to do better and better in fulfilling our young generation's needs and aspirations for a caring and quality education in casting their future career and become a desirable destination for an identity.

Mission

UAP mission is to offer best possible education to our young generation. Towards the mission, UAP continues to develop a sustained culture of ascending to a top-tier of vibrant academic environment; maintain and foster well qualified faculty, provide adequate research support for cutting-edge research in-house and in collaboration with national and international peers; update curricula to keep up with advancing trend in science and technology, use state-of-the art best practices in teaching-learning and modern facilities in laboratories and libraries; and provide other supports in aid to students' becoming competent graduates with their potential fully realized and personality well-developed for joining the global forces in making the future of society in a changing world.

Undergraduate Programs

The university started its journey offering four-year bachelor's programs in Computer Science and Engineering and Business Administration. There are currently nine undergraduate programs being offered by different departments. These are as follows:

- Bachelor of Architecture (BA)
- Bachelor of Business Administration (BBA)
- Bachelor of Sciences in Computer Science & Engineering (CSE)
- Bachelor of Sciences in Civil Engineering (CE)
- Bachelor of Sciences in Electrical & Electronic Engineering (EEE)
- Bachelor of Sciences in Mathematics
- Bachelor of Sciences in Pharmacy (B. Pharm.)
- Bachelor of Arts in English
- Bachelor of Law (regular & external)

Graduate Programs

There are currently six graduate programs being offered by different departments. These are as follows:

- Masters of Science in Computer Science & Engineering (CSE)
- Masters of Science in Civil Engineering (CE)
- Masters of Business Administration (MBA & EMBA)
- LL. M (Regular)
- LL. M (External)

- Masters of Science in Pharmacy
- English

The board of Accreditation for Engineering & Technical Education in Bangladesh (BAETE) has accredited CE, CSE, and EEE programs. The accreditation of these programs has paved the way for graduates to become members of Institution of Engineers Bangladesh (IEB) a government approved professional body of engineers. It is worth mentioning that Department of Architecture and Department of Pharmacy are also accredited by Institute of Architects (IAB) and Pharmacy Council of Bangladesh, respectively.

Campus Resources

Laboratories

UAP is one of the institutions in Bangladesh for its rich science laboratories. Standard In-House Lab facilities are available for both undergraduate & post graduate studies & research. The University continues to excel in the fields of applied research in physical and life science disciplines, so does the number and quality of available labs.

Library facilities

UAP has a rich collection of books in its central library. UAP subscribes to a number of English dailies and international news magazines. The library remains open from 0900 to 2100 hrs on all working days and 0900 to 1700 hrs on Saturdays. Fridays are weekly holidays.

All the departments have their own reference departmental library/reading room, where subject-oriented books and reading materials are available. As it is a great resource center for knowledge sharing, the students are motivated to visit the library.

e-Journal

UAP students have access to online journals through the university's website www.uap-bd.edu. Over 20,000 journals can be accessed via the portal.

Medical & Insurance Facilities

As per agreement, all UAP members are entitled for 25% discount at Medinova Diagnostic Center.

All students of University are covered by the insurance policy with the Green Delta Insurance Ltd.

Medical Center

UAP has a well-equipped medical center with two physicians on duty. Students can avail medical advices free of cost in the following times or the doctors can be reached in the following numbers.

FromDaysSun-Thu9.00 am - 5.00 pm

Medical Center (Ground Floor, North Side) Hotline: 01711206257, 01911305027, Extn- 250

Cafeteria

The university has a cafeteria in the City Campus Building where light snacks and lunch items are available.

Co and Extra-Curricular Activities

In addition to the regular academic activities, there are clubs and other organizing bodies in every department for co-curricular activities. Although voluntary in nature, the purpose of setting up such clubs is to make the students more sociable, culturally adaptive and philanthropic in their mindset apart from their regular scholastic practice. The basic concept of Social Responsibility (SR) is an important issue for the students to be a member of any club/forums. This would make the students more comfortable when they graduate and pursue a professional career. Thus students are encouraged & advised to join any of these clubs.

COMMON CLUB OF UAP

01. Cultural Club
02. Drama Club
03. Literary Club
04. English Language Club
05. Football Club
06. Cricket Club
07. Basket Ball Club
08. Indoor Games Club
09. Public Speaking & Debating Club
10. Entrepreneurship and Career Development Club
11. Social Awareness (Welfare) Club

12. Art & Photography Club
13. Social Business Club
14. Film ClubClub NameSl.No.

REGISTRATION PROCEDURE

A student is required to register for each course s/he intends to enrol to. Each student has to complete the Form CR1 (Course Registration Form) available in the concerned Department under the guidance of an assigned adviser. The students are required to pay the registration fees, tuition fees, and clear other dues, if any, for the relevant semester and obtain clearance from the Registrar's office.

The step-by-step procedure for registration is:

1. Students will fill-up the registration form- available in the UAP website.
2. Students consult with assigned adviser regarding the courses to be taken.

No registration will be allowed after the expiry of the registration week. Students failing to complete registration within the registration week will be debarred from attending classes from fifth week.

Overview of the Business School of UAP

In 1997 the Department of Business Administration (DBA) officially commenced its journey offering Bachelor in Business Administration (BBA). This business school has come a long way, having carved out a niche for itself as an institution committed to impart high quality business education in the country. The mark of this quality is manifested by the academic rigors as well as the market relevance of three programs: BBA, MBA and EMBA.

The number of students enrolled in the first batch was only 11 (eleven). However, the average intake per semester witnessed a steady growth and now hovering around 70 (seventy). These students were normally screened out from a pool of applicant of around 250. As the standard of the student intake was very high, so was the quality of teaching. DBA started producing quality graduates, as manifested in the large number of graduate placements in renowned national and multinational companies. In 2001, it launched its first graduate program- Masters of Business Administration (MBA). This new program also

attracted a good number of high calibre students. Soon, the industry experts started to consider it one of the five leading business schools in the arena of private universities.

The vision, values and mission statement of the School of Business are stated as in the following:

Vision

We aspire to be recognized as the premier business school that will contribute to the economic and social well-being, both nationally and globally.

Mission

In pursuit of our vision, we aim to:

- Engage in creating and nurturing innovative minds of the students
- Immerse in relentless endeavor to unravel new frontiers of knowledge through cutting-edge research
- Collaborate with the industry in catering to its needs and demands
- Implant high moral and ethical ethos in the minds of faculties, staff and students

Program Educational Objectives (PEOs)

The roots for professional and personal development of the graduates a few years after the completion of their degrees are embedded in the Program Educational Objectives (PEO). The graduates are expected to:

PEO 1: Pursue and succeed in graduate programs;

PEO 2: Apply business knowledge in the corporate world as ethical and responsible professionals;

PEO 3: Take lifelong learning as a motto;

PEO 4: Demonstrate leadership qualities and be able to deal with group dynamics;

PEO 5: Present and express themselves as skilled communicators.

Mapping between Mission Vs PEOs

Mission	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5
1. Engage in creating and nurturing innovative minds of the students	√		√		
2. Immerse in relentless endeavor to unravel new frontiers of knowledge through cutting-edge research	√		√		
3. Collaborate with the industry in catering to its needs and demands		√		√	√

4. Implant high moral and ethical ethos in the minds of faculties, staff and students		√	√		
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Program Outcomes

Nine Program Outcomes (POs) have been devised that will be reflected in the knowledge, skills and attitudes that the business students are expected to achieve at the time of their graduation. These POs are stated as follows:

No.	Program Outcomes	Definition/Explanation
1.	Practical and Problem solving skills	Analyze complex and real life business environment, identify problems, and apply knowledge in seeking solutions
2.	Scientific and Analytical skills	Able to utilize business related scientific knowledge to collect, visualize and analyze information.
3.	Entrepreneurship and Innovation skills	Demonstrate and apply multidisciplinary knowledge to become an effective entrepreneur and create innovative ideas.
4.	Communication & IT skills	Communicate effectively within the business community and the society at large that include but not limited to writing effective reports and documentation, delivering effective presentations as well as giving and receiving clear instructions
5.	Values, Ethics and Morality	Inculcate a higher level of ethical values and moral behavior in professional business conduct
6.	Teamwork and Leadership skills	Able to function effectively as a team member or a leader in a diversified, multi-disciplinary team settings
7.	Professionalism	Display highest level of professionalism (such as punctuality, business etiquette and meeting deadlines) in business environment
8.	Social skills and responsibilities	Able to communicate and interact with others both verbally and non-verbally through gestures, body language and appearance, and understand the obligation to act for the benefit of society at large.
9.	Life-long Learning skills	Recognize the need for, and have the preparation and ability to engage in independent and life-long learning

		in the broadest context of business and technological changes
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DBA Infrastructure

Housed in a sprawling 26,000 square feet on a single floor, the infrastructure in place is a state-of the art facility that evokes wonder in your heart at the very first sight. As you step into the corridor to take a look at the vastness of this architectural marvel, you'll get to see all the amenities that match any international academic standard setting:

- A seminar room that can accommodate about 100 students / guests
- A computer lab with 70 PCs equipped with the latest windows 7 operating system.
- A campus wide WIFI zone
- A library and reading room.
- A separate lounge reserved only for the graduate students
- Two separate male and female common rooms and a prayer room.

Rules & Regulations of UAP

Academic Rules

To meet the growing challenges confronting the nation and the world as a whole, University of Asia Pacific has designed the curricula and syllabi of the subjects offered in the undergraduate and graduate courses accordingly. The rules and regulations for undergraduate and graduate curricula through course system are applicable for all students.

Academic Calendar

There are two semesters-Fall and Spring - in an academic year. The entire undergraduate program is generally a 4- year program, except B. Arch.

Duration of each regular semester (Spring & Fall) is generally 18 weeks, which is organized in the following way:

Classes 14 weeks

Mid Semester Examination 1 week

Recess before Examination 1 week

Semester Final Examination 2 weeks

Total 18 weeks

Mid Semester Examination is held according to the academic calendar, normally after 7 weeks of classes. The classes remain suspended for one week during the Mid Semester Examination.

In the Department of Business Administration, the undergraduate program is covered through theoretical classes, assignment & report submission and presentation by students and submission of Internship reports.

Theoretical Courses: One lecture of 1-hour duration per week per semester will be equivalent to one credit. Thus, a three (3) credit- hour course will have three hours per week throughout the semester.

Core Courses: A number of compulsory courses will be indentified as core courses, which form the nucleus of the bachelor program.

Registration Policy:

For the Second and Subsequent Semester

A student is normally required to earn at least 15 credits (out of 16 to 22 credits) in a semester. At the end of each semester, the students will be classified into one of the following three categories:

Category 1:

Students who have passed all the courses prescribed for the semester and have no backlog of courses. A student of Category-1 is eligible for registration in all courses prescribed for the next or following semesters.

Category 2:

Students, who have earned at least 15 credits in a semester but do not belong to Category 1. These students are advised to take at least one course less in the following semester than those offered for students of Category 1, Subject to the condition that, they will register for such backlog courses as prescribed by the respective adviser.

Category 3:

Students who have failed to earn 15 credits in a semester belong to this category. Students of this category are advised to take at least two courses less in the following semester than those offered for students of Category-1 subject to the registration for a minimum of 15 credits. However, they are required to register for such backlog courses as would be prescribed by the adviser.

Grading Policy

The total performance of a student in a given course is based on a scheme of continuous assessments. For theoretical courses this continuous assessment is made through assignments, reports, attendance, quizzes, visit of organizations, and presentations etc., a mid semester and a semester final examination of one-hour and three- hour duration respectively. The distribution of marks for a course is as follows:

Assessment 30%

Mid Semester 20%

Final Exam 50%

Total 100%

Each course has a letter grade equivalent to a certain number of grade points. Letter grades and their corresponding grade points are as follows:

Numeric Grade	Letter grade	Grade Point
80% and 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	00

Grade 'F': If a student fails to achieve at least 40% mark in a course he/she will get 'F' grade in that course. Besides, absence in Final examination at the end of each academic semester will also result 'F' grade.

Calculation of Cumulative Grade Point Average (CGPA)

A student's performance is measured by the number of credits that he/she has completed satisfactorily and the weighted average of the grade points that he/she has maintained. A minimum CGPA of 2.25 is required in order to qualify for the BBA degree.

$$\text{CGPA} = \frac{\sum (\text{grade points} \times \text{credits})}{\sum \text{Credits}}$$

Where grade points are points against letter grades A+, A, A-, B+,B,B+, C+, C, D and F. Credits are only for those courses attempted at this university.

Attendance

All students are expected to attend classes regularly. University of Asia Pacific believes that regular attendance is essential for effective learning. A student is required to attend at least 70% of all the classes held in every course in order to sit for the final examination.

Absence during Semester

A student shall not be absent in quizzes, tests, mid semester examination etc., during the semester. Such absence will naturally lead to reduction in points/marks, which shall count towards the final grade. Absence in the final examination held at the end of each academic semester will result in F grades.

Plagiarism Policy

To copy and paste from any journal or proceedings, or working papers, or websites or from any other sources, without proper citation, the work of others is termed as "Plagiarism", which is an academic offense. Any student caught in plagiarism will get an F grade in assignments/ term papers /reports. They, therefore, must put references/sources of information whenever they cite any numerical figure, existing information, or any previous study findings.

Waiver Policy

- 3% of total seats are reserved for the children of Freedom Fighters and another 3% for meritorious poor students from remote areas of Bangladesh. They will be offered full free education opportunity.
- Top 3% students in each department will be offered 100% tuition waiver based on semester results.
- 10%-100% Vice Chancellor's special tuition fee waiver will be offered to poor meritorious students.
- 50% waiver for students with individual GPA of 5.00 in SSC and HSC
- 25% waiver for students with individual GPA of 4.50 in SSC and HSC
- 10% waiver for students with individual GPA of 4.00 in SSC and HSC

Criteria for semester based tuition fee waiver (including Vice Chancellor's Special Tuition fee and Freedom Fighters Quota waiver)

- Has to be regular student. Tuition fee waiver will be given on the basis of Semester GPA.
- Student must take full load (mentioned in the Departmental Prospectus) in the concerned semester.
- Students taking repeat exams are not eligible for waiver.
- Has a record of good conduct.
- Has no outstanding due (for VC's special waiver and merit-based waiver)
- Financially insolvent for Vice Chancellor's special waiver.
- Student's have no 'F'-Grade in any subject in the concerned semester for Freedom Fighters Quota waiver.
- Has been recommended by the concerned advisor and Head of the Department.
- Has a minimum GPA of 3.5 and 3.0 for VC's special waiver.
- Tuition fee waiver (only for merit-based) will be awarded based on GPA as per the following table.

GPA	Percentage of Tuition fee waived
3.50 - 3.74	25%
3.75 - 3.89	50%
3.90 - 3.99	75%
4.00	100%

WITHDRAWAL (POST ADMISSION)

The mode of refund of admission fees for the newly admitted students who would like to withdraw are as follows:

- Admission fees will be deducted if a student withdraws/cancels before the beginning of classes
- Tk. 32,000/- will be deducted if the withdrawal/cancellation is made within 2 (two) weeks after classes start.
- No money will be refunded if a student withdraws/cancels his admission after 2 (two) weeks of classes.

Discipline in Examination

Strict discipline is a **pre**-requisite for the **smooth** conduct of Examinations. The following activities by the examinee shall constitute an offence or misconduct. Students are liable to be punished according to UAP rules if they are found to have committed any such offence as mentioned hereunder:

Offences	Punishment
1. Any communication between one another.	Warned twice and deduction of 5-15 marks depending on the nature and extent of offence, decided by the concerned invigilators (CI) .
2. Appearing at the examinations without Admit Cards.	
3. Possessing objectionable / illegal / incriminating papers or question paper, materials, electronic gadgets or devices, books, bags, subject related text in the any part of the body or clothes etc.	
4. Refusing to hand over/throwing out of reach/swallowing /erasing objectionable/ illegal/ incriminating papers or question paper, materials, electronic gadgets or devices, books, bags, subject related text in the any part of the body etc.	Cancellation of the particular examination.
5. Writing on objectionable / illegal / incriminating papers or question paper, materials, electronic gadgets or devices, books, bags, subject related text in any part of the body or clothes etc. and copying from them.	
6. Copying from objectionable/ illegal/ incriminating papers or question paper, materials, electronic gadgets or devices, books, bags, subject related text in any part of the body or clothes, handwritten/ printed/cell phone or photocopied materials etc.	
	Cancellation of the concerned semester / decided by UAP exam board with the consent of CI.

<p>7. Writing anything on the wall, desk, bench, clothes, blackboard, floor or in any part of the body and copying from these writings.</p> <p>8. Changing or exchanging Registration number / Answer Scripts / question paper between examinees.</p> <p>9. Intimidating, abusing, taunting or misbehaving with the Invigilator(s) on duty or anybody concerned with the conduct of examinations.</p> <p>10. Impeding/creating obstruction or disturbance in smooth holding/conducting of examination, or preventing others to take the examination or provocation examinees to leave the examination hall.</p> <p>11. Assaulting or any such attempt to assault invigilator(s) or any person concerned with the examinations in and outside the examination hall/premises.</p> <p>12. Trying to smuggle in or out any answer/additional scripts/Question papers or adding such smuggled Answer Scripts/Sheets with the original Answer Scripts..</p> <p>13. Having handwriting of two different persons in the answer script.</p> <p>14. Taking a seat illegally in an unauthorized place in lieu of his/her earmarked seat/room and refusing to move to his/her authorized place/room.</p> <p>15. Changing/substituting a cover or inside page of the Answer scripts of the university.</p> <p>16. Writing something objectionable or/and irrelevant things in the Answer scripts to the invigilator.</p> <p>17. Leaving the examination hall without submitting the Answer Script to the Invigilator.</p> <p>18. Damaging/tearing off the Answer Script/ objectionable papers/cell phone or any other electronic device etc or refusing or creating any obstruction to hand over such papers/Cell phone or any other electronic device to the authority.</p> <p>19. Appearing at the examination illegally through impersonation.</p> <p>20. Trying to avail special advantage illegally by falsification/pretexts of any sort. (fake medical certificate/false incident/ fake documents or any other fraudulent activities.)</p> <p>21. Damaging furniture / gadgets / equipment / vehicles or any other property of the University/ or</p>	<p>Cancellation of the concerned semester as a whole.</p> <p>Expulsion for two semesters immediately including the present one.</p> <p>Expulsion for two consecutive semesters.</p> <p>Cancellation of the ongoing semester.</p> <p>Appropriate financial realization for the damages made and permanent expulsion from the</p>
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<p>anyone in the examination hall/premises or trying to set fire on such valuables in the examination hall/premises.</p> <p>22. Such other acts not mentioned above on the part of an examinee as in the opinion of the authority may be regarded as offence. Disciplinary action in the form of cancellation of the examination and debarring from appearing at the subsequent examinations may be taken by the appropriate authority/Discipline committee of the University.</p>	University.
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Repeat Examinations

A student would be allowed to take repeat examinations (RE) in case s/he fails in three theory courses or less but not exceeding 10 credit hours. The results of RE will be published within three weeks from the date of publication of results of the semester final examination. The respective departments will arrange RE. Candidates willing to appear in RE are required to apply to the respective heads of the departments through their advisers. Students have to pay an amount of Tk. 3000/- for every course, must proceed to their respective advisers with payment receipts or Tk. 3000/- per course within five days from the publication of semester final results.

RE on theory courses will be held on 50% of marks for each course and the marks for class assessment and mid semester examinations would be carried forward. There shall be no RE for sessional courses. The maximum grade a student can obtain on a RE is B (equivalent to 60%).

Curriculum

Bachelor of Business Administration (BBA) Program

The Bachelor of Business Administration (BBA) program consists of 130 credit hours spread in 41 courses and Internship project. Out of these 41 courses, 34 courses are general core courses, five courses are compulsory concentration/major courses, and two other courses are free electives. After completion of all the courses, students are required to undergo **3 month Internship** in a business organization. The following structure provides details of course distribution.

Program Structure

Type of Courses	No. of Courses	Credit Hours
A. General Courses	34	105
B. Concentration Courses	7	21
C. Internship		4
	41	130

AREAS OF CONCENTRATION

1. Accounting
2. Finance, Real Estate, and Law
3. Marketing
4. Human Resources Management
5. Industrial Management
6. International Business
7. Management Information System (MIS)

The General Courses will be offered in the first, second, third, and a part of fourth year of the program. On successful completion of General Courses, the students will choose an area of concentration from among those offered by the University, provided at least six students sign up to enroll into that area of concentration. Free electives may be taken from the area(s) which the concerned student has not already taken as major, provided at least six students must sign up to enroll into free elective (minor) courses. Students may choose free-electives from their major areas too if they want to, however provided that six students must sign up to enroll into those course(s).

The Internship program is to be carried out in a business organization, usually in the form of applied research work in the relevant area of concentration. The Internship program will be offered at the end of fourth year (final year) of study. The grade obtained in the Internship program will affect the CGPA, and 4 credit hour of weight is allotted for the program.

COURSE SEQUENCE

First Year

Semester I :

Course Code	Course Title	Credit Hr.
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HSS 101	English I : Oral and Written Communication Skills	3
HSS 111	Bangladesh Studies (a) Society and Culture	2
	(b) Bangladesh History	2
HSS 131	Business Communication	3
ECN 111	Principles of Micro Economics	3
CST 100	Computer Skills	3

Semester II :

HSS 103	English II : Language Composition	3
BMT 101	Business Mathematics	3
ECN 113	Principles of Macro Economics	3

ACN 111	Financial Accounting I	3
INS 101	Introduction to (a) Physical Sciences	2
	(b) Biological Sciences	2

Second Year

Semester I:

Course Code	Course Title	Credit Hr.
HSS 201	Introduction to Economic Geography	3
MHR 201	Administration, Office Management and Secretarial Practice	3
ACN 211	Practice	3
MHR 203	Financial Accounting II	3
MIS 201	Organizational Behavior	3
MHR 205	Business Statistics I Principles of Management	3

Semester II :

MIS 203	Business Statistics II	3
ACN 213	Management Accounting	3
FRL 201	Business Law	3
ECN 201	Introduction to Development Economics	3
MKT 201	Introduction to Marketing	3

Summer Semester : Industrial visit

Third Year

Semester I :

Course Code	Course Title	Credit Hr.
FRL 301	Introduction to Managerial Finance	3
MKT 301	Marketing Management	3
MIS 301	Business Research Methodology	3
MHR 301	Human Resources Management	3

IMG 301	Production and Operations Management	3
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Semester II :

IBS 301	International Business	3
MHR 303	Entrepreneurship and Small Business	4
FRL 303	Management	3
FRL 305	Managerial Finance	3
MIS 303	Principles of Banking and Insurance	3
	Introduction to MIS	

Fourth Year

Semester I :

Course Code	Course Title	Credit Hr.
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MHR 401	Strategic Management	3
IMG 401	Project Management	3
IMG 403	Principles of Total Quality Management	3
One free elective		3
One major course		3

Semester II :

(a) Four major courses (3 credits each)
12

(b) One free elective course
3

Summer Semester :	Internship Program	(12 + 4
weeks)	4	
	& Comprehensive Examination	

MAJOR AND FREE ELECTIVE COURSES

1. COURSES IN ACCOUNTING

Elective Major courses/free elective for non-major courses :

<i>Course</i>	<i>Course</i>
<i>Code</i>	<i>Title</i>

ACN 401	Cost Accounting
ACN 403	Taxation and Auditing Practices
ACN 405	Advanced Financial Accounting
ACN 407	Advanced Management Accounting
ACN 409	Accounting Information System and Computer Applications
ACN 411	International Accounting
FRL 401	Company Law

2. COURSES IN FINANCE, REAL ESTATE AND LAW

Elective Major courses /free elective for non-major courses :

<i>Course Code</i>	<i>Course Title</i>
FRL 403	Public Finance and Taxation Practices
FRL 405	Capital Budgeting
FRL 401	Company Law
FRL 407	International Finance
FRL 409	Financial Institutions
FRL 411	Investment Management
FRL 413	Bank and Insurance Management
FRL 415	Real Estate Principles

3. COURSES IN MARKETING

Elective Major courses /free elective for non-major courses :

<i>Course Code</i>	<i>Course Title</i>
MKT 401	Consumer Behavior
MKT 403	Advertising
MKT 405	Selling & Salesmanship
MKT 407	International Marketing
MKT 409	Introduction to Marketing Research
MKT 411	Brand Management
MKT 413	Business Logistics
MKT 415	Retail Management
MKT 417	Introduction to Strategic Marketing
MKT 419	Industrial Marketing

4. COURSES IN HUMAN RESOURCES MANAGEMENT

Elective Major courses /free elective for non-major courses :

<i>Course Code</i>	<i>Course Title</i>
MHR 403	Human Resource Planning
MHR 405	Compensation Management
MHR 407	Industrial Law and Labor Relations
MHR 409	Training and Development Management
MHR 411	Industrial Psychology
MHR 413	Strategic Human Resources Management
MHR 415	Labor Economics

5. COURSES IN INDUSTRIAL MANAGEMENT

Elective Major courses /free elective for non-major courses :

<i>Course Code</i>	<i>Course Title</i>
MHR 407	Industrial Law and Labor Relations
IMG 405	Production Planning and Inventory Control
IMG 407	Materials Management
IMG 409	Operations Research
IMG 411	Management Science Applications in Operations
IMG 413	Productivity and Quality Management
MKT 419	Industrial Marketing

6. COURSES IN INTERNATIONAL BUSINESS

Elective Major courses /free elective for non-major courses :

<i>Course Code</i>	<i>Course Title</i>
ECN 401	Comparative Economic System
ECN 403	International Economics
MKT 407	International Marketing
MKT 413	Business Logistics
FRL 407	International Finance
FRL 417	Analytical Study of International Trade Agreements
FRL 419	Legal Environment of International Business

7. COURSES IN MANAGEMENT INFORMATION SYSTEM

Elective Major courses /free elective for non-major courses :

<i>Course Code</i>	<i>Course Title</i>
MIS 411	Computer Programming
MIS 413	System Analysis and Design
MIS 415	Database Management and Development
ACN 409	Accounting Information System and Computer Applications
MIS 417	Local Area Networking
MIS 401	Executive Information System
IMG 411	Technology Management in MIS

Course Description

HSS 101 : English I - Oral and Written Communication Skills 3.00 credits

Oral & written communication skills include communicative expressions for day to day activities, both for personal and professional requirement. Grammar items will mainly emphasize the use of articles, numbers, tense, modal verbs, pronouns, punctuation, etc. Sentence formation, question formation, transformation of sentence, simple passive voice construction, conditionals will also be covered.

HSS 111 : Bangladesh Studies

Total : 4.00 credits
Part A : Society and Culture
2.00 credits

The Sociological Perspective, Primary Concepts, Factors of social life, Social Structure and Process, Social Institutions, Culture and Civilization, City and Country, Social Change, Problems of Society, Social Problems of Bangladesh, Urbanization Process and its impact on Bangladesh Society will be covered.

Part B : Bangladesh History
2.00 credits

The land, the geographical factor, and the people of Bangladesh. Historical perspectives: Ancient Bengal, Early Medieval Bengal, Late Medieval Bengal, Beginning of British rule in Bengal, Nineteenth century Bengali Renaissance and area of social and religious reforms, Partition of Bengal and its annulment, Bengal politics in the 1930's and 1940's, Elections of 1936-37, Pakistan movement, Partition of Bengal (1947), Language Movement (1952), Movement for autonomy, 6-point and 11-point programs, the 1970 election, Genocide in East Pakistan, The Liberation War, the emergence of Bangladesh as a sovereign independent state in 1971.

Course CST 100 : Computer skills
3 credits

Computer fundamentals : Some basic concepts about computer. DOS : Some useful commands of DOS e' their uses. Windows : Concepts, icon, toolbar, windows, file manager, program item, program run, control panel. Ms-Word : File open, save, edit. e' details of MS-Word. Excel : Calculation, function, chart. e' details of Excel. Foxpro : File creation, sorting, reporting, indexing, displaying. Antiviruses: Functions, use of some antivirus programs. Hand on experience with computer. Utility S/W : NORTON Utility S/W.

ECN 111 Introduction to Micro Economics
3 credits

This course introduces the basic concepts of Micro-Economics. Major topics in the course include theory of demand and supply, theory of utility, equilibrium of a firm under various markets, and theory of production and cost.

HSS 131 Business Communication
3 credits

Theory and Process of communication; Barriers to Effective communication; Communication skills: Reading, Writing, Listening, and Speaking skills; Written communication: letters, memos and formal reports; Oral communication; Use of visual aids in communication; Use of Non-verbal communication; Effective Business Meeting; and Internal Communication.

HSS 103 English II : Language Composition
3.00 credits

Writing skills include sentence construction, grammar review, paragraph writing, and writing essay from paragraph. Specific applications include writing formal letter, resume/CV, report, memo, etc. Reading skills include reading for main ideas, using contexts for vocabulary, scanning for details, making inferences. Oral presentations cover oral reports, interviews, and communication over telephone.

BMT 101 Business Mathematics
3.00 credits

Elements of coordinate geometry, linear functions, linear programming, non-linear functions and applications, mathematics of finance, matrix algebra, Differential and Integral Calculus are covered. Methods of solving business problems by utilizing mathematical tools are reviewed at length.

ECN 113 Introduction to Macro-Economics
3 credits

This course deals with the basic concepts of Macro - Economics. Topics included are National Income, ways of computing National Income, theory of income determination, savings, consumption, and investment, theory of money and inflation, banking principles of central bank and commercial banks, and economic planning in Bangladesh.

ACN 111 Financial Accounting I
3 credits

This course includes introduction to basic accounting principles, accounting equation, fundamentals of double entry system, journal, ledger, trial balance, errors and their rectification,

adjusting and closing entries. Preparation of financial statements for both the service and merchandising concerns is covered. Technique of understanding and analyzing financial statements is introduced.

INS 101	Introduction to Natural Sciences	
	(a) Physical Sciences	2.00 credits
	(b) Biological Sciences	2.00 credits
	Total	4.00 credits

(a) Physical Sciences:

Physics : Vectors and Scalars, Newton's Laws of Motion, Work, Energy and Power, Newton's Law of Universal Gravitation, Projectile Motion. Heat and Temperature, Thermal Expansion, Longitudinal and Transverse Waves, Sound, Velocity of Sound, Infrasonic and Ultrasonic Waves, Supersonics. Reflection and Refraction of Light, Total Internal Reflection, Interference and Diffraction, Coulomb's Law, Ohm's law, Resistance, Potential Difference, Capacitance, Magnetic Force on a Moving Charge, Electromagnetic Induction, Electromagnetic Spectrum, Atoms and Nuclei, Mass Number and Atomic Number, Isotopes and Isobars, Bohr's Atomic Theory, Planck's Law, Special Relativity.

Chemistry: Nature of Atoms and Molecules, Periodic Table, Chemical Bonds, States of Matter, Gas Laws, Ideal Gas Equation, Liquid State, Vapour Pressure, Boiling Point, Surface Tension, Viscosity, Solid State, Amorphous and Crystalline Solids, Crystal Types. Chemical Reactions, Reactions among the Atoms and Molecules of the Same Kind and Different Kinds, Acids, Salts and Bases, Alkalies and their Properties.

Astronomy: Structure of the Universe, Light year, Cosmological Principle, Hubble's Law and Red Shift, Big Bang Theory, Planetary Motion, Solar System, Laws of Planetary Orbits, Gravitation, Escape Velocity, Stellar Energy, Neutron Stars, Quasars, Supernovae, Pulsars, Black Holes.

(b) Biological Sciences:

The course is designed to give an understanding of basic concepts and principles of Biological Sciences. Topics include nature and scope of biological science, the chemistry of life, cell, DNA, origin of life, nomenclature and classification of living things, plant anatomy, photosynthesis, reproduction in plants, animal kingdom, eco system, tissues, organs, systems, human digestive system, blood, nutrition, circulatory system, respiratory system, excretory system, useful microbes, some important infectious diseases, immune system, genetics, antibiotics, genetic engineering, biotechnology.

HSS 201 Introduction to Economic Geography
3 credits

The course introduces the nature and scope of Economic Geography, the field and environment of Economic Geography; Bases of Economic Geography: Relief, Climate, Vegetation, Soils, and

population; Primary activities: Types and brief descriptions; Secondary activities: Types and factors, Factors of Localization, Utilities, technical and professional services; Economic Geography of Bangladesh will be briefly covered.

MHR 201 Administration, Office Management, and Secretarial Practice
3 credits

This course deals with important aspects of general administration, office management, and secretarial practice. Emphasis is placed on the functional aspects of administration and office management which include planning, organizing, and utilizing managerial and physical facilities, records, equipment, methods of internal office communication as well as ways of conducting meeting and keeping minutes. Topics include space management, office communication, record management, office system and secretarial practice. Technological trends in office management and impact on secretarial practices will also be covered.

ACN 211 Financial Accounting II
3 credits

The course provides further analysis of financial accounting and reporting issues. It includes inventory accounting and reporting of income, accounting for intangible assets, accounting for fixed assets, valuation of long-term liabilities, regulations and conventions relating to corporate accounting and reporting practices, partnership accounting; corporate accounting; and accounting for banking companies.

MHR 203 Organizational Behavior
3 credits

Nature and scope of Organizational Behavior; evolution of organizational behavior; Individual behavior- personality, learning, and perceptions; Values, attitude, and beliefs; Motivation; Group dynamics; inter-group and intra-group communication; Group decision making process; power, politics and conflict; process of resolving conflicts; theories of leadership; elements of organizational culture; organizational change and development, technique for dealing with resistance to change.

MIS 201 Business Statistics I
3.00 credits

Introduction to statistics; collection, processing and presentation of statistical data; measures of central tendency; measures of dispersion; elementary

probability theories; interpolation and extrapolation; index numbers; simple correlation and regression analysis; application of statistics in quality control.

MHR 205 Principles of Management
3.00 Credits

Meaning and Importance of Management; Evolution of Management thought; Decision making process; environmental impact on management; Corporate social responsibility; Basic functions of management - Planning; setting objectives; Implementing plans; Organizing; Organization

design; Human resource management: Direction; Motivation; Leadership; Managing work groups; Controlling: Control principles; Process; and problems; Managers and Changing Environment.

MIS 203 Business Statistics II
3.00 credits

The course covers further topics in descriptive statistics; probability theory and application; Discrete and Continuous probability distributions; Sampling and Sampling distribution; Statistical inference; Tests of hypotheses; Analysis of variance; Simple Liner Regression and Correlation; Multiple linear regression; Testing the Goodness of Fit; Decision Theory.

ACN 213 Management Accounting
3 credits

This course is designed to equip students with tools and techniques of accounting for management decision making, such as analysis and interpretation of financial statements, concept of cost, element of cost, cost centers, cost drivers, cost classification, job order costing, process costing, break-even analysis, Cost-volume-profit analysis, differential accounting, responsibility accounting, pricing, budgeting and budgetary control.

FRL 201 Business Law
3 credits

This course deals with the laws that influence the business and business environment. The course will cover the important aspects of the Law of Contract: Agreement; Consideration; Misrepresentation; Void and voidable contracts; Sale of goods: Discharge; Remedies; Law of Agencies; Negotiable Instruments Act, Company Law. Labour Law and Acts concerning payment of Wages, Employment and non-employment in factories, shops and establishments; Workmen's Compensation; industrial disputes, Trade Unions and CBA, operation of Labour Court will be discussed at length.

ECN 201 Introduction to Development Economics
3 credits

Nature and scope of Development Economics, relationship with micro and macro economics, Growth models for economic planning, secular decline in terms of trade, choice of technology, environmental impact, Human Development Index, provision for social and physical infrastructure, and contemporary issues concerning the developing countries of the world , with particular reference to Bangladesh.

MKT 201 Introduction to Marketing
3 credits

The course introduces the role and functions of marketing; evolution of marketing as a science; elements of marketing mix; analyzing marketing environment and activities; defining products

regulation of prices and competition; principles of distribution; role and functions of promotion; marketing of services; marketing of industrial goods; cooperative marketing; measuring marketing efficiency, marketing audit.

FRL 301 Introduction to Managerial Finance
3 credits

This course covers basic concepts in finance and analytical tools used in business finance. Topics include: basic principles of corporate finance; analysis of risk and return; cost of capital; analysis of time value of money; elementary capital budgeting; capital structure; working capital management ; and financial statement analysis.

MKT 301 Marketing Management
3 credits

This course deals with nature and scope of marketing management, ethical and social consideration in marketing science, marketing objectives, review of marketing mix and its elements, analyzing marketing environment, understanding the consume behavior; Market segmentation and product positioning. The course will also cover topics like formulation of marketing strategy; Product-Market strategy and product decisions; Promotion strategy and promotion mix; Pricing policy and strategy; Distribution strategy; Marketing research and decision making ; preparation of Marketing plan; Marketing budget and allocation of resources; organizing and executing marketing programs; evaluating and controlling marketing performance.

MIS 303 Business Research Methodology
3 credits

The course introduces the nature and scope of business research methodology, objectives and functions of business research, diagnosing the business problem, research planning, formulation of hypothesis and uses in research; deductive reasoning and inductive reasoning; observation, participation and experiment, analogy and inference; explanation and causation; concepts constructs, variables and paradigm; measurement and scaling techniques; test of reliability and validity; generalization of hypothesis and extending it to theoretical remark. It will also cover the steps followed in conducting a research: problem definition, formulation of hypothesis, research design, data collection, data summarization and analysis, presentation and report writing, use of research findings.

MHR 301 Human Resource Management
3 credits

This course is designed to orient the students with the principles of human resource management and contemporary practices. Topics include nature and scope of human resource management, evolution of human resource management, environmental constraints, human resource planning and forecasting, job design and analysis, recruitment and selection, training and development wage and salary administration, fringe benefits, labor relations management, human resource audit and research.

MIS 301 Introduction to MIS
3 credits

This course deals with the design of management information system and specific aspects of management control resulting from the system. It covers topics like hierarchy of information and control system, elements of a good information system, technological developments in the field of MIS, advantages of technology in the field of MIS, system planning and design for efficient flow of information, financial control system, accounting control system, budgetary information system and control, marketing information system, human resource information system, performance evaluation and review of the information system..

IBS 301 International Business
3 credits

The course covers the nature and scope of international business and its environment; the international monetary exchange; cultural and political implication of international business; national boundaries, nationalism and the multinational firm; financial trade-oriented institutions; international liquidity; balance of payments; financial instruments; international trade laws and scope of arbitration; fundamentals of export and import management; economic integration, alliances and cooperation; inflation, devaluation, appreciation, and depreciation, and their impact on the international trade; global business strategy.

MHR 303 Entrepreneurship and Small Business Management
4 credits

This course aims at orienting the students with the process of entrepreneurship development along with tools and techniques for managing small business enterprises. The human factors, the organizational factors, and the motivation factors of entrepreneurship development are discussed in detail. Topics include entrepreneurship and theory; entrepreneurial success and impact of environmental variables; opportunity identification and assessment, entrepreneurial start-up strategies, the business plan, sources and ways of financing, launching the business, functional aspects of small business management, challenges to the small businesses.

FRL 303 Managerial Finance
3 credits

The course discusses the principles and practices of financial management. Topics include Financial analysis and Control: Financial ratio analysis, Sources and uses of funds, Management of current assets: management of working capital, cash and securities, accounts receivable, and inventory ; concepts of operating and financial leverage; capital budgeting techniques; portfolio management, further concepts of corporate finance.

FRL 305 Principles of Banking & Insurance
3 credits

The course deals with the basics of the banking systems, including its utility, scope, and principles. Role of central bank, types of banking institution, consumer banking, corporate banking, development banking, and role of banks in the total economic system. Insurance principles covers the nature of risks faced by individuals, groups, organizations, and society as a whole and the availability and selection of insurance coverage. It also examines institutions and operation of insurance companies in Bangladesh.

IMG 301 Production and Operations Management
3 credits

The course is aimed at developing a comprehensive understanding of production and operations in organization. Topics include production system, manufacturing policy decisions, product design & development, time and motion study, material flow process, inventory planning and control, production planning and control, maintenance management, statistical quality control; plant layout and location analysis.

MHR 401 Strategic Management
3 credits

The course aims at providing conceptual knowledge of strategic management that is necessary for developing integrative decisions making skills. Basic business functions will be integrated so as to provide an understanding of the total process of business management. The course includes topics on formulation of business strategies, strategic planning and SWOT analysis, implication of organizational structure and process, utilization of the management information system, control and coordination system, staffing and rewarding, management development, developing and nurturing leadership, strategy for evaluating available alternatives, and strategic decision making. The course will also cover some case studies related to the practices of strategic management both in home and abroad.

IMG 401 Project Management
3 credits

The course covers the nature and scope of project management, importance of project management under the perspective of a developing country, project identification, preparation, and project appraisal methods, implementation of project and feedback, post-project evaluation, project scheduling and network analysis, control principles, management information system in project management.

IMG 403 Principles of Total Quality Management
3 credits

The course covers basics of total quality management including nature and scope of quality management, defining the term quality under the situational perspective, principles of quality management, implication of regulatory measures upon the total quality management, interface of total quality management with functional areas of business like finance, marketing, human resource management, and production, environmental issues and urge for quality management.

MAJOR AND FREE ELECTIVE COURSES

1. COURSES IN ACCOUNTING

ACN 401 Cost Accounting
3 credits

The course covers objectives, importance, and scope of cost accounting, store-keeping and inventory control; valuation of inventory; accounting for labour cost; chargeable expenses; manufacturing and non-manufacturing overheads; job order costing and preparation of quotation; process costing; standard costs; variance analysis; statement of cost of production.

ACN 403 Taxation and Auditing Practices
3 credits

Principles of taxation, issues in taxation, tax structure, implication for individual and business, shifting and incidence of taxation, incomes taxes - personal income tax and corporate income tax, taxes on wealth, taxes on consumption, tax issues relevant to Bangladesh. Auditing practices include nature and scope of auditing, objectives of auditing, legal framework for auditing, auditing qualification, basic functions of auditing, importance and types of evidence of transaction, identifying and preventing frauds, mistakes, and loss of information.

ACN 405 Advanced Financial Accounting
3 credits

This course covers advanced topics in financial accounting including special journals, rectification entries, review of accounting for merchandising concern, further topics in accounting for banking and non-banking companies, accounting for non-trading enterprises, accounting for insurance companies, accounting for incomplete records, accounting for partnership concerns, departmental accounting, corporate accounting including issues of shares, debenture, and redemption of debenture, analysis of financial statements.

ACN 407 Advanced Management Accounting
3 credits

The course deals in advanced topics in management accounting including further deliberation on cost-volume-profit analysis, job order costing and preparation of competitive quotation, further topics in process costing, differential accounting, further topics in responsibility accounting, contract costing, capital budgeting, , accounting treatment of price level changes, and sensitivity analysis.

ACN 409 Accounting Information System and Computer Application
3 credits

The course deals in identifying information requirement for accounting purposes, and developing an information system by utilizing the power of computer software packages. The course attempts to provide a knowledge base on systematic process of identifying organizational objective, identifying accounting information required to aid in attaining those objectives, developing an information system that will efficiently provide the management with required information, and utilizing computer software packages for the purpose. It will orient the students with the contemporary accounting softwares and general software packages that can be utilized for processing accounting information.

ACN 411 International Accounting
3 credits

International accounting environment-transnational corporation, effect of free market economy, effect of globalization strategy, monetary units of global trade, uniformity of international accounting standards, accounting for foreign currency transaction, disclosure of international financial affairs.

FRL 401 Company Law (common for Accounting and Finance major)
3 credits

The course deals in nature and scope of company law, formation of company, legal status of company, advantages and disadvantages of company, rights and liabilities of directors of different types of companies including banking companies, regulations regarding dividends and transfer of shares

both for banking and non-banking companies, implication on income tax, legal framework for accounting reports, process of winding up of companies, contemporary issues and case studies on company law.

2. COURSES IN FINANCE, REAL ESTATE, AND LAW

FRL 403 Public Finance and Taxation Practices

3 credits

The course deals in fiscal functions & institutions; public goods, public choice & fiscal policies; structure, growth, policy issues & cost-benefit analysis of public expenditures; public borrowing and other sources of public revenue; fiscal policy, government budgeting; public pricing and environmental policy, international public finance, development finance. The course also covers issues in tax structure; principles of taxation; economic and social implication of taxation on individuals and on business enterprises; review of incidence of taxation; objectives and scope of different types of taxes - personal and corporate income taxes, wealth tax, consumption tax, and their economic and social implication. It also covers taxation accounting under the contemporary legal perspective.

FRL 405 Capital Budgeting

3 credits

Principles of capital budgeting; review of the concepts of time value and discounted cash-flow; basic measures of capital investment desirability; competing investments and conflicting profitability measures; capital rationing; risk conflicting profitability measures; risk analysis; financing capital investments; cost of capital; capital structure and value; contemporary issues in capital budgeting and case studies.

FRL 401 Company Law (common for Accounting and Finance major)

3 credits

The course deals in nature and scope of company law, formation of company, legal status of company, advantages and disadvantages of company, rights and liabilities of directors of different types of companies including banking companies, regulations regarding dividends and transfer of shares both for banking and non-banking companies, implication on income tax, legal framework for accounting reports, process of winding up of companies, contemporary issues and case studies on company law.

FRL 407 International Finance

3 credits

The course deals with the nature and scope of international finance, financial environment, and their implication for the business enterprise. Source of mechanism and instruments of international finance are covered. It also discusses exchange rates and policy issues; spot, forward, and swap transactions of exchange, instruments of international payment, balance of payment, import and export financing and risk management.

FRL 409 Financial Institutions

Roles, functions and interrelationship of the monetary authorities of Bangladesh and commercial banks; Management of central banking system; supervision over commercial banks; minimum reserve requirement; control on money supply; credit policy; problems of commercial banking

with respect to lending, investment, deposit taking, cheque clearance, minimum reserve requirement and branch banking; issues relating to bank audit, operation of money, discount and government securities.

FRL 411 Investment Management

3 credits

The course covers the valuation of common stock, preferred stock, bonds, convertible bond, and stock warrant, portfolio analysis and selection, risk associated with portfolio investment, security analysis, roles and functions of financial intermediaries in the investment process.

FRL 413 Bank & Insurance Management

3 credits

The course reviews the principles of banking and banking systems, explains the role of central bank, the structure and operation of Bangladesh Bank and its policy and procedure used in controlling the money supply and banking system.; discusses consumer banking, corporate banking, development banking, and management principles for banking companies. Insurance management covers further topics on the nature of risks faced by individuals, groups, organizations, and society as a whole and the availability and selection of insurance coverage.

FRL 415 Real Estate Principles

3 credits

Nature and scope of real estate business, implication for the economy, public land use controls, environmental controls, real estate ownership and legal instruments, forces affecting urban development, real estate market analysis, value measurement, real estate financing, cooperatives, and manufactures

3. COURSES IN MARKETING

MKT 401 Consumer Behavior

3 credits

Review of marketing concept and introduction to consumer behavior; utility and need satisfaction; consumer adoption and diffusion process, pre-purchase, purchase and post purchase behavior; product involvement and type of purchase decision; understanding consumer; developing portfolio of consumer characteristics by considering demographic, social and psychographic factors; influences of external factors; model of human behavior, classification of situation influencing consumer behavior; consumer decision process; consumer movement and

consumerism; institutional buying behavior; consumer and price; consumer and institutional decision; personal selling, advertising, sales promotion, publicity, and their effect on consumer behavior.

MKT 403 Advertising
3 credits

Definition, scope, and functions of advertising; classification of advertising, advertisement as a promotional mix element: advertising media; print media and electronic media; outdoor advertising; nontraditional advertising; message development, layout and copy writing, non-media advertising: corporate advertising and public relations; agency-client relations; agency-client relationship; social, legal, and ethical issues of advertising.

MKT 405 Selling and Salesmanship
3 credits

Importance and scope of selling; sales as a profession; selling tasks; order processing and creative selling; creative selling process; prospecting and sales presentation; demonstration, objection handling; closing the sales; follow-up; managing sales; sales planning and advertising; managing sales effort; recruitment, selection, training, organizing, supervision, motivation, compensation and evaluation of sales people; territory planning and quota administration.

MKT 407 International Marketing
3 credits

Nature and scope of international trade; theories of international trade; barter trade and counter trade; international marketing environment; modes of international trade; entry strategy; formulation of international marketing strategy; international marketing research; international marketing strategy for marketing mix elements - product, promotion, price, logistics and distribution; organization structure and control; trends and perspectives of international marketing.

MKT 409 Introduction to Marketing Research
3 credits

Definition, scope and use of research; need for information; types of research; type and source of information; research methods; methods of collecting data, measurement and scale, designing instruments for collection of information, field operation, data summarization, analysis and interpretation of findings, presentation of findings and use of research findings.

MKT 411 Brand Management

3 credits

Nature and scope of brand management; its advantages and implications; functions of brand management; responsibility of a brand over its life cycle; developing new brands; management of breadth and width of a product line; designing a pricing and a promotional strategy for the brands; developing distribution system for the brands, auditing of brand management.

MKT 413 Business Logistics
3 credits

Meaning and scope of logistics; elements of logistics functions; order processing; inventory planning and control, transportation, warehousing and material handling. Concept of trade-off between logistics functions; cost of logistics services; production scheduling and materials management; customer services planning and control; use of customer service as a competitive tool.

MKT 415 Retail Management
3 credits

Scope and importance of retailing as a marketing institution; services of retailing; large scale retailing; integrated and independent retailing; controlling and coordination of independent retailers activities; wheel of retailing and retail mortality. Retailing in Bangladesh: store vs. non-store retailing and its socio-economic importance; standardization of retailing services; future trend.

MKT 417 Introduction to Strategic Marketing
3 credits

The course discusses and integrates functions of marketing and roles of marketing mix elements in attaining the objectives of business enterprises. It covers the scope and effects of integrated marketing effort in conjunction to other functional areas of the organization. Global perspective is kept in view to provide a knowledge base on marketing competitiveness, along with the tools and techniques for creating synergy of integrated marketing efforts.

MKT 419 Industrial Marketing
3 credits

The course reviews the basics of marketing, and discusses further topics in industrial marketing including identifying prospect, identifying the requirement, planning promotional mix, pricing of industrial products, distribution strategy, sales planning, sales presentation, handling objection, after sales service and implication on price, promotion, and distribution strategy.

4. COURSES IN HUMAN RESOURCE MANAGEMENT

MHR 403 Human Resource Planning
3 credits

Importance of human resource planning; issues in human resource planning; planning model; determination of future human resource requirements; determination future human resource availability; assessing gaps and objectives; action planning to match the gaps; human resource information system; manpower planning as the basis of recruitment, selection, training, and phasing out; a system approach to annual manpower planning exercise.

MHR 405 Compensation Management
3 credits

Process of developing a pay level and pay structure; designing and effective pay systems; types of pay systems; administering a` pay systems; issues in administering a pay systems; development of benefits; types of major benefits; benefits administration; benefits objectives and evaluation; controlling benefit costs.

MHR 407 Industrial Law and Labor Relations
3 credits

Scope of industrial law, factories act, workmen's compensation act, trade union act, collective bargaining agent and trade union activities, scope of industrial relations, changing socio-economic environment, evolution of trade unionism, structure and activities of trade unions, environment of bargaining, bargaining power, bargaining structure and bargaining issues, public sector differences, contract administration, grievance procedures, industrial relations in nonunion organization and non-formal sector, industrial relations and employee productivity, employee relations programs.

MHR 409 Training and Development Management
3 credits

Nature and scope of raining and development function; strategy and training; organizations of the training department; training needs assessment; learning and behavior; designing of training programs; evaluation of training programs; training techniques; technical training; training and development of managers; training in organization development; theory and practice of career development; developing career structures; identifying organizational needs; institutionalizing the career development system; evaluating the system.

MHR 411 Industrial Psychology
3 credits

The course discusses human behavior in an organizational context; dynamics of motivation in an organization; stress in an organizational situation and individuals' reaction to stress; group dynamics; group problem solving and decision making; change and reaction to change

characteristics of a formal organization and their influence on individuals' personality; congruent vs. incongruent goals of organization and the individuals.

MHR 413 Strategic Human Resources Management
3 credits

The course introduces the strategic nature of human resources management by looking at the importance of human factors in attaining organizational goals. Strategic implication of employees performance along with a portfolio of employee characteristics is looked into by considering the effect of employee morale and situational factors upon the work behavior. The course also covers the interface of human resource management functions with other functional areas of management.

MHR 415 Labour Economics
3 credits

Scope of labour economics, demand for labour; quasi-fixed labour costs; supply of labour; labour unions and collective bargaining; household production models; investment in human capital; education and training; earnings differentials; compensation differentials; discrimination; compensation structure; unemployment and inflation and labour market issues in Bangladesh.

5. COURSES IN INDUSTRIAL MANAGEMENT

MHR 407 Industrial Law and Labor Relations
3 credits

Scope of industrial law, factories act, workmen's compensation act, trade union act, collective bargaining agent and trade union activities, scope of industrial relations, changing socio-economic environment, evolution of trade unionism, structure and activities of trade unions, environment of bargaining, bargaining power, bargaining structure and bargaining issues, public sector differences, contract administration, grievance procedures, industrial relations in nonunion organization and non-formal sector, industrial relations and employee productivity, employee relations programs.

IMG 405 Production Planning & Inventory Control
3 credits

The course covers production planning, production scheduling; and inventory control decisions in manufacturing and service organizations; special topics include: manufacturing resource planning; use of inventory control in buffering manufacturing activities.

IMG 407 Materials Management
3 credits

Management of flow of line materials in relation to market demand, prices, supplier performance, availability of materials, customer service, and other related issues. Special topics include: material resource planning; value analysis, and supplier development.

IMG 409 Operation research
3 credits

Introduction to operation research; review of probability concepts; conditional and expected value ; value of information; utility as basis for decision making; decision theory; game theory; linear programming: the simplex method, the dual problem and the transportation problem; waiting line and simulation; practical application.

IMG 411 Management Science Applications in Production
3 credits

A problem-solving approach to production and inventory management; use of quantitative and model-based approach and decision science orientation; use of computer-based models, real or simulation will be particularly examined.

IMG 413 Productivity and Quality Management
3 credits

Concept of productivity; measurement of productivity; long vs. short term productivity; factors in productivity; reasons for low productivity; measures to improve productivity; developing a productivity orientation in the organization; reward-punishment system for productivity enhancement. Quality management covers the scope and measurement of quality; concept of total quality management (TQM), management approaches; review of concepts, and techniques for the monitoring and improvement of product and process quality; developing standards for quality of product, process, and service, developing a corporate orientation for TQM.

MKT 419 Industrial Marketing
3 credits

The course reviews the basics of marketing, and discusses further topics in industrial marketing including identifying prospect, identifying the requirement, planning promotional mix, pricing of industrial products, distribution strategy, sales planning, sales presentation, handling objection, after sales service and implication on price, promotion, and distribution strategy.

6. COURSE IN INTERNATIONAL BUSINESS

ECN 401 Comparative Economic System and International Trade
3 credits

The course discusses the varying economic systems of different countries of the world and its impact on international trade. However, it will particularly look into the post communism trends of international economies and implication of free market economic policies as are gradually being adopted by most of the countries.

MKT 407 International Marketing
3 credits

Nature and scope of international trade; theories of international trade; barter trade and counter trade; international marketing environment; modes of international trade; entry strategy; formulation of international marketing strategy; international marketing research; international marketing strategy for marketing mix elements - product, promotion, price, logistics and distribution; organization structure and control; trends and perspectives of international marketing.

MKT 413 Business Logistics
3 credits

Meaning and scope of logistics; elements of logistics functions; order processing; inventory planning and control, transportation, warehousing and material handling. Concept of trade-off between logistics functions; cost of logistics services; production scheduling and materials management; customer services planning and control; use of customer service as a competitive tool.

FRL 407 International Finance
3 credits

The course deals with the nature and scope of international finance, financial environment, and their implication for the business enterprise. Source of mechanism and instruments of international finance are covered. It also discusses exchange rates and policy issues; spot, forward, and swap transactions of exchange, instruments of international payment, balance of payment, import and export financing and risk management.

FRL 417 Analytical Study of International Trade Agreements
3 credits

The course covers analytical study of contemporary international trade agreements. The course will critically examine the economic and social features of signatories, identify their potential interest, and advantage and disadvantages of entering into such trade agreements.

FRL 419 Legal Environment of International Business

3 credits The course covers international laws regarding trade, trade disputes and arbitration, international trade bodies and their roles in the legal system, international arbitration bodies and their jurisdiction and functions in resolving trade disputes.

ECN 403 International Economics
3 credits

The course covers the concept of comparative advantage; gains from trade; standard and alternative trade theories; international trade; monopoly and cartels; economic integration; factor movement; foreign exchange; balance of payments and adjustment policies; fixed and flexible exchange rates; international monetary system; role of international trade and aid in economic development; international lending and technical assistance programs.

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7. COURSES IN MANAGEMENT INFORMATION SYSTEM (MIS)

ACN 409 Accounting Information System and Computer Application
3 credits

The course deals in identifying information requirement for accounting purposes, and developing an information system by utilizing the power of computer software packages. The course attempts to provide a knowledge base on systematic process of identifying organizational objective, identifying accounting information required to aid in attaining those objectives, developing an information system that will efficiently provide the management with required information, and utilizing computer software packages for the purpose. It will orient the students with the contemporary accounting softwares and general software packages that can be utilized for processing accounting information.

MIS 401 Executive Information Systems

The course covers issues related to management of computer-based MIS; Topics include: planning and administration; control and evaluation; organization and personnel required in managing MIS. Special topics include: technical and societal issues, and managerial issues.

MIS 411 Computer Programming
3 credits

Introduction to structured programming concepts and program development process; Topics include: problem analysis, development of algorithm, flow charts, and program development.

Understanding programming languages and choosing a programming language to learn and write a program; Use of EDP and computer programming in the selected language (s) for problem analysis and decision making.

MIS 413 System Analysis and Design
3 credits

Introduction to systems and models; simulation; Introduction to programming; Value analysis and iterative process; Queuing concepts; Matrix methods; Management Planning Methods (PERT, CPI) Application of systems in practical problem solution.

MIS 415 Database Management and Development
3 credits

The course covers objectives and methods of database management, data models, elementary database design, fourth generation programming languages, data integrity, security, and privacy.

MIS 417 Local Area Networking
3 credits

The course covers nature and scope of networking operation, networking principles, methods and instruments for local area networking, networking utilities, software for networking, security of data and troubleshooting.

IMG 419 Technology Management in MIS
3 credits

The course deals in the importance of technology in carrying on MIS functions, pace of change of technology and implication for the MIS, forecasting changes in technology and adaptive measures, contemporary technological trend in the field of management, identifying information requirement and selecting the right technology, process of adopting innovation, dealing with technical obsolescence, implication for management of information system.