

Noakhali Science and Technology University
Department of Business Administration
Detailed Syllabus

Course Code: BBA 1101
Course Title: Introduction to Business

1. Fundamental of Business:

The basic concept of business, its branches and their place in the economy of Bangladesh, Mission and objectives of business, people form the core of business, Business Vs economics, and challenges of local and global business, different economic systems: capitalism, socialism, communism and mixed economic systems, basic economic indicators.

2. Forms of Business Ownership:

Various types of business ownership and their formation, sole proprietorship partnership -, joint stock company, cooperative and state ownership –formalities and distinguishing features of each form of ownership and disadvantages, merger and other unincorporated business, franchising, merger and acquisition.

3. Social Responsibility and Ethics of Business:

Concept, areas of social responsibility – responsibility to customers, environment, investors, government and general public, advancing social responsibility, business ethics, influencing factors, establishing business ethics

4. Fundamentals of Management and Organizing and marketing:

Defining management and its importance, management functions and levels, Management roles, core management skills, concepts of organizing, principles of organizing, methods of organizing, marketing, core concepts of marketing, marketing activities and mix, marketing philosophy, and marketing strategy.

5. Trade practices in Bangladesh: Import and export policies, import procedure, export procedure, problems of import and export trade, measures to overcome the problems.

5. International Business:

The nature and scope of international business, basic concepts, barriers to and regulation of international business, Approaches to international business, adapting to foreign markets in terms of marketing elements.

7. Money and Banking:

Money and exchange systems, the supply of money, financial institutions, Government involvement in money and banking, future of banking

8. Documentations and institutional services to business: certification from different authorities, banking and trading documents, shipping documents, Institutions- CPA, chamber of commerce and industry and trade associations, Dhaka and Chittagong stock exchange, Security and exchange commission, BSTI, and EPB.

Text and Reference Books:

1. Steven I, Skinner & Joha M. Ivancevich, Business for the 21st Century, Irwin, IL. USA.
2. Boyce, Thill & Mescon- Excellence in Business-Pcatson Prentice Hall (revised edition) International Edition.
3. Goass-Baker: introduction to Business.
4. Strab and Attner: Introduction to business.
5. Koontz and Fulmer: practical introduction to business.

Course Code: BBA 1103

Course Title: Principles of Accounting

Chapter	Topics
One	Accounting In Action: What is accounting, Users of Accounting, Book keeping vs. Accounting, Accounting Principles, Accounting Equation, Financial Statements, and Tabular Analysis.
Two	The Recording Process: The Account, Debit –Credit, Event Vs. Transaction, Accrual Vs, Cash Basis, The Journal, The Leger, The Trial Balance and Related Exercises
Third	Adjusting the Accounts: Timing Issue, The Basics of Adjusting Entries, The adjusted Trial balance & Financial Statement & Related Exercise
Four	Preparation of Worksheet: Using a work sheet, Closing The books summary of the accounting cycle, the classified balance sheet and Related Exercise
Five	Accounting for merchandizing operation: Merchandizing operation, recording purchases of merchandise, recording sales of merchandise, completing the accounting cycle, forms of financial statement,
Six	Subsidiary ledger and special journal: Subsidiary ledger- advantages of subsidiary ledgers, special journals- sales journal, purchase journal, cash receipt journal and cash payment journal.
Seven	Bank reconciliation statement: Meaning need different methods and exercise

Prescribed Text

Accounting principles – J. J. Weygant, D. E. Keiso and Paul kimmel

Additional References:

Principles of accounting – Needles and Andersons

Fundamental accounting principles- K. D. Larson and W. Miller

Course Code-BBA-1105
Course Title- Principles of Management

1. Introduction: Manager, management, efficiency, effectiveness. Managerial levels, Functions of management, Management roles: interpersonal role, information role and decision role, Management skills: technical skills, interpersonal skills, conceptual skills, diagnostic skills, communication skills, decision making skills, Time management skills

Is Management science or art? Emerging contemporary management challenges

2. History of Management: Historical background of management, Taylor's Scientific Management, Fayol's principles of Management, Process approach, System approach, Contingency Approach, Human Relations approach,

3. Planning and decision making: Planning, Purpose of planning, types of planning, steps of planning Goal, types of goals, Approach to establishing goals, limitations of planning, factors affecting planning, meaning and nature of decision making, process of decision making, decision making under various conditions of risk and uncertainty, tools and techniques of decision making.

4. Organizing: Definition, nature, importance, work specialization, departmentalization, chain of command, span of control, centralization, decentralization and formalization, factor affecting organization design, Functional structure, divisional design, matrix design, bureaucratic design

5. Staffing/ Human Resource Management: Meaning, why HRM is important, human resource management process, attracting human resources, recruitment, selection, training and development, promotion

6. Leading: Meaning, importance, ingredients of leadership, power and leadership, styles of leadership, Managerial Grid approach, Path Goal theory and other theories of leadership.

7. Motivation: Meaning, importance and purpose Maslow's hierarchy of needs theory, McGregor's theory of X and Y, Herzberg's two factor theory, McClelland's achievement motivation theory, designing jobs for motivating, jobs characteristics model, Vroom's expectancy theory.

8. Controlling: Meaning, nature, importance, control process, types of controlling, characteristics of effective controlling, Control technique, resistance to control, and overcoming resistance to control

Basic Text:

1. S.P Robbins & Mary Coulter, Management, Current Edition.

Reference Books:

1.. Ricky W. Griffin, Management, Millennium Edition.

2. Koontz, O. Donnell & Weilrich, Management, Current Edition.

3. James A F Stonner and R Edward Freeman, "Management" Prentice Hall of India, New Delhi.

Course Code: CSTE 1131
Course Title: Computer Fundamentals

Computer Basis: History and development, Computer types, Scope of computer, Impact of computers on society and technology

Specification of Computers: CPU types, Speed variation, Memory, type size Cache, Storage Media, Hard disk, Floppy disk, CD ROM, DVD.

Printer: Dot matrix Laser, ink jet

Computer Hardware: Digital electronics, CPU

Memory: RAM, ROM, Mass storage devices

I/O Devices: Different Peripherals

Idea of System Software and Application Software: Function of Operating System,

Discussion on different types of Operating System: DOS/Windows, Mac UNIX/XENIX etc.

Concept of formal Language: Different type of Computer Languages: Assembly, FORTRAN, Pascal C and C++, Artificial Language etc

Purpose and Scope of Application Packages: Essential General purpose packages: Word Processing, Spreadsheet analysis, Database etc.

Networking: Different types of networks, network topologies, communication media.

Internet: Internet services, e-mail, e-commerce and Business application

Multimedia: Basics of audio, video & graphics. .

Maintenance and Troubleshooting: Classification of Stabilizer, UPS and IPS, Effect of Static charge on computer devices, Virus, Power Surge Protection, Disk maintenance.

Future Trends: Super Computer, Distributed Computer, Parallel Processing, Information Super Highway, Multi-media and virtual reality.

Books recommended:

1. Computer and information systems,- Sarah E. Hutchison and Stacey C. Sawyer
2. Information technology- Brain K. Williams, Sarah E. Hutchison and Stacey C. Sawyer.
3. Peter Norton, introduction to computer, Fifth Edition, Tata Mcgraw- Hill, new Delhi

CSTE 1102: Computer Fundamentals Lab (1 credit)

Course Code - FENG 1101
Course Title: Developing Basic English Skills

- A. Reading passages for critical or creative response and vocabulary development through skimming, scanning, predicting and inferring
- B. Introduction to parts of speech; subject -verb agreement; construction of assertive and interrogative sentences according to time sequence; formation of imperative, optative and exclamatory sentences; use of gerund, participle & infinitive; introduction to clause & phrase; formation of simple, complex & compound sentences; formation of embedded questions & conditional sentences; transformation of sentences; changes of speech; change of voice of the verbs; use of causative verbs, modal verbs, adjectives, prepositions & conjunctions; use of inversions, tag questions.
- C. Creative Writing (Story development/Dialogue Development/ Amplification/Writing paragraphs)

Prescribed Books:

- 1. Alexander, LG. Fluency in English
- 2. Glover, A J. Build up Your English
- 3. Grellet, F. Developing Reading Skills: A practical guide to reading comprehension exercises.
- 4. G. Simon and M. Swan effective reading
- 5. Mosback, G and V. Mosback. Practical faster reading
- 6. Eastwood. Oxford Practical grammar
- 7. Swan, M. Practical English Usage.
- 8. Wren and Martin. Applied English Grammar & composition
- 9. Murphy, Raymond. English Grammar in use.
- 10. Murphy, Raymond. Intermediate English Grammar.
- 11. Berry, T E. The most common mistake in English.

FENG 1102: English Language Lab (1 Credit)

1. Listening:

a) Listening for comprehension, b) Listening for general information, c) Listening for specific information, d) Listening for gist of details, e) Listening for note taking.

2. Speaking:

a) Speaking in different contexts: everyday life, academic and business situations, b) Different modes of interaction: free conversation, group discussion, debate, public speaking, formal and informal presentation, seminar presentation c) Useful language functions: definition, description, narration, instruction, explanation, circumlocution, exemplification, argumentation, generalization & specification, cause and effect.

Prescribed Books:

- 1. Head Way by John and Liz Soar, intermediate and upper-intermediate.
- 2. Listening by G. White.
- 3. Listening in Action: activities for developing listening in language teaching By M. Rost.
- 4. Meaning into Words by Adrian Doff and Christopher John.
- 5. Study Listening by Lynch.
- 6. Teaching Listening by M. Underwood.

7. Discussions That Work by P. Ur.
8. Effective Negotiating by Jeremy Comford.
9. Giving Presentation by Nina O' Driscoll.
10. Keep Talking by F. Klippel.
11. Learning to Learn English by Ellis and Sinclair.
12. Teaching Oral Communication by W. Littlewood

Course Code: BBA 1201

Course Title: Business Mathematics -I
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Chapter	Topics
One	Introduction: The number system: Number system, prime, rational, and irrational numbers and their properties, imaginary and complex number
Two	Theory of set: Elements, operations with sets, union, intersection, Venn diagrams, Application of set theory
Third	Logarithms: Introduction, law of operations, use of logarithm tables, antilogarithms
Four	Equation and nonlinear functions: Slope of linear equation, different form of straight line equation, formation of linear equation and solution, polynomial functions, quadratic functions, application of quadratic models, exponential function, selected exponential models, constraint growth rate model, unlimited growth model, unlimited decay model, limited growth model.
Five	Mathematics of finance: Simple and compound interest, annuities, discount, two steps problems.
Six	Permutation and combination: Difference between permutation and combination, calculation of permutation and combination. Application of permutation and combination to business problems
Seven	Derivative and their application: Limit and continuity of a function, rate of change, derivatives, rules of differentiation of Algebraic, exponential and logarithmic functions of single variable, applications of derivatives , increasing and decreasing functions, extreme value of a function, applied maxima and minima problems, application of derivatives in business and economic problems.

Prescribed Text

Business Mathematics - D. C Sancheti & V.K Kapoor

Additional References:

1. E.W Martin Jr. Mathematics for decision making, Vol .I& II
2. E.K, Bowen, Mathematics with application in Management and Economics
3. R. L. Childers, Mathematics for Managerial Decisions,
4. Business Mathematics - Dr. Md. Rafiqul Islam
5. Business Mathematics - Md. Abdul Aziz.

Course Code- BBA-1203
Course Title- Business Statistics-1
Course Contents

Introduction:

Nature, Scope, Nature of statistical data, collection of data, presentation of data, classification of data, frequency distribution, Graphical presentation.

Measures of Central Tendency:

Introduction- Arithmetic Mean, Geometric Mean, Harmonic Mean, Weighted Arithmetic Mean, Median, Mode, Quartiles, Deciles, Percentiles, Properties of good averages,

Measures of Dispersion:

Significance of measuring dispersion, Properties of Measures of Dispersion, Range, Mean deviation, Standard deviation, coefficient of Variations and their uses.

Moments, Skewness and Kurtosis:

Moment from Arbitrary value, Moments from Mean, Relationship between moments, measures of skewness and its uses, measures of Kurtosis and its uses.

Correlation analysis:

Significance of study of Correlation and Causation, types of Correlation, Scatter Diagram Method, Karl Pearson's Coefficient of Correlation, rank Correlation Coefficient and rank correlation coefficient.

Regression analysis:

Difference between Correlation and Regression Analysis, Simple Regression lines, Regression Equation, Regression Coefficients.

Sampling:

Sampling and census, advantage and disadvantage of sampling over complete counting, different types of sampling.

Basic Text and reference Books:

1. S.P. Gupta & M.P. Gupta, Business Statistics, New Edition, Sultan Chand & Sons, Educational Publisher, New Delhi.
2. Richard Levin & David S Rubin, Statistics for Management.
3. Howard L Basley, Basic Statistics for Business and Economics.

Course Code- BBA-1205
Course Title- Micro Economics

1. Introduction: Definition & Scope of Economics, positive vs normative economics–Microeconomics vs. Macroeconomics–Methodology of Economics, theories of economic theory, scope and subject matter of economics.

2. The central problems of economic Society:

Central Problems of an Economic Society–Solution under Alternative Economics Systems–Idea of Market Economy, socialist economy, mixed economy.

3. Theory of demand and supply:

Demand function, law of demand, factors determining demand, shifts in demand, deriving demand curves, substitution and income effects, deriving aggregate demand, various concepts of demand elasticity and measurements and its application in business.

Supply function and law of supply, determinants of supply, and shifts in supply, elasticity of supply and market equilibrium.

4. Theory of consumer behavior:

Cardinal Utility Theories, Law of Diminishing Marginal Utility, Law of Equilibrium-Marginal Utility, Ordinal Utility Theory, Indifference Curve, Properties, Budget Line, Consumer's Equilibrium–Price Consumption Curve, Derivation of Demand Curve, Substitution and Income Effects–Income Consumption Curve–Normal, Inferior and Giffen Goods.

5. Theory of production:

Production function, total , average and marginal product, and its relationship, law of diminishing marginal physical products, isoquant and its properties, returns to scale , cost function, Iso cost and its properties, producer equilibrium through Isoquant and Iso cost curve, output maximization vs. cost minimization, economic efficiency, efficiency in production, derivation of production frontier.

6. Theory of cost:

Short-run cost, fixed costs, variable cost, total cost, marginal cost, law of variable proportions, Long run cost, derivative of long run cost from short run cost.

7. Market structure:

(a) Definition and Characteristics of Perfect Competition – Short-run and Long-run Equilibrium of Firm and Industry–Supply Curve

(b) Definition and Characteristics of Monopoly–Short-run and Long-run Equilibrium, Price Discrimination–Multi-plant Monopolist

(c) Definition and Characteristics of Monopolist Competition–Short-run and Long-run Equilibrium with Price Variation-Product and Selling Costs Variation–Excess Capacity

(d) Definition and Characteristics of Oligopoly.

8. The Factor market:

The demand and supply of factors, pricing of factors, determination of wages, marginal productivity theory.

Basic texts:

1. P.A samuelson, Economics Mcgraw Hill Book co, new York.
2. K.K Dewett: Modern Economic theory, S Lac Charitable Trust, New Delhi.

Reference Books:

1. R.G Lipsey, An introduction to positive Economics,
- ii) H.L. Ahuja- Modern Microeconomics, Theory and Application.

iii) R.A Bilas, Microeconomics theory.

Course Code: BBA 1207
Course Title: General Science

This course will emphasize the development of basic scientific skills and concepts in chemistry, physics, earth science and biology.

Topics in Physics: Fundamental of mechanics, vector and forces, kinematics, conservation laws and gravitation, sound, light, Reflection and Refraction, Electricity

Topics in Chemistry: Introduction to Chemistry, Nature of atoms and molecules, Valence and periodic tables, chemical bonds, acids and base

Topics in Earth Science: The Solar System, The Earth Tilt, Rotation, Revolution, and Seasons, Magnetism of the Earth, Composition of the Earth, Minerals, Ores, and Rocks, volcanoes, The Air and Weather

Topics in Biology: Origin of life, Cell Form and Function, Classifying Living Organisms, Bacteria and Viruses, Human Digestion, Circulation and Respiration

References:

GCSE Science *Textbook*

Real Science: What It Is and What It Means by John M. Ziman

Course Code: BBA 1209

Course Title: Business Communication

Chapter	Topics
One	Introduction: The Nature of Communication Definition, communication cycle, effective communication, importance of effective communication, objectives, media(written, oral, face to face, visual ,audio visual, computer based, silence), types(upward, downward, horizontal, diagonal, grapevine, consensus etc) principles of effective communication, barrier to communication, non verbal communication- Body language/kinesics paralanguage, Facial expressions, Proxemics, Territoriality, Clothing, Environment, Seating, Time
Two	Communication skills: Speaking skills, Listening skills, Presentation Skill, Telephone contract skills, Online contract skills, use of overhead and multimedia projector, visual communication, use of IT on modern communications, fax messages, electronic mail.
Third	Business letter: Need, functions, structure/part, kinds of business letter, essential of effective business letter, guidelines for compositing letter, top ten tips for successful communication, Enquiries,& replies, offers and quotations, order letter, acknowledgement, inability to execute letters, complaints & adjustments, collection letter, circular, sales letter, bank correspondence, import-export correspondence. Recruitment process, job description/ circulation, application letter, CV/ resume writing, invitation to interview, offer of employment, letter of acceptance, resignation, termination and reference letter.
Four	Internal Communication: Memos, Reports- purpose, importance, characteristics of standard report, types of business report, organization of a report. Committee conference and others-committee, meeting and Minutes,
Five	Persuasive Communication: Circulars and Sales letter, conference, seminar, symposium, press release, press conference, workshop, interview, public relations and mass media.
Six	Visual and Oral Communication: Forms and questionnaires, Visual Presentation, Reforming and Summarizing

Basic Text :

Communication for Business - Shirley Taylor Pearson education limited, latest edition

Additional References:

1. Richard Blundel, Effective Business Communication: Principles and practices for information Age., prentice Hall.
2. Raymond V. Lesikar, Business communication: Making Connections in a Digital World
3. Rajendra Pal & J,S Korlahalli, Essential of Business Communication
4. Business Communication - Theory and Practice, M. Omar Ali

Course Code: BBA 2101
Course Title: Principles of Marketing

Chapter	Topics
One	Introduction: Meaning, nature and scope of marketing, historical development of marketing, marketing process, core concept of marketing, growing importance of marketing, marketing management philosophies
Two	Marketing environment: Meaning of marketing environment, system approach of marketing, micro environment and microenvironment of marketing and its elements, micro and macro environmental influence on marketing and responding to the marketing environment.
Three	Managing marketing information: Developing marketing information system, conducting marketing research.
Four	Consumer market and consumer buyer behavior: Consumer buyer behavior, model of consumer behavior, characteristics affecting consumer behavior, types of buying decision behavior, the buyer decision process.
Five	Selecting target market: Segmentation, bases for segmentation, selecting target market, market targeting and positioning, positioning strategies.
Six	Product planning: Definition of product, product and service classification, product and service decision, branding strategies, new product development and product life cycle strategies.
Seven	Pricing: Price, factor to consider when setting price, pricing approaches and strategies, product mix and pricing strategies
Eight	Place and distribution channel: Nature, managing channel and supply chain management.
Nine	Promotion: Major element, media selection, integrated marketing communication, advertising, sales promotion, public relation, personal selling and direct marketing
Ten	Relevant issues: Ethics in marketing, social responsibility of marketing, global marketing, present and future trends of marketing.

Basic Text:

1. Philip Kotler & Gary Armstrong Principles of Marketing.

Reference Books:

1. William J Stanton, fundamental of Marketing, Mcgraw –Hill International Book company, New York(USA)
2. Pride & Feffel, Marketing.
3. Philip Kotler, Marketing Management.

4. E. J. McCarthy & W.D. Perreault, Basic Marketing, 10th edition.
5. Lamb, Hair, McDaniel, Marketing, 3rd edition

Course Code: BBA 2103

Course Title: Intermediate Accounting
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Chapter	Topics
One	Financial Accounting and Accounting Standard: Financial Statements and Financial Reporting, The Challenges Facing Financial Accounting, Objectives of Financial Reporting, Parties Involved in Standard Setting, GAAP, Analysis of Conceptual Framework
Two	Cash & Receivables Management & Control of Cash, Reporting Cash, Account Receivables-Measurement of bad debts and account receivables, estimation of bad debts bad debts expenses, recognition of notes receivables and related exercise.
Three	Valuation of Inventories: Recording and measuring inventory, classification of Inventory, Perpetual and Periodic inventory systems, Accounting System for Inventory Valuation, inventory cost flow assumptions.
Four	Acquisition and Disposition of Property, Plant and Equipment and Assets and classification of assets, acquisition and valuation of assets, Disposition and Exchanges
Five	Depreciation, Impairment and Depletion of Operational Assets: The nature of depreciation in Accounting, Cost allocation and valuation, Depreciation methods, Depletion of natural resources, Amortization of intangible assets, Impairment of value, Presentation and Analysis.
Six	Income Statement and Statement of Cash Flows: Comprehensive Income, Income from continuing operations, Correction of Accounting errors, Income statement presentation, The statement of cash flows, Purpose of cash flows, Classifying of cash flows, Methods of cash flows, Preparation of cash flows statement.
Seven	Current Liabilities and Contingencies: Nature of current liabilities, Account payable, Notes payable, Short term obligation, Valuation of current liabilities, Disclosure of current liabilities in the financial statement.
Eight	Financial statement analysis: Needs, Methods, Ratio, Classification of Ratio Analysis, Liquidity Ratio Profitability Ratio, Solvency Ratio, Limitations
Nine	Accounting For Partnership – Admission Partnership form of Organisation, Partnership Act. 1932, Basic Partnership Accounting, Admission of a Partner

Prescribed Text:

Intermediate Accounting – Keisu. Weygandt. Warfield (John Wily & Sons. Inc)

Additional References:

Intermediate Accounting - Smith and Skousen

Intermediate Accounting - Spiceland, Sepe & Tomassini (McGraw Hill)

Course Code: BBA 2105**Course Title: Financial Management - I**

Chapter	Topics
One	Introduction: Definition, Scope, Goal, Types, Functions, Profit vs. Wealth Maximization, Agency problem, Opportunities in Finance
Two	The Time Value of Money: Time preference for money, reasons for time preferences of money, Implication of time value of money, Future and Present value of money, Techniques of calculation compounding and discounting
Three	Risk and Return: Risk, uncertainty and return, Probability distribution and expected return, Capital Market theory and Assets Pricing Models.
Four	Short Term Finance: Nature and importance of STF, Types of SFT, Trade Credits, Short term bank Loan, Commercial papers and Factoring.
Five	Intermediate and Long Term Finance: Term loans, Cost and benefits, types of long term debt instruments, Common Stock, Preferred Stock, Lease, hire purchase, project financing
Six	Capital Budgeting Estimating cash flow, Project evaluation and selection, Nature of investment decision, Types of investment decision, Investment evaluation criteria, Different methods, Pay Back Method, Accounting Rate of return Method, Net Present Value Method, Internal Rate of Return Method, and Profitability Index Method.
Seven	Cost of Capital: Capital components and their cost, Significance of the cost of capital, Cost of debt, Cost of preferred capital, Cost of Equity capital, CAPM, WACC, MCC, Floatation Costs.
Eight	Financial Market of Bangladesh: Financial Markets, Primary Vs. Secondary Market, Financial market structure in Bangladesh, Fiscal Policy of Bangladesh, IBRD, IFC, IDA

Prescribed Text:

Financial Management - I. M. Pandey

Additional References:

Essential of Managerial finance - Westorm J.F and E.F Brigham

Fundamental of Financial Management - Van Horn

Managerial Finance - Lawrence J. Gitaman

Course Code: BBA 2107
Course Title: Business Mathematics - II

Chapter	Topics
One	Determinants: Definition of determinants, Properties of and determinants, Operation of determinants, Expansion of determinants, Crammers rules and use in business.
Two	Matrices: Definition of Matrices and determinants, Properties of and Matrices and determinants, Addition and multiplication of matrices, Inverse of matrices, Solution of simultaneous equations
Three	Coordinate Geometry: Rectangular coordinate system, Distance between two points, Gradient, Equation of straight lines, Slope and intercept from two points, Parallel & perpendicular lines.
Four	The Circle: Definition, Equation of circle, Different forms of circle, A line and a circle, General equation of circle
Five	Differentiation and Use in Business Problems: Basic rules of Differentiation, Derivative of a function of one variable, Derivative of a power function, Derivative of product, Application to elasticity of demand, marginal cost, revenue function, Maxima and Minima.
Six	Integration and Use in Business Problems: Indefinite integral, Rules of integration, Integration by substitution, Definite integration, Application
Seven	Vector Algebra: Types of vector, Operation of vectors, Additions, Subtractions, Multiplication by scalar

Prescribed Text Book:

Business Mathematics - D. C Sancheti & V.K Kapoor

Additional References:

1. E.W Martin Jr. Mathematics for decision making, Vol .I& II
2. E.K, Bowen, Mathematics with application in Management and Economics
3. R. L. Childers, Mathematics for Managerial Decisions,
4. Business Mathematics - Dr. Md. Rafiquel Islam
5. Business Mathematics - Md. Abdul Aziz

Course Code: BBA 2109

Course Title: Business Law

Chapter	Topics
One	<p><u>Introduction:</u> Definition of Law, Society and Law, Commercial and Mercantile Law Sources of Commercial Law.</p>
Two	<p><u>Principles of Law of Contract:</u> Essential Elements of Contract, offer and acceptance, Consideration, Void and void able agreement, Termination or discharge of contracts, Performance of contracts, free consent, Bailment and pledge.</p>
Three	<p><u>Company Act, 1994</u> Formation: Definition of company, Essential features of a company, Types of company, Difference between Private and Public Ltd. Company, Conversion of Private Ltd. Company into Public Ltd. Com. Definition and importance of Memo and Articles of Association, The form and contents of memorandum and the Articles of Association, Prospectus. Management: Management and administration, directors, secretary, meeting and resolution, accounts and audit Winding up: Definition of winding up, Modes of winding up, Compulsory winding up, Voluntary winding up, Types of voluntary winding up</p>
Four	<p><u>The law relating to Negotiable Instruments:</u> Negotiable instruments, Features of negotiable instrument, provisional note, Bill of exchange, a promissory note Vs a bill of exchange, Holder an holder in due course, Acceptance and Negotiation, Dishonor of a Negotiable instrument:</p>
Five	<p><u>Labor and industrial laws: (Bangladesh Labor Code, 2006)</u> Laws related to Factories: Provision relating to Health and Hygiene, Safety, Welfare, working hours and leave. Laws Related to Industrial Relations: Trade Union, Collective Bargaining, industrial dispute, joint consultation, Conciliation, Mediation Workmen's Compensations: Workmen's compensation, employers' liability for compensation, amount of compensation, method of calculating wage, distribution of</p>

	compensation
Six	<p><u>The law relating to sale of goods:</u></p> <p>Seller, Buyer and Goods, Sale and agreement to sell, Differences between a sale and an agreement, Essential elements for the sale of goods, Transfer of ownership, Performance of the contract of sale.</p>

Basic Texts:

- i) A. K Sen & I. K Mitra, Commercial Law & Industrial Law, Calcutta: The world Press Limited
- ii) Bangladesh Labor Code- 2006.

Reference Books:

- i) P.C.Tulsian, Business Law,
- ii) Mafizul Islam, Business La

Course Code: BBA 2111
Course Title: Bangladesh Studies

Chapter	Contents
One	<p>Bangladesh:</p> <p>History of Bangladesh: A brief story of Bangladesh, ancient history of Bengal, origin of anthological identity, territories of Bangladesh, Bangladesh during muslin period, British colonial rule in Indo- Pak- Bangla subcontinent, Banga Vango Movement 1905, The Pakistan movement and the birth of Pakistan, language movement 1948, Jukta front election 1954 and six point program of Awami League, 11 points of United student Front, Mass upsurge of 1969 and election of 1971, impact of liberalization, rehabilitation of one core people.</p> <p>Physical & geographical features of Bangladesh, Agriculture, Industry , Natural resources, forestry, transport & communication in Bangladesh.</p>
Two	<p>Constitution in Bangladesh: Fundamental principles, fundamental rights, amendment of constitution, executive organs, form of govt, Bangladesh Parliament.</p>
Three	<p>Political Administration of Bangladesh: Politics, sources of political power, forms of govt of Bangladesh, state mechanism of Bangladesh, executive branch, legislative branch, judiciary of Bangladesh, administration structure in Bangladesh, Political parties of Bangladesh, problems of administration, different regimes of Bangladesh, Steps taken by various regimes for the development of Bangladesh, foreign policy of Bangladesh.</p>
Four	<p>Social Structure: Social structure of Bangladesh, factors affecting social structure, social stratification in Bangladesh, impact of British Rule on social structure, social problems of Bangladesh.; causes and measures to eliminate social problems.</p>

Five	<p>Fiscal and Monetary Management in Bangladesh: Fiscal policy, features, importance of fiscal policy for the economic development of Bangladesh, objective of tax system in Bangladesh, Govt Budgeting, sources of revenue and head of expenditure.</p> <p>Monetary management, objectives, features, importance of monetary management in Bangladesh, Money and credit situation in Bangladesh, Current financial system in Bangladesh, guidelines for fiscal and monetary management in Bangladesh.</p>
Six	<p>Education Structure of Bangladesh: Background of education structure of Bangladesh, main education system in Bangladesh, role of education in economic development of Bangladesh, Primary, secondary, higher education of Bangladesh, Govt measures to education sector in Bangladesh, problems of education sector in Bangladesh, caused of Backwardness in education in Bangladesh.</p>

Basic Text:

1.M. Ataur Rahman, Bangladesh Studies.

Reference Books:

1. Constitution of the People's Republic of Bangladesh.
2. Economic Surveys of Bangladesh.
3. SU Patwary, Financial Administration in Bangladesh,
4. Morad Khan, Bangladesh Society, politics, and Bureaucracy.
5. Sumon Das,& M. N Mohabbat, Bangladeh Studies & culture.

Course Code: BBA 2201
Course Title: Macro Economics

Chapter	Topics
One	Introduction: Micro economics vs macroeconomics, partial vs general equilibrium analysis, static , dynamic and comparative static analysis , Scope and subject matter of macroeconomics
Two	Model of Circular Flow of Money: Goods and Money Flow household and firms-saving- investment and foreign trade-government activities.
Three	National Income Accounting: Measurement and Methods, concepts of national income (GDP, GNP, NNI, NI, DI, PPR,), Problems of constructing GDP measurement, national income accounting system in Bangladesh.
Four	Theory of Income and employment: Classical theory of income and employment, Keynesian theory of Income and employment, effective demand, Aggregate demand and aggregate supply, saving and investment, multiplier.
Five	Goods and Money Market: Goods market equilibrium, money market equilibrium, the derivative of IS curve, the derivative of the LM curve, simultaneous equilibrium of the good and money market, monetary and fiscal policies for stabilization purposes

Six	Consumption and consumption expenditure: consumption function, short run and long run, overview of the theories of consumption, absolute income, life cycle, relative income, permanent income hypothesis.
Seven	Investment Demand: meaning of investment, determinant of investment, present value, internal rate of return, marginal efficiency of investment criterion, accelerator principles, interaction between multiplier and accelerator investment, theory of business cycle.
Eight	Demand for and Supply of Money: demand for money, the quantity theory of money, Keynesian theory of money, the supply of money, the instrument of monetary policy, the mechanism of monetary expansion, the determinants of money supply.
Nine	Inflation: Causes and effect of inflation, types of inflation, theories of inflation, anti-inflationary measures
Ten	Unemployment: Meaning and measurement, cost and causes, alternative policy measures, unemployment in Bangladesh

Basic Text:

1. K.K Dewett: Modern Economic theory, S Lac Charitable Trust, New Delhi.
2. H.L. Ahuja- Modern Economics, Theory and Application

Reference Books:

6. R Dornbush and S Ficher, Macroeconomics
7. P.A Samuelson, Economics.
8. M.C Vaish, Macroeconomics Theory.
9. Thomas F. Dernburg, Macroeconomics: concepts, theory, and policies.

Course Code: BBA 2203
Course Title: Business Statistics II

Chapter	Topics
One	Index Numbers: Price index, quantity index, Value index, costs of living index, Chain index Numbers, test of index Numbers, limitation and their uses.
Two	Business Forecasting: Steps in forecasting, methods of forecasting, time series analysis, technique in time series analysis i.e measures in trends, graphical method, least square methods, methods of semi average and moving average, measurement of seasonal variation, method of simple averages, ratio to trends method, ratio to moving average, link relative method, seasonal index, measurement of cyclical variation, interpolation and extrapolation and its uses and limitations.
Three	Probability and Probability distribution: ; Meaning of probability, elements of set theory, sample space, events, theorems of total and compound probability Random variable, probability function, Binomial distribution, Poisson distribution, Normal distribution, normal curve.

Four	Sampling and Sampling Distribution: Advantage of sampling, population random sampling, non random sampling, sampling distribution of the mean, small population, sampling distributions of population.
Five	Test of Hypothesis: Procedure of testing hypothesis, null hypothesis, alternative hypothesis, type I and type II errors, level of significance, degree of freedom, one tailed and two tailed tests, power of test, tests about mean, tests about the difference between two means, tests about the difference between two means with dependent variables, tests about the correlation coefficient, tests of equality of two variances, testing for equality of several means, test of independence, test of goodness of fit.
Six	Analysis of Variance: Assumption in analysis of variance, computation of analysis of variance, one way and two way classification.
Seven	Statistical Quality Control: Types of control charts, X chart, R chart, C chart, P chart, benefits and limitations of statistical quality control.
eight	Published Statistics in Bangladesh: Difficulties & Limitation, Function of Statistical Bureau of Bangladesh

Basic Text and

- 1.S.P. Gupta & M.P. Gupta, Business Statistics, New Edition, Sultan Chand & Sons, Educational Publisher, New Delhi.
- 2, Richard Levin & David S Rubin, Statistics for Management.

Reference Books:

1. Howard L Basley, Basic Statistics for Business and Economics.
2. B. L Agarwal, Basic Statistics.

Course Code: BBA 2205
Course Title: Cost Accounting

Chapter	Topics
One	Basics of Cost Accounting Meaning of Cost Accounting, Financial Accounting, Management Accounting, Objectives of Cost Accounting, Role of Cost Accounting, Scope of Cost Accounting, Characteristics of Cost Accounting, Types of Cost Accounting and Methods of Cost Accounting
Two	Cost concept, Cost classification and the Cost Accounting Information System: Cost & Expenses, Cost centre, Cost accounting cycle, General Cost Classification, Product cost & Period Cost, Classification on Financial Statement, Classification on cost behavior, Classification on cost objects, Classification on decision making, The Cost Accounting Information System
Three	Elements of Cost and Cost Sheet: Elements of Cost, Define cost Sheet, Importance of Cost Sheet, Preparation of Cost Sheet, Determination of Profit / Loss, Tender

Four	Materials Control and Management: Different types of Materials, Procedure for materials procurement, purchase control, Purchase department, Purchase quantity, Fixed order, Economic order quantity, Re order level, Stock verification, ABC method of store control, LIFO, FIFO and AVERAGE pricing.
Five	Accounting for Labor related Cost: Labor cost control, Time recording systems, Manual and Mechanical methods, Methods of remuneration, Treatment of Idle and Over time.
Six	Job order Costing: Definition, Job Cost sheet, Application of Manufacturing Overhead, Predetermined Overhead Rate, Under applied and over applied overhead, Related Exercise
Seven	Process Costing: Comparison between job order and process costing, equivalent units of productions, production report, related exercise.

Prescribed Text Book:

Theory and Practice of Costing (volume 1& II) - Basu and Das

Managerial Accounting - Garrison & Noreen

Additional References:

Cost Accounting Planning & Control - Matz & Usury

Cost Accounting -A managerial Emphasis - C.T Hormgren

Course Code: BBA 2207

Course Title: Study of Business Environment of Bangladesh
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Chapter	Topics
One	Nature and Scope of Business Environment: Definition, Importance, Organization & Environment relation, Phases of Environment, Typology of Environment, Scanning the Environment, ETOP, Environmental analysis, EMS
Two	Political and Legal Environment: Legislature, Judiciary, The constitution of Bangladesh, Industrial Policy, Stock exchange, Foreign exchange, Privatization Policy of the govt.
Three	Economic Environment: Nature, Importance, Factors, Economic planning and Bangladesh, FDI
Four	Technological Environment: Nature, Importance, Fast changing Technology, Technological advancement and world pollution, Genetically Modified Food (GMF) and its effect on humanity, Bio-diversity, Adulteration of food, Role of CAB, Consumer Right Act.

Five	Social and Cultural Environment: Culture, Culture and Business, Belief and Attitudes, Living Standard of Bangladeshi people, Factors.
Six	Eco- Environment: Nature, impact on Business, Environmentalism, Global Warming and Bangladesh, Climate Change and Bangladesh, Waste Management, Recycling, Industrialization and its effect on nature, Protecting the eco systems

Prescribed Text:

Keith Davis & Robert L. Blomstrom - Business and its Environment (Ma-Graw Hill)

Additional References:

1. Brooks - Business Environment- Challenge and Changes
2. Worington - Business Environment
3. Relevant Journal/articles for up to date information

Course Code: BBA 2209

Course Title: Banking and Insurance
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Chapter	Topics
Banking	
One	Introduction: Meaning, functions, Principles, Role, Credit Creation, Banking structure in Bangladesh, Productivity of Banks, Banking Company Act 1991
Two	Historical Evaluation and Types: Different types of Banks function of commercial bank, Principles, Credit creation method, Specialized Bank, different commercial and government Bank of Bangladesh, Islamic Bank. Central Bank's functions, Role, Credit Control method of Central Bank, Bangladesh Bank
Three	Corporate Social Responsibility of Banks: Meaning, Existing law/rules of CSR, Practices of CSR of different Banks
Four	Banking Operation: Liquidity management, policies, money position, reserve
Five	Credit and Bank Management: Credit policy, Analysis, Portfolio, Investment analysis, Competition among Banks
Six	Foreign Exchange: Meaning, determinants and Determination of foreign exchange rate, Documents used in foreign trade and business.
Insurance	

One	Introduction: Definition, Nature, History, Role in the Economy, Risk and Insurance, Principles, Types, Insurance and Wagering, Insurance Act in Bangladesh
Two	Life Insurance: Meaning, Contract, Essential elements, Types of policies, Annuities, Premium, Life table and actuarial calculation, Surrender value.
Three	Marine Insurance: Meaning, nature, Policies, Act of god, Marine losses, Total loss and Partial loss, Claims and Settlement
Four	Fire Insurance: Meaning, nature, Policies, Fire Waste, Physical hazard and Moral hazard, Kinds of Policies, Re insurance, Types of re insurance, Claims and Settlement

Prescribed Text: (Banking)

Banking Theory and Practices: Shekhar

Prescribed Text: (Taxation)

Insurance: Principles and Practices: M.N Mishra

Course Code: BBA 3101
Course title: Financial Management - II

Chapter	Topics
One	Capital Structure: Meaning, Capital structure and Financial Structure, Theories of Capital structure, Net operating Income Approach, Net Income Approach, Traditional Approach, and MM Approach.
Two	Leverage: Financial leverage, Operating leverage, Combined leverage
Three	Working Capital Management: Introduction, Concept, Operation and Cash conversion cycle, Permanent and Variable working capital, Balanced working capital, Determinants of working capital.
Four	Dividend Policy: Meaning, objectives, Factors, Stability, Forms of dividend
Five	Lease Financing: Definition, Types, Factors, Lease Vs. Hire purchase, Arguments for and against leasing.
Six	International Financial Management: Nature and purpose of multinational corporation, Direct Foreign Investment, Foreign Exchange Markets, Exchange rate, Spot rate, Forward Contract, Country risk, Political risk.

Prescribed Text:

Financial Management - I. M. Pandey

Additional References:

Essential of Managerial finance - Westorm J.F and E.F Brigham

Fundamental of Financial Management - Van Horn

Managerial Finance - Lawrence J. Gitaman

International Financial Management - Jef. Madura

Course Code: BBA 3103

Course Title: Marketing Management

1. Understanding Marketing Management:

Definition, Core Marketing Concepts, Company Orientations, New Marketing Realities, Marketing and Customer Value, Strategic Business Unit (SBU).

2. Marketing Environment:

Elements of Macro Environment, Marketing Implications of each elements, Consumer environmental segments.

3. Marketing Research system:

Marketing Research process, Barriers of Marketing Research, Estimating Current demand, Estimating Future demand.

4. Market segmentation, Targeting and Positioning:

Levels of Market segmentation, Bases for segmenting, Market Targeting, Developing and communicating positioning strategy, POP's & POD's, Differentiation strategy, PLC, PLC strategy. Brand Equity , Brand strategy.

5. Connecting with customers:

Customer perceived value, Customer value analysis, Customer satisfaction, Customer profitability, Customer lifetime value, CRM, Attracting & Retaining customers, Customer database, Consumer behavior model, Buying Decision process, Organizational Buying.

6. Dealing with competitors:

Competitive forces, Identifying competitors, Analyzing competitors, Strategies for Leaders, Challengers, Followers and niches, BCG Matrix.

7. Product Strategies:

Levels of product, Product Classification, Product Differentiation, Product line analysis, Product line length, Product mix pricing, Packaging and Labeling, New product development.

8. Service Marketing:

Nature of service, Characteristics of service, Improving service quality, Holistic Marketing for services, Managing service quality, Managing service brands.

9. Pricing Strategies:

Understanding pricing, Consumer psychology and pricing, Setting the price, Pricing Method, Adapting the price, Price Changes.

10. Physical Distribution:

Marketing Channels and value networks, Channel design decisions, Channel Management decisions, Channel Integration and system, Conflict, Cooperation and Competition, E-commerce practices

11. Marketing Communications:

Role of Marketing Communications, Designing effective communication, deciding on communication mix, Managing IMC, Managing advertising, Sales promotion, Public Relations, Direct Marketing, Interactive Marketing, Managing Sales Force.

12. Marketing Related issues:

Consumerism, Environmentalism, Social Responsibility, and Marketing Ethics, CRM, E-Marketing, ISO, Customerization, MNC's, Tele Marketing, Supply Chain Management (SCM), CSR, Affiliate Program, PPC, SEO, Viral Marketing.

Text Book: 1. P. Kotler & K. L. Keller, Marketing Management, 12th edition, (2006),

Reference Books:

1. Cravens, Hills & Woodruff, Marketing Management, First edition, (1996).
2. Warren J Keegan, Global Marketing Management, 7th edition, (2005), Prentice-Hall of India.
3. Victor P. Buell, Marketing Management- A strategic Planning Approach, McGraw Hill , New York.

Course Code: BBA 3105
Course Title: Human Resource Management

Chapter	Topics
One	The Human Resource Frameworks: principles, functions, scope of HRM The Central Challenge, Key Roles in a HR department, The Service Role of a HR Dept., The HRM Model, Proactive versus Reactive HRM, Viewpoints of HRM
Two	Human Resource Planning: Nature, significance, objectives, process, types of human resource planning, environmental influence of HR planning, problems of HR planning.
Three	Job analysis: Job Analysis Information, Collection of Job Analysis Information, Applications of Job Analysis Information, Job families, Job Design, Techniques of Job Redesign, The Demand for HRs, The Supply of HRs. Job Analysis
Four	Recruitment and selection: Recruitment: Constraints and Challenges, Internal and External Recruitment Channels, Recruiting Process ,selection, Steps in Selection process (Selection Interview: Step 3 (Materials Supplied by teacher)..
Five	Training and Development: Steps to Training and Development, Training and Development Approaches, Evaluation of Training and Development
Six	Career Management: Career Planning and development, promotion, employee separation, transfer, retirement, labor turn-over, absenteeism.
Seven	Performance Appraisal: Elements of Performance Appraisal Systems,

	Performance Appraisal Challenges, and Post oriented Appraisal Methods, Future-Oriented Appraisals, and Implications of Appraisal Process
Eight	Compensation policies and method: Objectives of Compensation Management, types of compensation, Job Analysis and Evaluation., Benefits and Services
Nine	Employee Relations: Concept, trade unionism, and collective bargaining.
Ten	Human resource Practice in Bangladesh,

Text Books:

1. S P Robbins, Human Resource Management
2. William B. Werther, Jr. & Keith Davis, “Human Resources and Personnel Management”, 5th edition, Mc Graw Hill.
3. Gary Dessler, Human resource Management, Latest Edition.

Reference Books:

- 1.. Henemann et al. Personnel: Human Resource Management.
- 2.. H.T.Graham, Human Resources Management.
3. William B.Werther Jr. and K.Davis, Personnel Management and Human Resources.
- 3.. Kendrith M.Rowland and G.R.Ferris, Current Issues in Personnel Management.
4. Edwin B Flippo- Personnel Management

Course Code: BBA 3107

Course Title: Organizational Behavior
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Part	Contents
One	Introduction Meaning of OB, Reasons goal of OB, key forces of OB, Reasons for studying OB, Nature of organization and people, Key elements of OB, Causation of behavior, Evaluation of OB, Models of OB, theories or approaches of OB.
Two	Individual Behavior: Foundation of Individual Behavior, attitudes, Personality and values , perception, attributions and emotions, job design, learning, managing individual stress. Values, attitude, and job satisfaction:
Three	Group Behavior: Foundation of group behavior, understanding work team, factor of group behavior, Group cohesion, Group morale and productivity.
Four	Motivated Behavior: Motivation concepts, early theories of Motivation, contemporary theories of Motivation, monetary and non monetary incentives.
Five	.Conflict and Negotiation: conflict, transition in conflict thought, Functional Vs dysfunctional conflict, conflict process, bargaining strategies, Negotiation process,

Six	Leadership Behavior: characteristics of leaders, determinants of leadership behaviors, style of leadership and contemporary approach to leadership.
Seven	Organization System: Meaning and importance of organization structure, elements of organization structure, common organizational design, new design options, why do structures differ? Organization design and employee behavior.
Eight	Organizational Culture: Definition, characteristics, functions, factors of organizational culture, creating and sustaining a culture, how employees learn a culture, problems of cultural differences, creating a customer responsive culture.
Nine	Organization Change and Development: Organization change, forces for change, managing planned change, resistance to change, overcoming resistance to change, approaches to managing change, contemporary change issues of today's managers, Organizational Development(OD) Characteristics of OD, The process of OD, Categories of OD interventions.

Basic Texts:

1. S. P Robbins: Organization Behavior.
2. Keith Davis and John Newstrom, Human Behavior at Work: Organizational Behavior.

Reference Books:

1. Fred Luthans: Organizational Behavior.
2. Management of Organizational Behavior, P. Hersey and K. H. Blanchard
3. Managing Group and inter Group Relation, J. W. Lorch and P. R. Lawrence
4. Motivation and Control in Organization, G. W. Dalton and P. R. Lawrence
5. Human Behavior at Work, K. Davis
6. Joseph Reitz, Behavior in Organisation.
7. H. J Arnold & D. C Feldman, Organisational Behavior.

Course Code: BBA 3109

Course Title: Business Ethics & Corporate Social Responsibility
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Chapter	Contents
One	Understanding the Theories and Tools of Business Ethics: concepts of business e ethics, idea of moral principles, major ethical theories, ethical models and tools of ethics.
Two	Concepts of Managerial Ethics& its Implication: The domain of managerial ethics, approaches to managerial ethics,, factors of managerial unethical practices, parties affected by managerial decisions, ways to ethical managerial decisions, Managerial ethics in the light of Islam.
Three	Corporate Ethics& Ensuring Corporate Ethical Environment: Corporate culture, collective moral responsibility, opposing views of corporate responsibility, ethical excess to corporate information.

Four	Ethics in Buying –Selling Goods & Services: Buyers compared to sellers, sellers rights as a market power, legal provisions and enforcements, emergence of consumerism movement, consumer protection measures through different rights, marketing ethics.
Five	Code of Ethics and Social Audit: Morality and social audit, corporate codes, commitment to high ethical standards, institutionalization of ethical standards, corporate social reporting and social performance.
Six	Corporate Social Responsibility: Concepts of social responsibility, responsibility to consumer, responsibility to investors, relationship between and government, advancing social responsibility, role of CAB for enhancing social responsibility. Environmentalism, global warming, waste management, recycling, industrializing and its effects on nature, technical advancement and world population, Genetically Modified Food and its effect on humanity ,adulteration & role of CAB, role of business persons to save the environment.
Seven	Corporate Social responsibility practices in Bangladesh
Eight	CSR in developed and developing Societies: CSR in Asia, European countries and USA.

Books Recommended:

1. Dr. A R Khan, Business Ethics.
2. K. A Aswathappa- Essentila of Business Environment.
3. Brooks, Business environment- challenges and changes.

Course Code: BBA – 3111

Course Title: Database Management & E-Business

Topics

Database Management

Concept of database, Database administration, Overview of classical issues surrounding design, Analysis and Implementation of database, both from a micro and mainframe perspective, Current and emerging issues in the database field, Analysis, design and Implementation of distributed database, the object oriented data model paradigm, the use and management of automated design and support tools from a database perspective and data security

Foundations of E-business (EB): Definitions & concepts of E-Business and E-Commerce, Classification. Benefits & Limitations of EB, Driving forces of EB, Impact of EB, Business model.

Internet Marketing: Online shopping, Techniques, E-cycle, Attracting& Tracking customers, Customer service, CRM.

E-business Strategy: Importance, Strategy formulation, CSF, Competitive intelligence, Implementation, Assessment.

E-business Economics & Payment Systems: Digital economics: elements, competition, issues, success factors, impact & future. E-payment: meaning & methods.

E-core values: Ethical, Legal, Taxation & International issues, Consumer & seller protection.

Case Study on technology management & e-business.

Basic Texts:

1. Khalil, Tarek M. (2000), Management of Technology: The Key to Competitiveness and Wealth Creation, Mc-Graw-Hill Higher Education, USA.
2. Turban, King, Vichland, & Lee, (2004), Electronic Commerce: A Managerial Perspective, Prentice Hall.
3. Elias M. Awar, (2007) E Electronic Commerce From Vision to Fulfillment, Prentice Hall.

References:

1. Schilling, M,(2005), Strategic Management of Technological Innovation, Boston: McGraw-Hill.
2. Bidgoli, H,(2002), Electronic Commerce, Principles and Practice, Academic Press, London.
3. Joseph P.T. E-commerce: A managerial perspective, Prentice-Hall India(Latest edition).
4. Laudon&Traver, (3/e), E-commerce: Business, Technology, Society, Prentice Hall.
5. The additional Readings of recently published journal articles will be provided to the students for getting more in-depth insights of the course contents.

Prescribed Text: (Database Management)

BBA 3102: Database for Business and Spread Sheet Analysis Lab (1 Credit)

Course Code: BBA 3201

Course Title: Auditing and Taxation
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Chapter	Topics
AUDITING	

One	Introduction to Auditing: Meaning of Auditing, Distinguish auditing from accounting, Definition of financial auditing, Auditing & Investigation, Auditing & Profession ICAB, ICMAB, AICPA, Objectives of Auditing, Classification of Auditing, Errors and Frauds, Auditor's duty
Two	Basic Concept & Techniques of Auditing: GAAS, ISA, Audit Planning, Audit Evidence, Fair Presentation, Test Check, General Audit Procedure, Audit Programs, Audit Note Book, Working Paper, Internal audit, Internal check and Internal Control, BAS, BCA Act 1973
Three	Vouching ,Verification & Valuation: Vouching: Its meaning, Points to be noted in a voucher, Vouching of Cash book, Trading transaction and Impersonal ledger. Verification: Its meaning, Verification & Valuation of different types assets & liabilities
Four	Audit of a limited Companies- Company Auditor: Qualification, Disqualification, Appointment, Removal & Remuneration Power & Duties of an Auditor, Liabilities of an auditor
Five	Audit Report: Content of Audit Report, Basic Element of Audit report, Types of Opinion Practical Study with an Audit Report
Taxation	
One	Introduction: Definition, Feature, Objectives, Types, Role , Principles of Tax, Good tax system, Tax structure in Bangladesh,
Two	Income Tax – Bangladesh Context: Definition, Features, Role of Income Tax, Tax Holiday, Classification of Income, Different terms- Assesses, Residual Status, Income tax Ordinance 1984
Three	Basics of Income Tax: Different Concepts- Income, Revenue, Expenditure, Total Income, Total World Income, Exemption, Income Year, Assessment Year, TDS. Tax year, Tax Rate, VAT
Four	Income Tax Authorities: Types, Appointment, Power, Functions & Responsibilities, Taxes appellate tribunal
Five	Computation of Total Income: Scope of total income on the basis of Assessee's residential status Income under specific heads: Income From Salary -Definition, coverage, benefits and perquisites, provident fund, Related Exercise Income from Security: Related Exercise Income from House Property: Related Exercise Income from Agriculture: Related Exercise Income from Business and Profession: Related Exercise Income from Capital Gain: Related Exercise

	Income from Other Sources: Related Exercise
Five	Assessment of Individual: Assessment Covering all heads of Income

Prescribed Text: (Auditing)

A Handbook of Practical Auditing - B.N Tandon

Prescribed Text: (Taxation)

Bangladesh Income Tax *Latest Edition* – Shil, Masud & Alam

Additional References:

Auditing: Jack C. Robertson

ACCA : F6 & F8 (Both)

Auditing: Khawaja Amjad Sayeed

Income Tax Ordinance 1984 and Finance Acts

Course Code: BBA 3203
Course Title: Management Accounting

Chapter	Topics
One	Managerial accounting and the Business Environment: The work of management and the need for managerial accounting information, Just In Time, TQM, Process Reengineering, TOC
Two	Cost Behavior: Analysis and Use Types of cost behavior, Analysis of mixed cost, High and low point method, The contribution format income statement
Three	Cost Volume Profit Relationship: Definition, Contribution Margin, Break-even point, Chart, Break-even point analysis, Assumption of CVP analysis.
Four	Variable Costing: A tool for Management: Overview of variable and absorption costing, Income comparison of variable and absorption costing, related exercise
Five	Budget and Budgeting: Introduction, Types of Budget, Master Vs. Flexible Budget, The Budget Committee.
Six	Relevant Cost for Decision Making: Cost concept for decision making, adding, dropping product line, make or buy decision, special order.

Prescribed Text Book:

Managerial Accounting - Garrison & Noreen

Additional References:

Cost Accounting Planning & Control - Matz & Usury

Cost Accounting -A managerial Emphasis - C.T Horngren

Course Code: BBA 3205

Course Title: Management Information System

Chapter	Contents
One	Introduction to MIS: Definition-Characteristics-MIS services-Limitations-Types of MIS-importance-Potential risks of information systems-data and Information-Difference between data and information-Quality of good information-The process of converting data into information.
Two	Fundamentals of Information systems: System concepts-Information systems-Information technology-Differences between IS and IT-The expanding role of information systems-Activities of information systems-Information systems resources-Classifications of information systems
Three	Information systems and organization: Information systems and organizational structure-Roles of IT and IS in organizational decision making-A system approach to problem solving
Four	Telecommunications networks: Telecommunications-Information superhighway-Components of telecommunications network-Network, protocol-Types of telecommunication signal-Communication channel-Communication processor-Communication software-Network topology-Communication channel characteristics-Types of telecommunication network-Telecommunication carriers-Business value of telecommunications
Five	Enterprise-wide networking and Internet: Enterprise wide networking-The client/server model of computer-Difference between a LAN environment and a C/S environments-Developing client-server systems-Organizational implications of client-severs-Internet-Types of Internet-Business use of the Internet-Enterprise collaboration systems-Groupware for enterprise collaboration-Internet benefits to organization-Problems on the Internet.
Six	Information and managerial decision making: Information and the roles of management-information and the levels of management-Information and decision making-Decision support systems-Different types of business problems-Different types of managerial decision making-Functions, Components and Applications of DSS-GDSS-Executive information systems-functions of an EIS-Rationale for EIS-Characteristics of DSS and EIS-Critical success factors for DSS/EIS-Difference between TPS, MIS, DSS and EIS.

Seven	Information systems for business operations and strategic advantage: Information systems in business-Marketing information systems-Manufacturing information systems-Human resource information system-Accounting information systems-Financial information systems-Strategic information system-Fundamental of strategic advantage-Competitive strategy concepts-Strategic roles for information systems-Information systems and the value chain-Strategic applications and issues in information.
Eight	Information systems security and control: Computer security-Reasons of computer systems vulnerability-Types of computer security breaches-Security controls-Audit of information systems.
Nine	Ethical Implications of IT: Morals, ethics and law , need for ethics, culture, ethics and information services, computer codes for ethics, a personal ethical guidelines, privacy issues: social right and computer.
Ten	Managing Information Resources: Information Resource Management (IRM), principles of managing IR, objectives, functions, technology management, strategic management, distributive management.

Basic Text:

1. James A. O'Brien : Management Information Systems: Managing Information Technology in the Networked Enterprise

Reference Book:

1. Kenneth C. Laudon : Management Information Systems: Organization and Technology and Jane P. Laudon
2. Kenneth C. : Management Information Systems: Laudon and Jane P. Managing the Digital Firm Laudon
3. Uma G. Gupta : Management Information Systems: A Managerial Perspective

BBA 3202: Management Information System Lab (1 credit)

Course Code: BBA 3207
Course Title: Entrepreneurship Development

Chapter	Contents
One	Introduction: Definition of entrepreneur and entrepreneurship, entrepreneurship vs entrepreneur, characteristics of entrepreneurs, types of entrepreneurs, function and required qualities of an entrepreneur, entrepreneurial process, role of entrepreneurs in developing countries.
Two	The Dark side of Entrepreneurship: Risk and entrepreneur, stress and entrepreneurs, sources of entrepreneurial stress, removal of stress.
Three	Theories of Entrepreneurship: Psychological theories, socio- psychological theory and cultural theories, other theories and models of entrepreneurship.
Four	Entrepreneurial environment and Business Opportunity Identification: Factors of entrepreneurial environment, business environment: political, economic, legal and technical aspects of environment, Environmental scanning procedure, SWOT analysis, Techniques of environmental analysis.
Five	Entrepreneurship Development: Entrepreneurship development factors, process of developing entrepreneurship, entrepreneurship development cycle, need for entrepreneurship Development Programs, objectives of EDPs, courses, contents and curriculum of EDPs, Phases of EDPs, Evaluation of EDPs.
Six	Entrepreneurship and Small Business: Definition of small business, its comparison with large business, features of small business, stages of small business development, role of small business, reasons for success and failure in small business.
Seven	Small Business Plan: Definition, importance, uses and features of small business plan, elements of the business plan, steps to develop a business plan, pitfalls to avoid in making business plan.
Eight	Financing Small business: Planning the financial needs, sources of finances for the small firms, equity vs debt financing, problems of financing small business in Bangladesh.
Nine	Entrepreneurship and Small Business Development in Bangladesh: Entrepreneurship Development potentiality in Bangladesh, need for training and development, problems of organizing entrepreneurship development training, role of BSCIC and other organization in the entrepreneurship and small business development in Bangladesh.
Ten	Entrepreneurial Case Analysis.

Basic Texts:

1. Donald F Kuratco and Richard M Hodgetts- Entrepreneurship: A contemporary Approach, Latest Edition, The Dryden Press, Orland USA.
2. Peter F Drucker, "Innovation & Entrepreneurship

Reference Books:

1. Dr. A. R. Khan- Entrepreneurship, small business and lives of successful entrepreneurship, Rubi Publication, Dhaka. Bangladesh
2. Hisrich & Peters, “Entrepreneurship
3. Nazrul Islam, and Muhammad Z. Mamun – Entrepreneurship Development: an Operational Approach, The University Press Limited, Dhaka.

Course Code: BBA 3209
Course Title: Production and Operations Management

Chapter	Topics
One	Introduction: Production and production system, introduction to production and Operations Management, Why Study Operations Management, objectives of production and operations management, production and operations management framework, functions of a production and operations managers, critical decision areas in productions and operations management, principle of productions and operations management, manufacturing operations vs services operations, current issues of production and operations management .
Two	Facility location Facility Layout planning: The need for Location Decisions; Nature of Location Decisions; Procedure for making location decisions; Factors affecting location decisions for manufacturing operations and service operations, Facilities Layout, objectives of layout, types of layout , factors affecting the decision of layout, designing Product Layouts: Line Balancing procedure and case study.
Three	Production planning and control; Meaning and importance, scope and function of production planning and control, production procedure, types of manufacturing systems, distinguish between, production planning and production control, aggregate production planning., aggregate planning techniques, master production scheduling., and case study
Four	Quality Management: meaning of quality product quality dimension and service quality dimension, statistical process control, control chart, ISO – 9000 and ISO -14000, quality circle, total Quality Management, features of total quality management, comparing the culture of TQM and Traditional organization and case study
Five	Operations Strategy Competitiveness, and Productivity: Definition of Operations Strategy, Operations Priorities- Order Winners and Order Qualifiers Core Capabilities/Competencies, Developing Manufacturing Strategy, Productivity Measurement-Productivity importance of productivity, factors affecting productivity., Partial Measure, Multi-factor Measure and Total measure of Productivity and case study
Six	Maintenance: Meaning. Importance, objectives of maintenance, types of

	<p>maintenance, advantages and disadvantages of different types of maintenance, costs associated with maintenance, problem of maintenance, how preventive maintenance can be effective? Case study</p>
Seven	<p>Project Management: Introduction; Behavioral aspects of Project Management; Project Lifecycle; Work Breakdown structure; Planning and Scheduling with Gantt Chart; PERT and CPM; Deterministic time estimates; Probabilistic time estimates; determining path probabilities, case study</p>
Eight	<p>Product and Service Design and Process Selection and job design: Legal, ethical, and environmental issues; Other issues in product and service design; Phases in the Product Design and Development; Designing for manufacturing; Quality Function Deployment, Service Design, Process Selection, Process flow design, Nature of Services and Operational Classification of services, Designing service organization including Product line approach, Self-service approach and Personal Attention approach. Job design, factors affecting job design, factors affecting job design, behavior approach to job design and case study.</p>
Nine	<p>Inventory management: Meaning. Features of inventory, classification of inventory according to functions, purpose of inventory, functions of inventory, inventory control, objectives of inventory control, cost associated with inventory,, why we want to hold inventory, why We do not hold inventory, Economic order quantity, ABC analysis and case study</p>
Ten	<p>Just in time production system: Meaning, the primary objectives of JIT, elements of JIT, prerequisites of JIT, benefits of JIT manufacturing system, Kanban Production control system.</p>

Text Books:

1. Operations Management, William J. Stevenson, 8th Edition, Mc Graw-Hill Irwin
2. Production and Operations Management: Manufacturing and Services-Written by Chase, Aquilano and Jacobs; 8th Edition, TATA McGraw-Hill Edition

Reference Books:

1. Lee J Krajiwski and Larry P Ritzman, Operations management.
2. Donald Del Mar, Operations Management.
3. Raymond R. Mayer, Production and Operation Management

Course Code: BBA - 4107

Course Title: Business Research Methods

Chapter	Topics
One	Introduction: Definition, Objectives, Types, Good research Points, Social research, Selected methods in social research, Business research
Two	Research Problem and Design: Nature, Selecting the research problem, Process of defining research problem, Prepare a research proposal, Steps in research design process
Three	Collection of Data: Types, Observation, Interview, Methods of data collection, Sampling
Four	Questionnaire Design: Definition, Nature, Objective, Questionnaire design process, Types, Scaling questionnaire, Pre-testing
Five	Measurement and Scaling: Nature, Primary scales of measurement, Test of some measurement, Test of reliability, Scaling techniques
Six	Data Analysis: Definition, interpretation and presentation, Editing data, Classification, Problems in data interpretation
Seven	Testing of Hypothesis: Meaning, Types, Setting up the Null hypothesis, ANOVA, F test, Multiple regression
Eight	Research Report Writing: Nature, Types, Report format, Guidelines for table, graphs, references, bibliography, Final report
Nine	Software in Research

Prescribed Text:

Research Methodology - Kothary C.R

Additional References:

Business Research Methods - William G. Zikmund

Course Code: BBA 4109

Course Title: International Business

Chapter	Topics
One	<u>Introduction:</u> What is international business? Why should you study international business? Why companies engage in international business? Reasons for recent growth of international business. Why international business is different from domestic business? Globalization, forces behind globalization, criticism of globalization, MNCs, TNCs, International Corporation, Global Corporation,
Two	<u>The economic and cultural environment facing international business:</u> introduction, importance of studying economic and cultural environment, cultural awareness, identification and dynamics of culture, behavior practices affecting business, strategies for dealing cultural differences, economic systems of countries, elements of economic environment affecting international business, macroeconomics issues affecting international business.
Three	<u>The Political and legal environment of international business:</u> Introduction, importance of studying political and legal environment of international business, the sovereignty of nation, stability of the govt policies, ideologies of the political parties, political risks of global business, economic risk of global business, strategies to reduce political risks, bases of legal system, commercial laws within countries.
Four	<u>International trade and investment theories:</u> Classical counties based theories, modern firm based theories, overview of international investment, international investment theories, foreign direct investment, types of FDI and factors of influencing FDI
Five	<u>Modes to enter into international business:</u> Choosing a mode of entry, exporting to foreign markets, international licensing, international franchising, specialized entry modes for international business.
Six	<u>International strategic management and Strategic alliances:</u> Meaning of international strategic management, components of international strategy, and alternatives strategies for international business, developing international strategies, level of international strategies., meaning of strategic alliances, types of strategic alliances, benefits of strategic alliances, scope of strategic alliances, management of strategic alliances, pitfalls of strategic alliances.
Seven	<u>Regional economic integration and cooperative agreement</u> : Definition and types of regional economic integration, benefits and cost of forming regional economic integration the European Union and other regional

	economic blocks i.e IBRD, IMF, ADB, EU, NATO, ASEAN, SAARC, SAPTA, SAFTA, WTO, APEC, D-8 ETC.
Eight	Foreign Direct Investment: Meaning of FDI, the relationship of trade and factor mobility, FDI motives to achieve sales and resources, risk minimization objectives, advantages of FDI, direct investment pattern, government attitude toward foreign direct investment.
Nine	Multinational Corporation: Definition and characteristics of MNCs, why firms become multinational enterprise, strategic management of multinational enterprises, evaluating the impact of MNE, ways of doing business by MNCs, TNCs, distinguishing features of MNCs and TNCs.
Ten	International Marketing: International marketing management, product policy, pricing issues and decision, promotion issues and decision, distribution issues and decision
Eleven	Organization Design in International Business: the nature of international organization design, initial impacts international activity on organizational design, global organization designs, related issues in global organization design, corporate culture in international business, managing change in international business.

Basic Text:

1. Ricky W. Griffin and Michael W. Putsay, International Business: Environments and Operations, Addison- Wesley Publishing Company, New York, USA
2. John D. Daniels and Lee H. Radebaugh, International Business: A Managerial Perspective, Prentice Hall International,inc, Newyork, USA.

Reference Books:

- 1 Philip R. Cateora and John L Graham- international Marketing, Eleventh Edition, McGraw – Hill Publishing Company Limited, Singapore.
3. Alam A Rugman and Richard M. Hodgetts, International Business: A strategic Management Approach, International Edition.

Course Code: BBA 4207

Course Title: Business Policy and Strategy

Chapter	Topics
	PART—I: INTRODUCTION TO BUSINESS POLICY & STRATEGIC MANAGEMENT
One	INTRODUCTION TO BUSINESS POLICY: Evolution of Business Policy as a discipline □ nature, importance, scope, limitations, purpose & objectives of business policy
Two	CONCEPTUAL FOUNDATION IN BUSINESS POLICY: Definitions □ understanding strategy □ defining strategy, levels at which strategy operates □ types of planning systems
Three	AN OVERVIEW OF STRATEGIC MANAGEMENT Strategic management, process of strategic management, dimensions of strategic decisions, three levels of strategy, the strategy makers, benefits of strategic management.
	PART—II: STRATEGY FORMULATION
Four	MISSION, PROPOSE, BUSINESS DEFINITION & OBJECTIVES: Vision, mission & purpose □ business definition □ objectives & goals
Five	External Analysis/ the External environment: The firms external environment: Remote environment: economic, social, political, technological, ecological. Michael porter five forces model of analyzing external environment. Operating environment: competitors, creditors, customers, labor and suppliers. Industry analysis and competitors' analysis.
Six	Internal Analysis: Resource based view of the firms: what makes a resource valuable? Value chain analysis, Industrial organization model, Critical success factors of analyzing strengths and weaknesses of the organization, SWOT analysis.
Seven	Strategic alternatives/ Formulation of long-term objectives and Grand strategy: Pearce and Robinson 14 grand strategy alternatives: offensive and defensive strategy. Four grand strategy alternatives: expansion, stability, retrenchment, combination of two. Why companies follow stability, growth and expansion strategy.
Eight	Strategic choice: Grand strategy cluster, General Electric nine cell matrix,

	BCG growth share Matrix. Life cycle portfolio approach of selecting strategy.
Nine	PART—III: STRATEGY IMPLEMENTATION Structure and strategy, resource allocation, strategic leadership, commitment, organization culture, communication process, quality improvement,, change management.
Ten	PART—IV: STRATEGIC EVALUATION AND CONTROL. Strategic evaluation and control, process of strategic evaluation and control, quantitative and qualitative criteria to evaluate strategic performance. Bases for setting standard for control .types of strategic control.
Ten	PART—V CASE METHOD & CASE STUDIES

Basic Text:

1. John A Pearce II and Richard B Robinson, Jr, Strategic Management: Formulation, Implementation and Control Addison- Tata Mcgraw-Hill Publising Company Limited ,New Delhi, Ninth Edition.
2. Arthur A. Thompson, Jr. And A.J. Strickland III, Strategic Management: Concepts and cases, Tata Mcgraw-Hill Publising Company Limited ,New Delhi, Thirteenth Edition

Reference Text:

1. Hill & Jones, “Strategic Management Theory.”
2. A Kazmi, “Business Policy.”
3. W Glueck, “Business Policy.”

Major in Management Studies

Course Code: MGT 4101

Course Title: Total Quality Management

Chapter	Contents
One	The Total Quality Concept: Quality, total quality, rationale for total quality, key elements of TQ, pioneers of total quality: Deming, Juran, Crosby, Taguchi, why total quality sometimes fails.
Two	Quality Cultural: Meaning, activating cultural change, laying ground for a quality culture, countering resistant to cultural change, establishing a quality culture.
Three	Establishing Customer Focus: Customer satisfaction and retention, understanding who is a customer, customer defined quality, instituting quality function deployment, customer satisfaction process, customer defined value, customer value analysis, customer retention.
Four	Total Employee Involvement and Empowerment: Definition, rationale, Management role in TEIE, implementing TEIE, manager's role in suggestion system, improving suggestion system, evaluating suggestion, handling poor suggestion, achieving full participation.
Five	Leadership, Teambuilding and Teamwork: Definition, leadership quality, skills, styles, leadership in total quality setting, steps to team building.
Six	Decision Making and Problem Solving: Decision making for total quality, solving and preventing problems, problem solving and decision making tools, decision making process, employee involvement in decision making, creativity in decision making.
Seven	Benchmarking: Definition, Rationale, approaches and process, benchmarking vs reengineering, role of management in benchmarking, prerequisite for benchmarking, obstacles to benchmarking, benchmarking resources, selection processes, perpetual bench marking.
Eight	Continuous Involvement: Rationale, management's role in continuous involvement, essential involvement activities, structure for quality improvement, scientific approach, identification of improvement needs, development of improvement plans, common improvement strategies, Kaizen, CEDAC approach.
Nine	Quality Function Deployment: Meaning, benefits, customer information, tools, implementation.
Ten	Partnering for Competitiveness: Concept, internal partnering, partnering with suppliers, customer and potential competitors.
Eleven	Total Quality Tools: Definition, Pareto chart, fishbone chart, cheek sheet, and histogram, scatter diagram, run chart, control chart, management role in tools deployment.
Twelve	Statistical Process Control: Definition, rationale, inhibitors of SPC, management's role, role of TQ tools, authority over process and production, implementation and deployment of SPC
Thirteen	Strategic Planning and Total Quality Implementation: Quality as strategy-Strategic management process-Implementing a TQ strategy

Basic Text:

Introduction to Total Quality- Quality Management for Production, processing, services – Devid L Goetsch and Stanley B Davis; Prentice- Hill, Inc.

Reference Books:

1. “Total Quality Management”, Arthur R. Tenner & Irving J. DeToro, Addison-Wesley Publishing Company.
2. “TQM for Sales and Marketing Management”, James W. Cortada, McGraw Hill International Edition.
3. Total Quality: Management, Organization and Strategy, J. W. Deans and J. R. Evans.
4. The Total Quality Management: An Introductory, Paul Jones.
5. The Essence of Total Quality Management John Ban.

Course Code: MGT 4103**Course Title: Managerial Economics**

Introduction: Meaning and Scope of managerial economics- relationship to economic theory- relationship with decision theory- role of managerial economics- objectives and constraints of the firm- introduction to risk, asymmetric information and game theory

Demand and Supply Analysis: Meaning of demand-Market demand function ,Demand curve, factors affecting demand, Variation and increase/decrease in demand, Elasticity of demand- Graphical representation of price elasticity of demand Price- income and cross elasticity of demand-Estimation of demand-Numerical problems for measurement of elasticity, Supply functions, determinants of supply, market equilibrium, application to the price ceiling and price floor, minimum wage, effects of taxes and subsidies on price and quantity.

Applied Economics Techniques: The basic tools, methods of expressing economics relationships, tabular, graphical, algebraic and functional relationships of total, average and marginal relationships, economic models, algebraic solutions of economic model, equilibrium price and quantity, the use of calculus in managerial decisions, application to the measurement of elasticity, profit and output maximization, cost minimization.

Demand Estimation: Estimation vs forecasting, methods, characteristics of a good model, parsimonious model, regression analysis, hypothesis testing, problem with regression analysis, identification problem, omitted variables, multicollinearity, and autocorrelation.

Production and Costs: Meaning of production- Types of production function – Importance of production function in managerial decision-making – Application of production function in productive sectors (service and manufacturing) –Economies of scale and scope. Importance of cost in managerial decision-making – Economic concepts of cost – Functional form of short run and long run cost – Estimation and alternative methods of estimation of cost - LAC as a decision making tool – Impact of learning curve.

Market Structures: Meaning of market structure, need for analyzing market structure, types of markets

Perfect competition & Monopoly: Features-Representative firm, and industry-Equilibrium in short and long run-Price and output determination using diagrams-Normal profits, losses and supernormal profits in short run-Long run and normal profit-Merits and limitations of perfect markets

Oligopoly and Monopolistic Competition: Oligopoly-definition and characteristics-Collusion and cartel-Non-price competition-Price stickiness and kinked demand, Monopolistic competition-definition and characteristics-Equilibrium-Price and output determination

Reference books:

1. Managerial Economics by Dean Joel
2. Managerial Economics by Almanand
3. Managerial Economics by Hague, D
4. A study of Managerial Economics by Gopalakrishna
5. Managerial Economics by Cauvery, R.
6. Managerial Economics by Paul G Keat, K Y Young
7. Managerial Economics: Analysis, Problems, Cases by Lila J. Truett and Dale B. Truett
8. Principles of Economics by Robert H Frank and Ben S Bernanke (2007)

Course Code: MGT4105

Course Title: Management of Foreign Trade

1. Introduction: Meaning - nature and importance of foreign trade – causes, patterns, and gains from trade - theories of foreign trade: comparative advantage theory, opportunity cost approach – Heckscher-Ohlin theory - criticism of foreign trade theories - legal requirements in foreign trade – free trade and protection - arguments for and against free trade and protection.

2. Terms of Trade: Meaning and analysis of terms of trade - factors influencing the terms of trade - methods of determining the terms of trade - effects of changes in terms of trade - implications of favorable terms of trade - state of terms of trade in developing countries.

3. Balance of Trade and Balance of Payment: Meaning and nature of balance of payment - distinction between balance of trade and balance of payment - classification of balance of

payments - causes of disequilibrium in the balance of payments - measures for correcting adverse balance of payments.

4. Foreign Exchange: Meaning of foreign exchange rate of exchange - methods of determining the rate of exchange - causes of exchange rate fluctuations - meaning of exchange control - methods of exchange control - alternative ways of making foreign remittance - exchange control regulations in Bangladesh.

5. Documentation in Foreign Trade: Meaning, importance, and requirements of effective export documentation - types of export documents and their preparation - export formalities at home and abroad - problems in export documentation - import documents and their preparation and formalities.

6. Prerequisites for Effective Export Marketing: Steps involved in export marketing, considerations in export marketing decisions, proper procurement and/or production of export cargo-sound quality control & grading of export consignment-effective cost control and various phases of export marketing-handling of shipping problems in time-developing sound network and linkage with overseas market-matching product quality & design with the demand of time by means of R&D.

7. Export Services and Incentives: Meaning and importance of export services and incentives - export services and incentives in Bangladesh - role of EPB, NCBs, BSTI, TCB& CCI in export development.

8. Foreign Trade of Bangladesh: Size and structure of foreign trade - characteristics of foreign trade - balance of payments position -traditional and non-traditional export items - patterns and performance of foreign trade - problems hindering the foreign trade in Bangladesh - review of export and import policy - export processing zones in Bangladesh.

9. Global Monetary and Regulatory Institutions: IMF, World Bank, UNCTAD, WTO, GATTs, TRIPS: Globalization - Multi-lateral trading - Role of commercial policy in underdeveloped countries like Bangladesh - dispute settlement mechanism.

10. Economic Integration: Customs unions and free trade areas - EU, NAFTA, SAFTA, ASIAN

Text: 1. Dominick Salvatore, *International Economics*, 7th ed., John Wiley & Sons, 2001.

References:

1. Richard E. Caves, Jeffrey A. Frankel and Ronald W. Jones, *World Trade and Payments: An Introduction*, 7th ed., HarperCollins Publishers Inc., 1996.
2. Government of Bangladesh, *Export Policy*.
3. Sadrel Reza, *The Export Trade of Bangladesh (1950-1978): Patterns and Perspective*, University of Dhaka, 1981.

4. Hafez, G. A. Siddiqui, *Industrial Policies and Export Industries -A Case Study*.

Course Code: MGT 4201

Course Title: Management Science

Chapter	Contents
One	Introduction to Management Science: Origin- Development –Characteristics of management science- Operations research and managerial decision making- Application of management science/OR- Phases of O.R – Limitations of Management Science/O.R- Models of O.R
Two	Linear Programming: Nature of linear programming, formulation of problem, general formulation, graphical method of formulation, feasible solution, feasible , optimal solution, algebraic solution, simplex method, minimization problem, maximization problem.
Three	Transportation Problem: Introduction- North West corner rules- Vogels Approximation Method- Stepping stone method-Modified Distribution Method.
Four	Assignment problem: Introduction- Assignment Model- Assignment algorithm.
Five	Theory of Games: Introduction- pay off matrix- Two person zero sum game- Pure strategy and mix strategy- Maximum and minimum principle- Types of game- Limitations of game theory.
Six	Queuing Theory: Introduction- Queuing system- Basic definition and notation-Poisson queuing model- Properties of queuing model- Limitations of queuing mode.
Seven	Simulation: Introduction- advantages and disadvantages- elements of simulation model- event type simulation- generation of random phenomena- Monte Carlo technique-steps in simulation.
Eight	Project Scheduling by PERT and CPM: Basic concept, steps, distinguish between PERT and CPM, advantages of PERT and CPM, assumption by PERT and CPM, rules of network construction, application of PERT and CPM.
Nine	Sequencing models: Introduction- Sequencing problems- processing of jobs through machines- processing of jobs through two three and more machines- Routing problem in Networks.

Basic Texts:

1. Levin and Kirkpatrick- Quantitative Approaches to Management.
2. A. Victor Cabot and Donald L. Harnett- An introduction to Management Science
- 3.. Swarup, K. Gupta, P.K. Mohan- Operations Research

References Books:

1. D.R. Anderson and D.S. Sweney – An introduction to Management Science
2. V.K. Kapoor- Operations Research.
3. Davis, McKeown & Rakes- Management Science: an introduction.

Course Code: MGT 4203

Course Title: Management of Technology and Innovation

Introduction: Technology, Definition, Importance & Classification, Management of Technology (MOT), definition, conceptual framework, importance, Technology & wealth creation, Evolution of production & product technology, MGT guiding principle

Critical Factors in Managing Technology: Creativity, Innovation, Market, Price, Timing Change, Link between science & technology, Productivity, Effectiveness, Competitiveness, Leaders Vs followers.

Technology Life Cycles & Innovation Process: S-curve, Market growth, Product life cycle, Multiple-generation technologies, Technology-science push & Market pull, Competition at different process, Factors influencing technological innovation.

Business Strategy & Technology Strategy: Strategy analysis & development, Technology strategy formation, Core competencies, integrating technology & business strategy

Technology Planning: Forecasting technology, Critical Technologies: Technology audit and its model, Life cycles approach, B-Tech approach, CTO.

Reference books

1. Khalil, Tarek M. (2000), Management of Technology: The Key to Competitiveness and Wealth Creation, Mc-Graw-Hill Higher Education, USA.
2. Schilling, M, (2005), Strategic Management of Technological Innovation, Boston: McGraw-Hill.

Course Code: MGT 4205

Course Title: Project Management

Nature of project management: Definition Features and types of project, Project life cycle Elements and functions of project management project organization Traditional management and project management Qualities, functions and responsibilities of a project manager.

Project formulation and appraisal: Meaning of project formulation and appraisal Steps in project formulation Economic, social, financial, technical and managerial appraisal of project Cost benefit analysis (SCBA OECD) approach UNIDO approach Capital budgeting

Planning and scheduling of project: Planning and scheduling Gantt chart PERT-CPM time Cost trade off planning and the national level. Resource mobilization Procedures for release of funds Financing Projects under ADP

Project implementation: Steps in Project implementation Impediments of project implementation Guidelines to effective implementation

Monitoring valuation and termination of projects: Techniques of monitoring Precondition of effective monitoring Methods of evaluation Deferent statues of project termination

Project management in Bangladesh: Procedures of preparation and approval of development projects in Bangladesh Organization and functions of planning commissions ECNEC and IMED problems of project implementation in Bangladesh. An evaluation of JK project JMP, and Modhopara Hard Rock Project

Book Recommended:

1. M. Serajudding: Project Management
2. B.B. Goel: Project Managment
3. Jack R. Meredith; and Samuel J. Mantel Jr.: Project Management
4. Sky lark Chandha: Managing Project in Bangladesh.

5. Prasanna: Projects planning, Selection and Implementation.

Major in Accounting and Information Systems

Course Code AIS - 4101

Course Title: Accounting Information System

Chapter	Topics
One	Accounting Systems Concepts: The Changing role of Accountant, AIS and MIS, Accounting as a System, Users, Management Structure, Models of decision making, Human aspect of the AIS, Computerized Accounting Systems
Two	AIS in Operation Control: Business activities and information needs, Subsystems of AIS, Documentation of AIS, Data Processing Cycle, Different Cycle and Discussion
Three	AIS in Management Control: AIS Characteristics and Criteria for Management Control, AIS data support for Management Control, AIS & MIS Mix in Management Control
Four	Strategic Decisions: DSS, AIS, and AI/ES, AIS in Corporate Planning
Five	System Design, Development and Implementation: System Development Life Cycle, System Analysis, System Design, System Selection, System Implementation, System Risk, Security

Prescribed Text:

Accounting Information System - Wilkinsion

Accounting Information System - Mourfy

Additional References:

Accounting Information Systems - Edward Lee Summers

Course Code: AIS - 4103

Course Title: Financial Information Analysis

Chapter	Topics
One	Introduction: Meaning, purpose and types, users, scope importance, limitations Common sized statement, Comparative financial statements, trend percentages
Two	Ratio analysis: Liquidity, leverage activity and probability ratio, theoretical foundation of ratio analysis, the cross-sectional and time series analysis, computation and interpretation of ratios, limitations of ratio, analysis, inflation and ratio analysis
Three	Fund flow & Cash Flow Analysis: meaning of fund, purpose, importance preparation interpretation of statement of working capital changes and the funds flow statement, Cash flow statement and analysis
Four	Analysis of Leverage: Concepts, computing and interpreting operating ,financial and combined leverages, leverage and risk
Five	Financial Forecasting; concepts, Purpose and importance of financial forecasting, forecasting methods, trends, graphical and statistical methods, Proforma financial statements, Problems in financial forecasting
Six	Financial distress prediction: Importance of predicting financial distress, problems in defining financial distress, the universe and multivariate models of distress prediction

Seven

Budgetary control: Budget and budgetary control, objectives and steps of budgetary control, functional budgets, the master budget, preparation and interpretation of the cash budget and master budget

Prescribed Text

Financial Statement Analysis - George Foster,

Additional References:

Course Code: AIS 4201

Course Title: Accounting for Government and Non-profit Organization

Chapter 01: Introduction to Non-profit Organization- Meaning, Objectives, Functions, Difference between profit-oriented and non-profit organization, Non-profit organization in Bangladesh.

Chapter 02: Accounting Systems of Non-profit organization- Subscription, Receipts and Payments Accounts, Income and Expenditure Account, Balance Sheet.

Chapter 03: Principles of Governmental Accounting and Reporting- Purpose and Objectives of Governmental Accounting, Comparisons with Commercial Accounting Basic Principles, 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- Funds Accounts- Valuation of Fixed Assets, Depreciation- Basis of Accounting Classification- Financial Reporting.

Chapter 04: Budgeting Practice of Bangladesh Government- Budget Procedure, Formulation of Estimates, Approval of Budget Appropriations, Budget Implementation.

Chapter 05: Accounting for NGOs- System of keeping accounts by NGO, Project wise accounting

Chapter 06: Accounting System of Bangladesh Government- Departmentalized System of Accounting – Accounting Practices in Districts and Ministries- Finance Accounts – Appropriations and Pro-forma Accounts- Monthly and Yearly Financial Reports- Functions of the Comptroller and Auditor General- Delegation of Financial Power and Use of Control Account.

Reference Books:

1. Hay, Lean E: Accounting for Government and Non Profit Entries.
2. Bangladesh Government, Ministry of Finance: Introduction to Government Accounting.
3. Hussain, Motahar: The system of Budgeting in Bangladesh.

Course Code: AIS - 4105

Course Title Advance Accounting
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Chapter	Topics
One	Partnership Accounting: Retirement and Death of a Partner - Accounting treatment for death and retirement of a partner Dissolution of a Partnership Firm - Accounting treatment
Two	Shareholders' Equity: Corporate Organization Paid in Capital, Types of Capital, Concept of Par Value and No par value, Accounting for Issuance of Shares, Forfeiture and

	<p>Re-issue of Forfeited Shares, Bonus and Right Shares, Disclosure requirement as per Company act 1994 and SEC act.</p> <p>Preparation of Financial Statement: Preparation of Income statement, Retained earnings statement, Balance sheet as per Company act and SEC act</p>
Three	<p>Accounting for Joint Ventures, Installment and Consignments: Joint Ventures: Forms of joint ventures, Accounting treatment for Joint Ventures Installment of Sales: Accounting for Installment of Sales Consignment: Accounting for Consignment</p>
Four	<p>Accounting for Leases: Basic Concept, types, Accounting by lessee, lessor and special problems</p>
Five	<p>Accounting for Banks and Financial Institutions: Bank Companies act 1991 & 2003, NBFIA act 1993, Format of financial statement and Preparation of Financial statement</p>
Six	<p>Accounting for Insurance Companies: Insurance Companies act 1938 and 1973, Preparation of financial statement of Insurance company</p>
Seven	<p>Branch Accounting: Meaning, Types, Accounting systems for branches, Preparation of branch account</p>

Prescribed Text:

Intermediate Accounting – Keisu. Weygandt. Warfield (John Wily & Sons. Inc)

Intermediate Accounting - Smith and Skousen

Additional References:

Accounting - Basu and Das

Intermediate Accounting - Spiceland, Sepe & Tomassini (McGraw Hill)

Advance Accounting - M.M khan

GoB- Companies Act, Banking Companies Act, SEC ACT, NBFIA Act, Insurance Company Act

Course Code: AIS - 4203		
Course	Title:	Advanced Taxation

Chapter	Topics
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One	Introduction and Basic Concept of Tax: Income and Its Classification, Different tax rate, Capital gain, Tax Deducted at Source, Advance Income Tax, Provident, Superannuating, Pension and Gratuity Funds
Two	Set Off and Carry Forwarded of Loses: Meaning, Set off and Carry forwarded of loses, Business and different heads loses, Limitations, Tax evasion, Tax Avoidance
Three	Return of Income and Assessment" Meaning, Eligibility, Conditions, Current Finance Act, Current Year Budget, Filling Return, Assessment, Types
Four	Assessment of Companies: Definition, Residential Status, Submission of Return, Set Off and Carry forward of loses, Fiscal Incentives
Five	Assessment of Firms: Partnership and Farms, Set Off and Carry forward of loses, Procedures
Six	Penalty and Appeal: Penalty Provision, Appeal, ADR, Recovery of Tax, Refunds
Seven	Value Added Tax: Introduction, History, Characteristics, Reasons, Advantages, Disadvantages and Value Added Tax Act of Bangladesh
Eight	Gift Tax, Customs, Travel Tax and Excise Duty: Meaning, Features, Procedures, Exemptions

Prescribed Text:

Bangladesh Income Tax *Latest Edition* – Shil, Masud & Alam

Additional References:

Tax Planning Under Direct Tax - Shuklendra A and M.G Gushan

Income Tax Ordinance 1984 and Income Tax Rules 1984

Finance Acts (Latest)

Course Code: AIS - 4205

Course Title: Advanced Auditing &
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Assurance

Chapter	Topics
One	Introduction and Overview of Basic Auditing: Professional Ethics: Needs for Ethics, Independence, Integrity and Objectivity, Competence, Responsibility to Clients Audit Approach: Audit Strategy, Audit Evidence, Types of Evidence Conduct of an Audit: Audit Budget, Audit Programmes,
Two	Framework: International Framework for Assurance Engagement, International Auditing Standard, ICAB, IFAC
Three	Cost, Management and Government Audit: Definition, Objectives, Functions, Procedure of Cost, Management and Government Audit
Four	Audit of a limited Company: Audit of a Financial Statements, Duties of an Auditor in regarding financial statement, Shares, Premium, Discount, Bonus Shares, Share Forfeitures, Dividend
Five	Audit of Banks: Legislation relevant to audit of Banks, Special Provision governing different Banks, Audit of Balance Sheet and Profit & Loss Accounts items, Provision and Reserve, Secrete reserve
Six	Audit of a limited Company: Legislation relevant to audit of Banks, Audit of Balance Sheet and Profit & Loss Accounts items
Seven	Audit Conclusion, Reporting and Professional Liabilities: The Independents Auditor's Report on a Complete set of general purpose financial statements, Auditor's Report Vs. Auditor's Certificate, nature of Professional Liabilities of Accountant, Liability of an auditor under Companies Act, Liability of an auditor under Income Tax Ordinance

Prescribed Text:

Auditing - Khawaja Amjad Sayeed

A Handbook of Practical Auditing - B.N Tandon

Additional References:

Modern Auditing - Gill

Auditing Standard and Procedure - Holmes & Burns

Messier - Auditing & Assurance Services

Code of Professional Ethics Issued by IAASB, IFAC, ICAB

Major in Finance and Banking

Course Code: FIN - 4101

Course Title: Financial Information Analysis

Chapter	Topics
One	Introduction: Meaning, purpose and types, users, scope importance, limitations Common sized statement, Comparative financial statements, trend percentages
Two	Ratio analysis: Liquidity, leverage activity and probability ratio, theoretical foundation of ratio analysis, the cross-sectional and time series analysis, computation and interpretation of ratios, limitations of ratio, analysis, inflation and ratio analysis
Three	Fund flow & Cash Flow Analysis: meaning of fund, purpose, importance preparation interpretation of statement of working capital changes and the funds flow statement, Cash flow statement and analysis
Four	Analysis of Leverage: Concepts, computing and interpreting operating ,financial and combined leverages, leverage and risk
Five	Financial Forecasting; concepts, Purpose and importance of financial forecasting, forecasting methods, trends, graphical and statistical methods, Proforma financial statements, Problems in financial forecasting
Six	Financial distress prediction: Importance of predicting financial distress, problems in defining financial distress, the universe and multivariate models of distress prediction
Seven	Budgetary control: Budget and budgetary control, objectives and steps of budgetary control, functional budgets, the master budget, preparation and interpretation of the cash budget and master budget

Prescribed Text

Financial Statement Analysis - George Foster,

Additional References

Course Code: FIN - 4103

Course Title: Corporate Finance

Chapter	Topics
One	Corporate Finance: An overview of Corporate Finance
Two	Cost of Capital: Concept, Components of Capital, Components of Cost Capital, Cost of Debt, Cost of Equity Capital, Cost of Retained Earnings, Average Cost of Capital, Marginal Cost of Capital
Three	Capital Structure Theories: Assumption and Definitions, Different Approach
Four	Capital budgeting Decision: Methods of Evaluation, Different Methods and Techniques of Capital Budgeting
Five	Derivative Securities and Hedging, Warranties, and Convertibles
Six	Analysis & Management of Common Stock: Industry Analysis, Company Analysis, Technical Analysis, Stock Valuation
Seven	Dividend Policy: Dividend Policy, Growth and The Valuation of Shares
Eight	Financial Contracting: Merger, impact of Merger on EPS, Acquisition, investment Banking
Nine	Micro Credit: Importance, Sources, Micro Credit in Bangladesh

Prescribed Text:

Corporate Finance - Stephen A. Ross and Others

Financial Management - I. M. Pandey

Additional References:

Essential of Managerial finance - Westorm J.F and E.F Brigham

Fundamental of Financial Management - Van Horn

Managerial Finance - Lawrence J. Gitaman

Course Code: FIN - 4105
Course Title: Bank Management

1. Introduction to Banks: Structure and Services: Financial /Banking system, Structure, Services of Banks, Present Trends of Banks, Bangladesh Financial/Banking System and their Services,

2. Operational / Functional Aspects: Fund Management in Banks: An overview; Liability Management: Deposit and Non-deposit (Borrowing, Loan Sales, Capital Funds); Capital Management and Basle Accord; Liquidity Management; Credit Management: Policy, Procedure and Pricing; Off-Balance Sheet Activity of Banks; Hedging against Interest Rate and Credit Risks; Measuring and Evaluating Performances of Banks and Banking System

3. Legal and Policy Issues: Legal Framework of Banking in Bangladesh, Bank Company Act 1991, Bangladesh Bank Order-1972, Money Loan Court Act 2003, Negotiable Instrument Act 1881, Money Laundering Prevention Act, 2002, etc.; Central Banking Supervision and Regulation Financial/Banking Sector Reforms and Current Issues. Books

Book Recommended:

1. Commercial Bank Management - McGraw-Hill Mishkin, Federic S. 120011
2. Economics of Money, Banking and Financial Markets, Addition-Wesley.
3. A Journal of BIBM Reading Materials by Dr. Shah Md. Ahsan Habib

Course Code: FIN - 4201		
Course	Title:	Portfolio Management

Topics: Meaning of portfolio investment, elements to analyze portfolio problem, Marketable financial securities, Direct and indirect investing, Risk and return characteristics of securities Stock and bond market indexes, Characteristics of market, Types of order in security market, Margin and effects of margin on return, Risk and return of securities, Determining the average outcome, Dispersion of assets, Variance of combinations of assets, characteristics of portfolio in general, the expected return standard deviation of a portfolio at different correlations, The shape of portfolio possibilities curve, the efficient frontier with no short sales, the efficient frontier with short sales allowed, the efficient frontier with risk less lending and borrowing, Capital Assets Pricing Model (CAPM), Beta and measurement of beta, Economy , Industry and Company analysis, Security valuation.

Recommended Book:

Edwin J. Elton. Martin J. Gruber, Modern Portfolio Theory and Investment Analysis

Course Code: FIN – 4203
Course Title: Financial Institution & Capital Market

Chapter	Topics
One	Financial markets and instruments: Role, function and type of financial markets, Attributes of financial instruments, Classification of financial markets, Govt. securities, Instruments of the money and capital markets

Two	Financial assets and financial transactions: Creation of financial assets, Characteristics of financial assets, Types of financial transactions
Three	Financial intermediation: The economic basis for financial intermediation, Classification of financial intermediation, Investment type financial intermediaries, The changing nature of financial intermediation
Four	The behavior of Interest rates: Present value interest rates and security prices, The loan able funds model, Major determinants of interest rates, Relationship between interest rate and bond prices, Inflation and yield curves
Five	Real Interest rates: The meaning and importance of real interest rates, the estimation of real interest rates, Factors that influence real interest rates
Six	The term structure and risk structure of interest rates: The term structure of interest rates, theories of term structure, The risk structure of interest rates
Seven	The money market & The capital market: Characteristics of money market, money market securities and market operations, The capital market securities, Organized security exchange DSE, Investment companies and investment Bankers ICB,OTC Third and Fourth markets.
Eight	The foreign exchange market: Foreign exchange markets and rates, Exchange rate determination, Long run and short run exchange rate determination, Consequences of exchange rate changes. Trading arrangements: Margin purchase, short selling the capital market. Major financial institutions in Bangladesh

Prescribed Text:

Jeff Madura, Financial Markets and Institutions

Additional References:

Course Code: FIN - 4205

Course Title: Working Capital Management

Chapter	Topics
One	Working Capital Policy: Working Capital—Its nature, Components of working capital, Importance of working capital management, Risk-return trade-off or current asset management, financing current assets The costs & risks of alternate debt maturity. The term structure of interest rates, Expectation theory, liquidity preference theory, Excess or inadequate working capital, Determinants of working capital
Two	Estimating working capital requirements: Trading and manufacturing concerns, Alternative strategies of financing working capital, Hedging policy, Conservative policy, Aggressive policy, Highly aggressive policy.
Three	Management of Cash and Marketable securities: Motives for holding cash, Cash budgeting, Analysis of cash cycle, Synchronizing cash inflows and outflows, Determining EOQ model, Miter and ORR model. Optimum cash balance, Marketable securities types, Criteria for selecting securities, effects of inflation, Managing disbursement.
Four	Management of Receivables: Credit instrument, Credit standards, Terms of credits, credit analysis, Financial ratio analysis, Constructing better risk indices, Extending credit period collection policy, Factoring and credit insurance, Evaluation of changes in credit policy.
Five	Inventory management: Objectives of inventory management, Determinants of the size of inventories, Inventory generality of inventory analysis, decision models—the EOQ model, Extending the EOQ model, reorder point and stock, Effects of inflation on inventory management, Role of financial manager in inventory management
Six	Short term financing: Trade credit, short term financing by commercial banks, commercial paper, banker's acceptance, Secured short-term financing, Accounts receivable financing, Inventory financing.

Prescribed Text:

Jack Clark Francis, Investments: Analysis and Management

Additional References:

Major in Human Resource Management

Course Code: HRM- 4101

Course Title: Human Resource Planning
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Chapter	Contents
One	Concepts of Strategy and Planning : A need for strategic HRM, strategy, types of strategy, Models of Business strategies.
Two	Aligning HR with Strategy: Strategic HRM, the risks, Linking HR processes to strategy, HR strategy by division, Characteristics of an effective HRM strategy, The strategic planning model
Three	Evaluation of HR Programs and Policies: The scorecard, importance of evaluating HRM, The 5C model of HRM impact, Approaches and challenges in measuring the HRM practices.
Four	Job Analysis: Job analysis, problems of it, The process of job analysis, specific job analysis techniques, Competency based approach.
Five	HR Management Systems: The stages of HRMS development, selection and design criteria, criteria for data inclusion in the HRMS, core HRMS data entries.
Six	The HR Forecasting process: Forecasting activity categories, benefits of it, key personnel analyses conducted by HR forecasters, environmental and organizational factors affecting HR forecasting, HR forecasting time horizons, Determining net HR requirements
Seven	HR Demand: Index/trend analysis, expert forecasts, Delphi technique, nominal group technique, HR budget: staffing or manning table, envelope or scenario forecasting, regression analysis
Eight	Ascertaining HR Supply: Skills and management inventories, succession/replacement analysis, Markov model, linear programming, movement analysis, vacancy model, HR supply and Retention programs.
Nine	Succession Management: Importance of succession management, evolution, process, employee role in succession management, Succession management's soft spots.

Books Recommended:

1. McBey, Kenneth J. and Belcourt, Monica, *Strategic Human resources planning*. Thomson Nelson. 2nd edition.

Course Code: HRM- 4103
Course Title: Compensation Management

Chapter	Contents
One	Introduction: Exploring and defining the compensation contexts, a historical perspective on compensation, types of compensation, compensation and organizational strategy, lifestyle and compensation, pay and social structure. compensation and noncom pension dimension, the reward system, the compensation system, non compensation system.
Two	Building Internally Consistent Compensation System: Internal consistency, job analysis, steps in job analysis process, legal considerations for job analysis, job analysis technique, job evaluation, job evaluation process, job evaluation technique.
Three	Designing Pay Levels and Pay Structure: Compensation strategy, internal consistency, shaping internal consistency, structural variation, strategic choice among pay structure.
Four	Traditional Bases for Pay: Seniority and merit pay, seniority and longevity pay, merit pay, performance appraisal, limitations of merit and seniority bases pay.
Five	Incentives Pay: Exploring incentives pay, individual incentives plans, group incentives, companywide incentives, designing incentives pay programs.
Six	Person Focused Pay: Person based structured: skill plan and pay for knowledge programs, competency based pay structure.
Seven	Measuring and Paying for Performances in a Knowledge Based Economy: Application of motivation theories, designing merit guidelines, performance appraisal, issues and opportunity.
Eight	Benefits and Services: Benefits administration, employee benefits, employee services, costing benefits, flexible benefits plan.
Nine	Pay Delivery Administration: The Budget process, administration for pay, quality of work life and pay administration, due process, other compensation administration issues.
Ten	Legal Aspect of Compensation Management: An overview of legally required benefits, components of legally required benefits, industrial and labor law relating to compensation.

Books Recommended:

1. Richard I. Henderson, *Compensation Management in a Knowledge-Based World*. NJ: Prentice-Hill
2. Geroge Milkovich and Jerry Newman, *compensation*, Irwin/ McGraw – Hill, 1999.

Course Code: HRM- BBA 4105

Course Title: Human Resource Development

Course Contents:

1. Introduction to Training and Development in Organizations:

Introduction, evolution of HRD, relationship between HRM and HRD/ training, management and HRD/ training, HRD functions, roles and competencies of HRD professionals, challenges to organizations and to HRD professionals, a framework for the HRD process.

2. **Assessing HRD Needs:** Introduction, strategic/ organizational analysis, task analysis, person analysis, prioritizing HRD needs.
3. **Designing Effective HRD Programs:** Introduction, defining the objectives of the HRD intervention, the make or buy decision, creating and or purchasing HR programs, selecting the trainer, preparing a lesson plan, selecting training methods and media, preparing training materials, scheduling the HRD program,
4. **Implementing HRD Programs:** Introduction, training delivery methods, on-the-job training (OJT) methods, classroom training approaches, self-paced! computer- based training, media and ethos, important issues concerning training, program implementation.
5. **Evaluating HRD Programs:** Introduction, the purpose of HRD evaluation, models and frameworks of evaluation, data collection for HRD evaluation, research design,

ethical issues concerning evaluation research, assessing the impact of HRD programs in monetary terms.

6. **Skills and Technical Training:** Introduction, basic workplace competencies, basic skills / literacy programs, technical training, interpersonal skills training, roles of labor unions in skills and technical training programs, professional development and education.
7. **Coaching and Performance Management:** Introduction, the need for coaching, coaching and performance management, definition of coaching, coaching to improve poor performance, maintaining effective performance and encouraging superior performance, skills necessary for effective coaching, the effectiveness of coaching, comments on coaching and performance management.
8. **Career Management and Development:** Introduction, defining career concepts, stage of life and career development, models of career development, the process career management, roles in career management, career development practice and activities, issues in career development, delivering effective career development systems.
9. **Management Development:** Introduction, describing the manager's jobs, management roles and competencies, making management development strategic, management training and experiences, examples of approaches used to develop managers, designing effective management development programs.
10. **Organization Development and Change:** Introduction, organization development theories and concepts, model of planned change, designing an intervention strategy, types of interventions: human process-based, types of interventions: techno-structural, types of intervention: socio-technical systems, types of intervention: organizational transformation, whither organization development.
11. **HRD and Diversity:** Diversity Training and Beyond: Introduction, organizational culture, labor-market change and discrimination, adapting to demographic changes, cross-cultural education and training programs, HRD programs for culturally diverse employees, other human resource management programs and processes.

12. Case Analysis.

Text: 1

1. Jhon M. Werner & Randy L. Desimone, **Human Resource Development**, Latest Edition, Thomson Learning Inc., USA.

References:

1. P. Nick Blanchard and James W. Thacker, **Effective Training: Systems.Strategies.and Practices**, Second Edition, Pearson Education (Singapore) Pte.Ltd, Indian Branch.
2. Irwin L. Goldstein and 1. Kevin Ford, **Training in Organizations**,Fourth Edition, Thomson Wadsworth, United States, Singapore.
- 3.Gary Dessler, **Human Resource Management**,Ninth Edition, Prentice-Hall ofIndia, New Delhi

Course Code: HRM -4201

Course Title: Industrial Relations

Chapter	Contents
One	Introduction: Definition and nature of industrial relations, objectives, factor affecting the pattern of industrial relations, models, parties involved in industrial relations, industrial relations in advanced capitalist societies, and societies ruled by autocratic regimes,
Two	Nature of industry and industrial work: Scio- economic conditions of industrial worker or wage earner, formation of working class
Three	Industrial relations in Bangladesh: Nature of the parties involved in industrial relations in Bangladesh, the working class formation in Bangladesh, Trends in industrial relation in Bangladesh.
Four	Trade Unionism: trade union, types of workers, types of union, objectives, trade union structure, trade union management, leadership, and movement in Bangladesh, formation of trade union, problem of trade union in developing countries with reference to Bangladesh.

Five	Employers and their organization: Employers style in dealing workers, A profile of Bangladeshi employers, objective and functions of employers associations of Bangladesh.
Six	Industrial Conflict: Nature and causes of industrial conflict, manifestation of discontent and unrest i.e strikes, lock-outs, absenteeism, and labor turnover. Institutional methods of conflict resolution, factor affecting resolution.
Seven	Settlement of Industrial Disputes: Industrial disputes, procedure of settlement of industrial disputes, collective bargaining, theories of collective bargaining , pre- requisites of successful collective bargaining agent, determination of CBA, settlement of dispute through industrial disputes, conciliation, settlement of disputes through conciliation, settlement through labor court appeal against decision of labor court.
Eight	State and Industrial Relations: Organs of the state, state intervention in industrial relations: laws and policies of the state in connection with industrial relations.
Nine	Comparative Industrial Relations: Practices in developed and developing countries.

Books Recommended:

1. A. E. C Hare, **The First Principles of Industrial Relations.**
2. Arun Monappa, “ **Industrial Relations**”, Tata McGraw- Hill Publishing Co.
3. Pramod Verma “**Management of Industrial Relations**” Oxford and IBH Publishing Co.
4. A Flanders , **Collective Bargaining.**
5. A Flander, **Management and Unions.**
6. V. L Allen, **The sociology of Industrial Relations.**
7. Richard Hyman, **Industrial Relations: A Marxist Introduction.**
8. M. A Taher, **Industrial Relations.**
9. Kamruddin Ahmad, **The labor Movement in Bangladesh.**
10. **The Labor Journal, Published from the Department of Labor, Government of the People’s Republic of Bangladesh**

Course Code: HRM:- 4203

Course Title: Conflict and Negotiation Management

1. **Introduction:** Nature of conflict. Different schools of thought on conflict, Types of conflict. Models of conflict, Levels and sources of conflict, Process of conflict, Conflict and performance.
2. **Conflict in organizations:** Organization conflicts-classical views, Neo- classical views and modem view of organization conflict, Positive and Negative reactions of conflict to the organization, Industrial conflict and its settlement.

3. **Stress, Job dissatisfaction and Conflict:** Nature and types of stress. Model of stress. Consequences of stress, Managing stress, Employee's behavior of job dissatisfaction, coping strategies for handling job dissatisfaction, JCM Model, TMM Model.
4. **Conflict Management Design:** Conflict Management Styles and their dimensions, matching conflict management styles to a situations, Behavioral styles of conflict handling, The CosierSchank model of conflict resolution.
5. **Managing Conflict through Third Party Mediation:** Nature and patterns of third party mediation, Approaches to third party Mediation: Modeling, Guiding, Facilitating. Mediating, Negotiating, Arbitrating, And Judging, Elements of Mediation, Process of Mediation. Skill Mediator in conflict Management Ethical guidelines of mediation, Cross cultural experiences of third party Mediation-US experience, Canadian Experience. Australian experience, UK experience, Sub-Continent experience and Lessons for Bangladesh.
6. **Managing Team and Organizational Conflict:** Techniques to resolve them conflict, strategies to resolve organizational conflict, Effective listening and dialogue skill, Humourand conflict resolution.
7. **Negotiation:** Nature and types of negotiation, Negotiation process, Factor responsible for making negotiation successful, Tactics used in Negotiation process-The Four Control Tactic. The Seven Pressure tactics and the Nine Trap Tactics, Issues in negotiation. A sample of MoA and MoU.
8. **The Paradox of Conflict and Creativity:** Conflict and creativity, Problem solving process. ADR, MDR, Philanthropic views in Managing conflict,. Problems related to mediation of conflict Management in Bangladesh, Suggestions for effectiveness of Conflict Management in Bangladesh.

Text: M. Afzalur Rahim (2001), Managing Conflict III Organization (London: Quoruas Books)

References: 1. M.A Taher (2013), Conflict Management (Dhaka: AbirPublications).

2. M.A Taher (2011), Conflict Management Through Third Party Mediation.
3. K.W. Thomas (1976), Conflict and Conflict Management
4. E. L. Rout & N. Omiko (2007), Corporate Conflict Management.

Course Code: HRM- 4205		
Course	Title:	Performance

Management

Chapter	Contents
One	Performance Management: Meaning, Challenges, steps in Performance Appraisal; Performance management spells success, Organization of Performance management function.
Two	Organizational Mission, Strategy and Goal: Systems and logistic planning, Benchmarking performance, Implications for practice.
Three	Process and Employee performance: Organizational process improvement, identifying employee performance standards.
Four	Rewards and Performance: Types of rewards, Designing a compensation strategy, Maximizing owner and employee needs, Linking pay to performance, Linking executive pay to performance
Five	Designing Jobs to Enhance Employee Involvement: The rationale for Employee involvement, Designing jobs that encourage involvement, Employee involvement practices, Quality enhancement through employee involvement.
Six	Assigning Individual and Team Performance: Attributes of effective appraisal system, Popular performance assessment approaches, Assessing group and team performance, Employee assessment approach
Seven	Training and Performance Enhancement: Performance gap analysis, is Training the answer? Training needs assessment, training objectives, Learning principles and program design, Evaluating training effectiveness, determining ROI, Creating a learning organization.
Eight	Counseling and Discipline: Importance of performance counseling, responsibility for Counseling, steps in counseling, implementing disciplinary practices, encouraging embracing errors
Nine	Review of Performance Management Process-: why audit the performance management system? Steps in a performance management audit.

Books Recommended:

1. Das. Hari, *Performance Management: Ph series in HRM*. Prentice hall, Toronto.

Major in Marketing

Course Code: MKT-4205

Course Title: Environmental Marketing

1.Principles of Environmental Marketing:

Natural and social environment influencing the quality of human lives, a complex and changing interrelationship among the business society and environment, meaning of environmental marketing, Emerging ideas of environmental marketing, key elements of environmental marketing, micro and macro environmental forces, responding to marketing environment, Future of environmental marketing.

2. Environmental Consumerism:

Meaning , Nature, and Enduring trend in environmental consumerism, the age of green consumer, profile of green consumerism, green consumer psychology, emerging green purchasing ethics, corporate response to environmental consumerism, corporate green stakeholder.

3. Green Marketing:

Challenges of Green Marketing, Meaning and characteristics of green marketing, Importance of green marketing, Organizing for green success , Elements of green marketing, Green marketing practice in the developed and developing countries, strategic marketing planning for green marketing .

4. Green marketing strategies:

Green product strategies, Green packaging strategies, creating green conscious through marketing communication and promotion, development issues in green marketing, Emphasizing on corporate social responsibility, Effective decision making and implementation.

5. The greening of the organization:

Introduction, the corporate response, the organizational dimension of greening, total quality environmental management, the evaluation of green organization, marketing within the green organization, a new vision of the organization.

6. Segmenting and Positioning within green markets:

Introduction, the hunt for the green consumers, defining green market segments, the role of environmental knowledge, the role of attitudes towards the environment, segmenting green industrial market, segmenting the green consumer markets mission impossible?, Eco positioning , Branding.

7. Environmentalism in Bangladesh:

State of natural, social and cultural environment in Bangladesh, environmental consciousness among people, emerging trend of environmentalism, govt. role in protecting living and social environment, activities of environmental lawyers association and other environment friendly groups, Environmental legislations and legal provision in Bangladesh , Corporate environmentalism in Bangladesh.

Books:

1. Jacquelyn A O'Haman-Green Marketing: Challenges and Opportunities for the new marketing NTC- Newyork
2. Daird Hunt and Gotherine Johnson-Environmental Management system, Principles and practice, McGraw Hills Book Company, New York
3. Philip Gain Edited-Bangladesh Environment-Facing 21st Century SEHD Dhaka
- Holms Rolston-Environmental Ethics: Duties and values in natural world.

Course Code: BBA 4101
Course Title: Basic Marketing Research

1. Role and Development of Marketing Research:

Definition, Nature, Scope, Functions, Evolutions of Marketing Research, sources of marketing research theory and practice, Role of marketing research, Errors in Marketing Research.

2. Methodologies of Marketing Research:

Developing a research design, sequential stages of marketing research, collection and classification of data, main categories of research techniques, desirability of combining survey techniques, primary data , observation, experimentation, Questionnaires , secondary data: internal ,external, basic techniques.

3. Introduction to sampling:

Definition, Theory of sampling, Essentials for sound estimators, confidence intervals, sampling frames, types of sampling, Characteristics of sample, Sample design, facts of sampling , surveys, sample size, design factor, design effect.

4. Questionnaires:

Question requirements, Bias in question, Questions sequence , Types of questions, Pilot testing, Mail questionnaires , Telephone questionnaires , development in telephone surveys.

5. Interviewing:

Definition of Interview, Forms interview, Interviewing techniques, Characteristics of interviewers, Interviews effect, Bias from non response.

6. Attitude Measurement:

Techniques of Qualitative research, Definition of scale, Types of scales, Principal scaling methods, Modified approach to qualitative research.

7. Multivariate data analysis:

Interdependence method: Interdependence VS Dependence method, factor analysis, cluster analysis.

8. Multivariate data analysis:

Dependence methods, Classifications of procedure, Multiple regression, analysis of variance, analysis of co variance, Dis-criminant analysis, conjoint, measurement , Multivariate analysis of variance.

9. Final states of the survey:

Editing, coding, Tabulation, Use of weights, analysis and interpretation of presentation of the survey reports, composition of the report, briefly research organizations, Interpreting and using marketing research findings, costing marketing research.

10. Applications of Marketing Research:

Demand measurement and Forecasting, product research and test marketing, Advertising research, service research.

Books:

1. Harper W Boyd and Rolph Westfall, Marketing Research
 2. Poul E Green and Donald S. Tull , Research in Decision making
 3. Look David J. Woless, G. Hugh and Donal A. Taylor, Marketing Research-An applied Approach
 4. R. Forhen and P. J. Verdoom, Research method in Economics and Business.
- Pelir M. Holmes, Marketing Research, Principles and Readings.

Course Code: MKT-4105
Course Title: Sales Force Management

1. Introduction:

Selling, Nature of selling, selling as a profession, new forces and concepts in selling, selling and the marketing process

2. Duties , responsibilities and qualifications of sales representatives:

What is the sales person's job ?, Qualifications needed to sell, Classifying sales jobs, Information needed about the buyer, Where and how to get information about the buyer, what specific information is needed, how to use information successfully , the selling process

3. The sales Process:

Prospecting and getting the right start, Characteristics of good prospects, how and where to obtain prospects, how to get the most out of prospecting techniques in making appointments, making a good first impression.

4. Planning and Delivering the sales presentation:

Approaches to personal selling, Types of sales presentation, Planning and delivering the presentation, the art of listening in personal selling , Welcoming people into your company

5. Improving the sales representatives personal effectiveness:

Establishing goals, the value of time, how to make more calls, Planning to analyze territory, analyzing the performance, handling paperwork and report, Good customer care need PRACTICE.

6. Personnel Management in the selling field:

Sales force management, Designing and managing the sales force, Involvement of sales executives in sales force management, Job analysis.

7. Recruiting sales personnel:

Organization for recruiting and selection, sources of sales force recruits, the recruiting effort.

8. Planning, Executing and evaluating sales training programs:

Building sales training programs, Deciding training content, Selecting training methods, attitudes for successful training. How to develop sales people personal confidence, helping sales people develop their personality. Philosophies of sales training, Organizations for sales training, evaluating sales training program.

9. Controlling sales personnel:

Standards of Performance:

Relation of performance, Standard to personal selling, Objectives, Evaluating and comparing, actual performance with standards, controlling sales personnel through supervision, twenty better ways to handle complaints and arguments.

Basic Text:

1. Selling: Principles and Methods-Carlton A. Pederson, milburn D. Wright, Barton A. Weitz, Richard D Irwin Inc.

2. Sales Management: Decisions, Strategies and cases- Richard R Still, Edward W. Cundiff, Norman A. P. Govoni. Prentice-Hall-Hall of India private Limited.

Consumer Behavior

MKT-4103

- 1. Introduction:** Consumer Decision Making - An Overview of Consumer Behavior - Psychological, Sociological - Anthropological and Economic Concept Pertinent to Consumption - Theories and Models, Building - Role of Theory - Criteria of Sound Theory in Consumer Behavior - How models are constructed - Different Models of Consumer Behavior.
- 2. Environmental Influence Culture:** Components of Culture - Useful Concepts of Cultural Analysis - Cross Cultural Research and Multinational Marketing Subcultures.
- 3. Social Organization and Reference Groups:** Socialization Reference Group Norms and Conformity - Social Change - How Social Trends Will Affect Consumption.
- 4. Social Class:** Social Stratification - Research Models of Social Class - Social Class and Buying Behavior.
- 5. Family:** Influence on Family Decision –Making - Using Family Concepts in Marketing.
- 6. Individual Influences:** Learning: Learning Theory - Behavior Modification in Psychology and Marketing Retention - Advertising Message - Habit Formation and Brand Loyalty.
- 7. Perception:** Theories of Perception - Model of Perception - Actors Determining Perception Features of Perception Affecting Consumer Behavior.
- 8. Motivation and Personality:** Motivation Theory - Motivation Research Methods - The Concepts of Personality.
- 9. Attitudes:** Influence of Attitudes - Attitude Organization - Three Component Attitude Models - Fluctuations of Attitudes - How Attitudes are Measured - Attitudes Change - Cognitive Dissonance Theory – Multi attribute Theory.
- 10. Consumer purchasing process and Consumer decision process.**

Books Recommended:

Harold W. Berkmen and Christopher C-Gilson, **Consumer Behavior**, Kent Publishing Company.

Harold H. Kassringian and Thomas S, **Perspectives in Consumer Behavior**, Robertson Scott Foreman Company.

International Marketing MKT -4201

- 1. Scope challenges of International marketing:** Definition Of international marketing - International marketing task - Marketing controllable, Domestic uncontrollable - Foreign uncontrollable - The self reliance criterion ethnocentrism - Developing a global awareness - Stages of international marketing involvement - Strategic orientation.
- 2. The dynamic environment of international trade:** Balance of payments, protectionism - easing trade restrictions - protection logic illogic - Trade barriers - Internet global business.
- 3. Cultural dynamics in assessing global Markets:** Definition of culture - Elements of culture - cultural knowledge - cultural values - cultural change.
- 4. The political environment- A critical concern:** The sovereignty of nations - Stability of government policies - Political risks of global business - Assessing political vulnerability -reducing political vulnerability - Government encouragement of global business.
- 5. Developing a global vision through Marketing research:** Breadth scope of international marketing research - research process - Problems of the availability use of secondary data - Gathering primary data - Quantitative qualitative research - Problems of gathering primary data - Multicultural research- a special problem - research of the internet-a new opportunity - Problems in analyzing interpreting research information - Responsibility for conducting Marketing research - estimating market demand - communicating with decision makers.
- 6. Developing Global Marketing Strategies:** Planning organization, Global marketing management, planning for global markets, Alternative market-entry strategies, organizing for global competition.
- 7. Products services for consumers:** Quality products, Quality defined, Physical or mandatory requirements adoption, Green marketing product development, Products culture, Analyzing product components for adoption, Marketing consumer service globally, Brands in international markets
- 8. International marketing channels:** Channel of distribution structure - Distribution Patterns - Alternative middleman choices - actors affecting choice of channels - Locating, selecting motivating channel members - the internet.
- 9. Integrated marketing communications international advertising:** Sales promotions in international markets - International public relations - International advertising - Advertising strategy goals - The message - creative challenges - Media planning analysis - Campaign execution advertising agencies - International control of advertising: broader issues.
- 10. Personal selling sales management:** Designing the sales force - recruiting marketing sales personnel - selecting sales marketing personnel - Impact of cultural values of managing - training for international marketing - Motivating sales personnel - designing compensation systems - Evaluating controlling Sales representatives - developing cultural awareness - The changing profile of the global manager - foreign language skills.
- 11. Negotiation with international customers, partners, regulators:** The pervasive impact of culture on negotiation behavior - Implications for managers negotiators - conclusion.

Books Recommended:

Philip R. Cateora John L. Graham, **International marketing**
Richard Mead, **International management cross cultural dimensions**
Richards M. Hodgetts Fred Luthans, **International management culture, strategy behavior.**

BBA 4203
Advertising and Promotional management

An introduction to integrated marketing communication: what is marketing - integrated marketing communications - the promotional mix - promotional management - the IMC planning process.

The role of IMC in the marketing process: marketing strategy and analysis - the target marketing process - developing the marketing planning program.

Organizing for advertising and promotion: organizing for advertising and promotion - advertising agencies - agency compensation - evaluating agencies - specialized services.

Perspectives on consumer behavior: an overview on consumer behavior - the consumer decision-making process - the consumer learning process - environmental influences on consumer behavior.

The communication process: the nature of communication - a basic model of communication - analyzing the receiver - the response process - understanding involvement - cognitive processing of communication.

Source, message and channel actors: source actors- source credibility, source Attractiveness, source power; Message actors- message structures, message appeals, channel actors- personal versus no personal channels, effects of alternative mass media, effects of context and environment.

Establishing objectives and budgeting for the promotional program: the value of objectives - determining promotional objectives - sales versus communications objectives - problems in setting objectives - establishing and allocating the promotional budget.

Creative strategy: the importance of creativity in advertising - advertising creativity - planning creative strategy - the creative process - creative strategy development - appeals and execution styles - creative tactics - client evaluation and approval of creative network.

Media planning and strategy: an overview of medial planning - developing the medial plan - market analysis and target - establishing medial objectives - developing and implementing medial strategies - evaluation and follow-up - computers in media planning.

Evaluation of broadcast media: Television- advantages of television - limitations of television - buying television time - network versus spot - methods of buying time - selecting time periods and programs - cable television - measuring the TV audience - Radio - advantages - disadvantages - buying radio time - time classifications - audience information.

Books Recommended:

George E. Belch Michael A. Belch, **Advertising and Promotion: an integrated**

marketing communication perspectives, TATA McGraw-Hill.

Raghubir Dayal, Peter Zachariah, Kireet Rajpal, **Advertising and Promotion Management**, Mittal Publications, 1996.

Terence A. Shimp, **ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS**, Cengage Learning, 2010.