

Course Plan

Bachelor of Business Administration (BBA)

Effective from Academic Session: 2010 – '11 Onwards

Year	Course No.	Course Title
1 st Year 1 st Semester	111	Introduction to Business
	112	Principles of Management
	113	Introduction to Computer
	114	Business & Society
	115	Bangladesh Studies
1 st Year 2 nd Semester	121	Business Mathematics – I
	122	Human Resource Management
	123	Financial Accounting
	124	Business Communication
	125	General Science & Environment
2 nd Year 1 st Semester	211	Microeconomics
	212	Business Statistics - I
	213	Business Mathematics - II
	214	Fundamentals of Tourism & Hospitality Management
	215	Legal Aspects of Marketing
2 nd Year 2 nd Semester	221	Macroeconomics
	222	Business Statistics – II
	223	Financial Management
	224	Insurance and Risk Management
	225	Elementary Psychology
3 rd Year 1 st Semester	311	Principles of Marketing - I
	312	International Business
	313	Organizational Behavior
	314	Taxation & Auditing
	315	Entrepreneurship Development
3 rd Year 2 nd Semester	321	Principles of Marketing – II
	322	Supply Chain Management
	323	Marketing Information System
	324	Quantitative Business Analysis
	325	Selling & Salesmanship
4 th Year 1 st Semester	411	Marketing Management
	412	Econometrics
	413	Integrated Marketing Communications
	414	Retail Management
	415	E- business
4 th Year 2 nd Semester	421	Services Marketing
	422	Consumer Behavior
	423	Marketing Research
	424	International Marketing
	425	Brand Management

Rules for Bachelor of Business Administration (BBA)

ADMISSION

Students will be admitted into the first Year class of the BBA Program as per university rules. Students after taking admission may apply for change of Department within three weeks.

1. The name of the degree shall be BBA with major in Accounting & Information Systems/Management Studies/ Marketing/Finance, Banking, Management Information Systems, Tourism & Hospitality Management & International Business". The major part shall be named after the name of the department from which the program has been completed and the degree has been earned
2. BBA is a terminal degree.

DURATION OF THE PROGRAM

1. BBA Program will be of 4 (four) years duration divided into 8 (eight) semesters. Every semester will be of 19 (nineteen) weeks, of which 15 (fifteen) weeks for class teaching, with at least 1(one) week break and 3 (three) weeks for holding the semester final examinations.
2. The program will include teaching of 40 (Forty) course units distributed as under :

Class year	First Semester	Second Semester	Total Course Units	Credit Hours
First Year	5	5	10	30
Second Year	5	5	10	30
Third Year	5	5	10	30
Fourth Year	5	5	10	30
Viva-Voce	(1 st Year to 4 th Year)			03
Internship	(after 4 th Year 2 nd Semester)			03
Total Credit Hour				126

2. For each course unit, there will be 2 (two) lectures of one & half hour duration in every week and each course unit will be weighted 3 (three) credit hours.
4. The BBA program shall be of 126 credit hours and shall be evaluated on the basis of 4200 total marks. Out of which 4000 marks shall be for 40 teaching course units, 100 marks for viva- voce examination, and 100 marks for an intensive internship program concluding with the preparation of project paper, each carrying 3 credit hours.

EVALUATION

1. Performance of the students will be evaluated as under :
 - (a) Each course unit would be of 100 marks. Two in-course test (15+15) and Term paper/Quiz (10) will carry 40% weightage and the 3 (three) hours- semester final examination will carry 60% marks. Two in-course tests of minimum one-hour duration each shall be conducted and evaluated by the course teacher and the semester final scripts will be evaluated by two examiners. If a teacher is unable or restricted by the examination rule of the University, he will not evaluate in course tests and also the term- final scripts.
 - (b) The result of the semester final examination shall be tabulated by two teachers to be appointed by the respective examination committee. Third Examination: Under double-examiner system & in case of difference of above 20% of marks, there will be a 3rd examiner

marks of nearest two examiners (theory & thesis) will be average out as final mark.

- (c) The third examiner for a course shall be appointed by the examination committee from the panel of examiners other than a member of the examination committee or a tabulator, provided further that he/she was not an examiner of this course.
- (d) In each course, total of (i) the average of marks awarded by the semester final examiners plus (ii) the marks, if any, awarded by the course teacher, will be converted into letter-grades as under:

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

2. In the tabulation process, only the total marks of a course will be rounded-up and the announced results of the program will show the grades earned and the Grade Point Average (GPA) only at the semester end/or the year end.
3. "At the end of second semester of each class year, the examination committee will hold a viva-voce examination of 25% weightage equivalent to 0.75 credit hours. For the viva-voce examinations, a student will be awarded only one grade after the end of 4th year. After the completion of the 4th year second semester final examination, a student will undergo an one and half month internship program and shall write a project paper which shall be submitted to the 4th year Examination committee. The internship program and the project paper shall be guided and examined by the guide teacher, selected by the Examination Committee. For the project paper a student will be awarded a grade point."
4. Rounding-up of Grades: In the tabulation process, only the total marks of a course will be rounded-up and the published results of the program will show only the grades earned and the Grade Point Average (GPA) at the end of the semester.
5. The controller of examinations shall publish the cumulative result of the program and shall provide the transcript showing course-wise grades and the Cumulative Grade Point Average (CGPA) of the candidates for the degree of BBA.

CLASS ATTENDANCE

75% and above: Eligible to sit as regular student

60 - 74%: Non-Collegiate, will be allowed to sit for the examination with a fine of Tk. 5,000/-

Below 60%: Not allowed to sit for the examination & may seek re-admission in the program.

PROMOTION

1. For promotion from 1st Year to 2nd year, a student will require to earn a minimum yearly CGPA of 2.00 (except viva-voce grade)
2. For promotion from 2nd year to 3rd year, a student will require to earn CGPA grade point of 2.25 (except viva-voce grade) taking into consideration all the grade points earned in total number of courses of 1st year and 2nd year and the improved grade, if any.
3. For promotion from 3rd year to 4th year, a student will require to earn CGPA of 2.50 (except viva-voce grade) taking into consideration all the grade points earned in all courses of 1st, 2nd and 3rd year including the improved grade, if any.
4. A student failing to clear up University/ Departmental dues of the year of study shall not be promoted to next year.

DEGREE REQUIREMENTS

1. For the degree of BBA student of the program will require to earn (i) 126 credit hours including viva-voce (3 credit hours) and internship (3 credit hours) weighted 6 credit hours, (ii) CGPA of 2.50 and (iii) complete the program in maximum of six consecutive academic years including the year of first admission into the program.
2. For the degree of BBA no grades from any source other than that of the prescribed 126 credit hours will be considered.

IMPROVEMENT OF GRADES

1. Student with 'F' Grade in any course shall be allowed to improve twice/two times only with the following batches.
2. In all Faculties except the Faculty of Arts, students with SGPA B or less and in case of Faculty of Arts students with Grade below B can be allowed to improve grades.

Options would be:

- (a) Through a Supplementary Examination within 45 days by the same Examination Committee,
- (b) With the following batch.

Such improvement would be allowed only once in a course and in such case, the student's previous grade will be automatically cancelled.

3. No improvement shall be allowed in the in-course test marks and the grades earned in viva voce, as well as in course (s) in which a student did not attend classes or appear at in course tests.
4. For improvement of grade in a course the student shall apply to the Departmental Chairman at least 4 weeks before the start of the semester final examination. The co-ordinator of the batch shall recommend and certify the average mark earned by the candidate in the in-course test.

5. Improvement in 4th Year Courses

Students would be allowed to sit for improvement examination in the 4th year courses with the following batch, provided they must do it before the publication of final result by the Office or the Controller of Examinations or Issuance of Provisional Certificate by the Controller of Examinations

RE-ADMISSION

1. A student failing to get the requisite grade points for promotion from the year to the next year may seek readmission with the following batches. For readmission, a student will have to apply for this within one month after announcement of the result of the concerned year.
2. On readmission, grades earlier earned by a student in the class year of readmission shall cease to exist and the student shall have to retake all the course-works and examinations.
3. A student can take re-admission 2 times throughout the program either in the same class or in different classes. In both cases, he/ she must complete the degree by 6 years from the time of original admission.

DROP OUT

1. A student failing to earn the yearly GPA for promotion from one year to next year after taking readmission in any year shall be dropped out of the program.
2. A student earning F grade in any course after taking improvement examinations or readmission in any class shall be dropped out of the program.

ADOPTION OF UNFAIRMEANS

Students adopting unfairmeans shall be treated according to the University rules.

DEAN'S HONOURS LIST AND DEAN'S MERIT LIST

There will be two categories of awards for graduate students:

1. Dean's Honor award: students with CGPA: 3.85 & above.
2. Dean's Merit award: students with SGPA: 4.00.

ADMINISTRATION

1. Respective statutory authorities of the university shall design syllabus, allocate courses for teaching, constitute examination committee and the panel of examiners as per rules of the university.
2. At the beginning of a semester
 - (a) A course teacher shall provide the students a course outline indicating the text book to be followed and probable dates of in-course tests.
 - (b) The Chairman of the Department shall provide the Dean of the Faculty and the students a schedule indicating 15 weeks of class teaching, 1 week break, 3 weeks of examinations and the following 4 weeks for the publication of result.
 - (c) The academic committee of the Department shall constitute an examination committee for each year of the Program. The examination committee shall be composed of 4 members, one of, which shall be an external, appointed from outside the Department. In case of any vacancy or inability on the part of a member/examiner, the examination work shall not be invalidated.
3. The examination committee shall appoint two question setters and examiners including the course teacher for each course and moderate and print questions, hold semester final and viva-voce examinations, appoint tabulators, announce semester results and recommend students' promotion to the next year.

4. The Chairman of the Examination Committee shall submit the semester examination result and the relevant scripts to the Chairman of the Department including -
 - (a) A grade-sheet and all the connected working papers.
 - (b) A list of students recommended for promotion to the next year class.
 - (c) A list of teachers showing their involvements in the examination works.
 - (d) Copies of the Grade-sheet and the average in-course marks of all courses of the semester/year for the program coordinator of the batch.

The Chairman of the examination committee shall also submit a copy of the tabulated result of each semester to the Controller of Examinations immediately after the announcement of the semester final results.

5. The course teacher shall announce the result of the in-course tests within two weeks of the date of holding and submit the average in-course marks to the chairman of the examination committee before the semester final examination starts. Tabulation work will be started after the marks of term final are received by the Chairman exam. committee, modification of submitted marks shall not be allowed.
6. For smooth administration of the BBA Program, the Academic Committee shall nominate one of its members to act as the BBA Program Coordinator for each batch. The Coordinator will assist the Chairman of the Department in matters relating to improvement of grade, readmission and promotion, preparation of Dean's Honour and Merit Lists, semester scheduling and monitoring the results of the batch.
7. Within the framework of these rules and the rules of the University, the Departmental Academic Committee may adopt policies for strengthening the academic and co-academic activities of the Department.
8. For appearing at the 8th semester final examination, every student shall have to fill in examination entry form supplied by the Controller of Examinations on payment of dues.
9. The Chairman of the Department shall hold the evaluated scripts in his custody for at least two months after announcement of the results and after that the scripts will be disposed off according to the university practice.
10. Any deviation from the rules of the program will require :
 - (a) Recommendation of the Departmental Academic Committee.
 - (b) Consent of the Dean, and
 - (c) Approval of the Academic Council of the University.

COMPUTATION OF GRADE POINT AVERAGE

The Grade Point Average (GPA) will be computed as under:

$$GPA = \frac{(Credit \times GradePo\ int\ s)}{TotalCredits}$$

Example:

First Semester

Course No.	No. of Credits	Grade Awarded	Corresponding Grade Point	Points Secured
	Col. 1	Col. 2	Col. 3	Col.4= (Col. 1 × Col. 3)
111	3	B	3	9
112	3	A+	4	12
113	3	D	2	6
114	3	B	3	9
115	3	B	3	9
TOTAL	15			45

Earned Credit (EC) = 3+3+3+3+3 =15, SGPA = 45/15 = 3.00

Second Semester

Course No.	No. of Credits	Grade Awarded	Corresponding Grade Point	Points Secured
	Col. 1	Col. 2	Col. 3	Col.4=(Col. 1 × Col. 3)
121	3	B	3	9
122	3	D	2	6
123	3	F	0	0
124	3	B	3	9
125	3	B	3	9
TOTAL	15			33

Earned Credit (EC) = 3+3+3+3+3 =15, SGPA = 33/15 = 2.20

Cumulative data:

Total Credit = 15+15 = 30

CGPA = 78/30 = 2.6

Semester Grade Point Average: SGPA

Total Grade Points Secured = 45+33 = 78

Earned Credit (EC) = 15+15 = 30

Cumulative Grade Point Average: CGPA

First Year First Semester

Course No. 111: Introduction to Business

The Business Enterprise: Foundation of Business and Economics, Form of Business Ownership, Entrepreneurship, Franchising and Small Business

The Environment of Business: Social Responsibility and Business Ethics, Business Law and Government, International Business

Management and Organization: Fundamentals of Management, Organization the Business, Managing Production and Operation

Human Resources: Human Relation and Motivation, Managing Human Resources, Labor Management Relations.

Marketing: Marketing Strategy, Product, Price, Distribution and Promotion.

Financial Management: Money and Banking, Financial Management, Investment and Personal Finance, Risk Management and Insurance.

Accounting and Information Systems: Accounting Fundamentals, Computers and Management Information Systems.

Text Book: Introduction to Business: Steven J. Skinner & John M. Ivanceich

Course No. 112: Principles of Management

Introduction of Management: Definition of Management-Nature, Purpose and Principles of Management-Need for Organizations and Managers-Managerial Responsibility-Type of Managers-Management Process-Skills-Managerial Role-Concept of Productivity, Effectiveness and Efficiency-Managerial and Organizational Performance.

Environment: Internal and External Environment of Organizations-Components of External Environment-Elements of Direct Action Environment-Elements of Indirect action Environment-International Environment-Managing Environment.

Planning: Nature of Planning –Types of Planning-Steps in Planning-Tools and Techniques for Planning-The Planning Process.

Objectives: Nature of Objects-Management by Objectives (MBO)-The Process of MBO-Setting Objectives-Benefits and Weakness of MBO..

Decision Making: Decision Making Process-Problem and Opportunity Finding-Nature of Managerial Decision Making-Other Factors in decision Making-Decision Support Systems.

Organizing: Organizational Structure –Division of Works-Span of Management–Departmentation-Line and Staff-Delegation of Authority-Centralization and Decentralization –Coordination-Committee and Group Decision Making.

Leading: Human Factors in Managing –Relevant Theories-Creativity and Innovation-Motivation – Leadership.

Controlling: Meaning and Importance of Control-Types of Control Methods-Control Process-Requirements of Effective Controls-Information Systems and Control.

Text Book: Harold Koontz Heinz Weihrich, “**Management**”, McGraw Hill Book Company.

Book Recommended: James A F Stonner and R Edward Freeman, “**Management**”, Prentice Hall of India Private Limited, New Delhi.

Course No. 113: Introduction to Computer

THEORY

Overview: What is Computer System?, Computer Hardware, Computer Software, Types of Computer Systems, Computing Trends: Connectivity, Online Access, Interactivity, Connectivity, Telecommunicating, Telescoping, and E-mail and Voice Mail, Online Information Access: Examples of Databases, Online Services and Networks, and BBSs (Bulletin Board System), Interactivity: Multimedia Computers, TV/PC “Smart Boxes”, Personal Digital Assistants etc.

Computer Hardware: Input Hardware, Processing Hardware, Storage Hardware, Output Hardware.

Computer Software: Applications Software, Systems Software.

Information Management: Management Information System, How does Management make decision?, Types of Information System, Developing and implementing a Management Information System.

Purchasing and Maintaining a Microcomputer System: Purchasing a System: What to Consider, Maintaining a System, The Environmentally Aware Computer User.

Practical

Operating Systems: Windows98, Word Processing: Microsoft Word, Spreadsheet Analysis: Microsoft Excel, Presentation: Microsoft PowerPoint, Basic Hardware & Troubleshooting, Internet & E-mail operation.

Text Book: Computers and Information Systems: Sarah E. Hutchinson & Stacey C. Sawyer.

Course No. 114: Business & Society

The Interface of Business and Society: Business in a Social World, Argument for and Against Social Responsibilities for Business, Social Power and Social Responsibility, A Pluralistic Society, The Business Role and Social Issues, The Managerial Role and Social Issues, Technology and Social Change.

Business Ideology: The Development of Business as a Social Institution, The Heritage of Business Ideology, Business Values and Codes of Conduct.

Business and its Publics: The Business Interface with Government, Issues of Government Regulation and Influence, Ownership Claims on Business, Business Employees, and Organized Labor: The Individual and Business.

Business and the Community: Business Involvement in community Activities, Business and the Urban Community, Business, Minorities, and Less Advantaged Persons, The Interface Between Business and Higher Education, Business Involvement with Cultural Affairs and Communication Media, Ecology and Business Responsibility, Controlling Pollution.

Business in an International World: The Social Response of Multinational Business, Business Encouragement of International Development, Looking Toward the Future.

Text Book: Business and Society: Environment and Responsibility, Keith Davis & Robert L. Blomstrom.

Course No. 115: Bangladesh Studies

Course Objectives: This course introduces the students of business administration to the historical, ecological, social, economic, political, governmental, financial and developmental aspects of Bangladesh. It also helps the students to know about Bangladesh, its people, origin, area, history, and resources of Bangladesh, government, constitution, politics, administration, policies and economy.

Pre-Requisite: None

Course Contents

Unit -I

History of Bangladesh: People of Bangladesh, Origin and Anthropological Identity; Territories of Bangladesh in Ancient Time; Bangladesh during the Muslim Rule; British Colonial Rule in Indian Sub-Continent; The Pakistan Movement and the Birth of Pakistan; Language Movement, 1948-52; Juktafront Elections, 1954 and Six Point Program, 1966; Mass Upsurge of 1969 and Elections, 1970; Liberation War, 1971 and Birth of Bangladesh.

Unit- II

Physical and Natural Resources of Bangladesh: Physical Features of Bangladesh; Location, Climate, and major Physiographic Units; Surface Water Inflow and River Systems of Bangladesh; Pattern of Agriculture and types of Forest in Bangladesh; Mineral Resources and Industrial Setup in Bangladesh; Density and Distribution of Population in Bangladesh.

Unit -III

Political Administration and Legal Environment of Bangladesh: Forms of Government and State Mechanisms (Executive, Legislature, Judiciary) of Bangladesh; Constitution of Bangladesh and its Amendments; administrative Structure of Bangladesh; Political Parties of Bangladesh; Different Political Regimes of Bangladesh; Foreign Policy of Bangladesh.

Unit- IV

Socio-economic Environment of Bangladesh: Social Structure and Social Stratification in Bangladesh; Population Migration from Rural to Urban areas in Bangladesh; Ethnic Minorities in Bangladesh; Social Problems of Bangladesh; Macroeconomic Trends of Bangladesh Economy: GDP, Savings, Investment and Employment; Thrust Areas of Bangladesh Economy: Poverty Alleviation and Private Sector Development.

Required Text Books: Banglapedia: National Encyclopedia of Bangladesh, Edited by Prof. Sirajul Islam. (Latest Edition (2006))

Reference Books: History of Bangladesh: Social and Cultural History, Political History, Economical History by Mr. Sirajul Islam. Bangladesh National Culture and Heritage: An Introductory Reader Edited by Mr. A F Salauddin Ahmed. State Owned Enterprises: Power and Energy, Transport and Communication

First Year Second Semester

Course No. 121 Business Mathematics -1

Introduction: Refreshers on the essential concepts of algebra- Importance of Business Mathematics in Marketing.

Linear Equations and Functions: Introduction- Slope-equations of a line slope intercept form-Straight line equations given a point and slope- Straight line equations from two points- Horizontal and vertical lines- Parallel and perpendicular lines- Lines through the origin- Piece-wise linear functions- Interpretive exercises: Cost output analysis- Breakeven point interpretations- Linear demand functions.

Systems of linear equations: Introduction- Number of solutions possible in a system- Operations on linear system- Elimination procedure: Unique solutions- Elimination procedure: Non unique solutions- Applications: Mixture problems- Supply and demand analysis-Two product supply and demand analysis.

Set Theory: Theory of sets, elements, Methods of Describing a set – Types of sets- Operations of sets - Union and Intersection of sets - complement of a set-power set, Algebra of sets - Difference of two sets - partition of a set - Number of Elements in a Finite set - Set Relations - Related problems and Applications of set theory ..'

Permutations and Combinations: Fundamental rules of counting- Permutations- Factorial notation- Permutations of n different things- Circular permutations- Permutations of things not all different- Restricted permutations- combinations- Restricted Combinations- Combinations of things not all different.

Real Number system: Number system - The Natural Number's- The integers - Prime Numbers - Rational Numbers and Irrational Numbers - Real Numbers: Properties of rational and real numbers - Imaginary and Complex Numbers.

Indices and Surds: Definition of Indices -- Laws of Indices-positive and fractional Indices operation with power functions. Definition of surds - Similar Surds - Operations on Surd - Root of Mixed Surd.

Natural and Common Logarithms: Definitions - Rules and use of log and Antilog-Applications.

Mathematics of Finance: Introduction - Simple interest and the future value – Simple discount: Present value – Bank discount- Effective rate: Simple interest- Compound interest- the future value-the Conversion period- finding

the time and the interest rate- Compound discount- present value- Effective rate: Compound Interest- Continuous compounding- Ordinary annuities: Future value- Ordinary annuities: sinking funds- Ordinary annuities: Present value- Ordinary annuities: Amortization.

Text Book: Mathematics with Application in Management and Economics – Gordon D. Prichett , John C. Saber and Earl K Bowen. Irwin

Reference Book: Business Mathematics-D.C. Sanchati & V.K. Kapoor.

Course No. 122: Human Resource Management

The Context of the Practice of HRM: Strategic Implications of a Dynamic HRM Environment, Fundamentals of Human Resource Management, Equal Employment Opportunity, Employee Rights and HR Communications.

Staffing the Organization: Human Resource Planning and Job Analysis, Recruiting and the Foundations of Selection.

Training and Development: Socializing, Orienting, and Developing Employees, Managing Careers.

Maintaining High Performance Establishing the Performance Management Systems: Establishing Rewards and Pay Plans, Employee Benefits, Ensuring a Safe and Healthy Work Environment Labor - Management Environment:- Underoianeling Labor Relations and Collective Bargaining.

Text Book: Human Resource Management: David A. Decenzo
Stephen P. Robbins, Ninth Edition

Course No. 123: Financial Accounting

Introduction: Definition and Terms of Accounting-The Accounting Process-Accounting Information-Accounting Systems-Financial Accounting Information-Basic Function of Accounting Systems-Designing and Installing Accounting System-Users of Accounting Information-External Financial Reporting.

Management Accounting Information: Internal Users of Accounting Information-Objectives of Management Accounting-Integrity of Accounting Information-Institutional Features-Professional Organizations-Ethical Issues in Accounting.

Basic Financial Statements: The Accounting Equation-The effects of Business Transactions on the Equation-Income Statement-Statement of Cash Flow.

The Accounting: Cycle-The Ledger-The Use of Accounts-Debit and Credit Entries-Recording Transactions in Ledger Accounts.

The Journal: Net Income-Retained Earnings-Revenues-Expenses-The Accrual Bans of Accounting-Dividends-Recording Revenues and Expenses-The Trial Balance.

Reporting Financial Results: Adjusting Entries-Converting Assets to Expenses-The Concept of Depreciation-Converting Liabilities to Revenue-Accruals –Final Adjusting Entries –Adjusting Entries and Accounting Principles..

Preparing Financial Statements: Closing Temporary Accounts-Summary of the Closing Process-After Closing Trial Balance-The Worksheet.

Accounting for Merchandising Activities: Income Statement of a Merchandising Company-General Ledger Accounts-Perpetual Inventory Systems-Periodic Inventory Systems.

Modifying an Accounting System: Transactions Relating to Purchases-Transactions Relating to Sales-Evaluating the Performance of Merchandising.

Inventories and the Cost of Goods Sold: Flow of Inventory Costs-Physical Inventories -FIFO-LIFO-Liquidity of Inventory.

Text Book: Financial Accounting: Meigs, Williams, Haka and Beltner, McGraw Hill Inc.

Course No. 124 Business Communication

Fundamentals of Business Writings: Basic Introductory Words; Adaptation and the Selection of Words; Construction of Clear Sentences and Paragraphs; Writing for Effect.

Pattern of Business Letters: Directness in Initiating Routine Letters; Answering Routine Letters; Indirectness for Bad News and Persuasion; Memorandums.

Applications to Specific Letter Situations: Persuasion in Sales Writing; Pattern Variations in Collections; Strategy in Job Application.

Fundamentals of Report Writing: Basic of Report Writing; Report Structure, the Shorter Form; Long Formal Reports.

Standards and Physical Aspects of Communication: Graphic Aids to Communication; Physical Presentation of Reports & Letters; Correctness of Communication.

Other Forms of Business Communication: Public Speaking and Oral Reporting; Different Forms of Oral Communication; Documentation and Bibliography.

Text Book: Basic Business Communication: Raymond V. Lesiker, Irwin.

Books Book Recommended:

1. **Business Communication:** Betty R. Ficks & K. F. Gow.

2. **Communication for Business & Secretarial Students:** L.A. Woolcott & W. R. Unwin, Macmillan.

Course No. 125: General Science & Environment

Force of Gravity, weight and friction: Force-gravitational force-centripetal force-weight of standard masses-why weight varies-relation between total gravitational force and weight-action and reaction forces-weightlessness-artificial weight in a space station-friction-static friction-sliding friction-coefficient of friction-nature of friction-brakes-lubrication-air lubrication-further developments

Speed, velocity and acceleration: Average speed-actual speed-scalar and vector quantities-distance and displacement-velocity-acceleration-equations of uniformly accelerated motion-velocity-time graphs-uniformly accelerated motion represented graphically- velocity from distance-time graph-acceleration from velocity-time graph-Galileo Galilei-simple pendulum and measurement of g -distance moved by a freely falling body related to time of fall-to measure g by the use of a centi-second timer.

Newton's laws of motion: Newton's first law of motion-momentum, - Newton's second law of motion-to verify experimentally that $F = ma$ - weight of a body expressed in newtons- to calibrate a spring balance to measure mass as well as weight – weight of a body in a lift-Newton's third law of motion-conservation of momentum – rocket propulsion- jet engine.

Work, energy and power: Work-energy-mechanical energy- interchange of energy between p.e. and k.e. – internal energy-transfer of energy from one kind to another – heat energy- sun as a source of energy- nuclear energy- future of nuclear power installations- conservation of energy and mass-thermonuclear energy- power and its unit – to measure personal power – kinetic energy calculation.

Some molecular properties of matter: Atoms and molecules – Brownian movements, kinetic theory of matter-nature of the force between atoms and molecules- three states or phases of matter- to measure the approximate length of a molecule-diffusion-surface tension- molecular explanation of surface tension-adhesion and cohesion-capillary attraction- osmosis-strength of materials – elasticity-Hooke's law industrial applications of metallurgical studies-fluid friction-demonstration of terminal velocity.

Atoms – The big idea: Atoms, elements, and compounds- more about atoms- Isotopes and A_T - How electrons are arranged- how ideas of the atoms are developed – The atom: The inside story

Bonding: Why compounds form – the ionic bond- Some other ions-Ionic compounds and their properties – the covalent bond-Covalent substances- Metals: more giant structures.

Reactions, equations, and amounts: The masses of atoms-percentage composition of a compound – the formula of compound- equations for chemical reactions- calculations from equations- calculating the volumes of gases – calculations on electrolysis.

Energy Changes and reversible reaction: Exothermic and endothermic reactions- explaining energy changes-reversible reactions- shifting the equilibrium- making ammonia in industry-fertilizers – the pros and cons of fertilizers.

Useful materials from cruid oil: Cruid oil – separating oil into fractions- cracking hydrocarbon- the alkaline and alkenes- polymerization and plastics-polythene-here to stay – oil and environment- global warming.

Chemistry and the Environment: Carbon and nitrogen cycles, Good drinking water-clean water, cleaning sewage, drinking water, Water and fertilizers- eutrophication, nitrates in drinking water, Burning fuels and the air- burning coal, burning petrol and diesel oil, Ozone/greenhouse effect- the ozone hole, the greenhouse effect, More rubbish-archaeology's treasure trove, getting rid of the rubbish, landfill sites, Cars of tomorrow- car bodies, emissions safety features, Home of the future- the shell- walls, the roof , inside the house.

Second Year First Semester

Course No. 211: Microeconomics

Basic Concepts: Introduction, Basic Problems of Economic Organization, Market and Government in a Modern Economy; Basic Elements of Supply and Demand.

Microeconomics Supply, Demand & Product Markets: Supply and Demand in Individual Market; Demand and Consumer Behavior; Production and Business Organization; Analysis of Costs; Supply and Pricing in Competitive Markets; Marginal Revenue and Monopoly; Oligopoly and Monopolistic Competition; Uncertainty and Game Theory in Economic Behavior.

The Distribution of Incomes, Wages, Rents and Profits: Incomes and the Pricing of Factors of Production; Wages and the Labour Market; Labour Unions and Collective Bargaining, Land, Natural Resources and Capital.

Text Book: Economics: Paul A. Samuelson & William D. Nordhaus, McGraw-Hill.

Books Recommended:

1. **Microeconomics:** Theory and Applications, E. Mansfield.
2. **An Introduction to Microeconomics**, P. Wonnacott & R. Wonnacott, McGraw-Hill.

Course No. 212: Business Statistics – 1

What is Statistics?: Introduction- Why study statistics?- What is meant by Statistics?- Types of statistics- Types of variables- Levels of measurement- Ethics and statistics.

Describing Data: Frequency Tables, Frequency Distributions, and Graphic Presentation: Introduction- Constructing a frequency table- Graphic presentation of qualitative data- Constructing frequency distributions: Quantitative data- Graphic presentation of a frequency distribution: Quantitative data.

Describing Data: Numerical Measures: Introduction- The population mean- The sample mean- Properties of arithmetic mean-The weighted mean- The median- The mode- The relative positions of the mean, median, and mode- The geometric mean- Measures of dispersion- Interpretation and uses of the standard deviation: the Chebyshev's Theorem and the Empirical rule- the mean and standard deviation of grouped data- Ethics and reporting results.

Describing Data: Displaying and Exploring Data: Introduction- Dot plots- Stem-and-leaf displays- Other measures of dispersion: quartiles, deciles, and percentiles- Skewness- kurtosis- Describing the relationship between two variables.

A Survey of Probability Concepts: Introduction- Approaches to assigning probabilities: classical, empirical and subjective- Some rules for computing probabilities: rule of addition and rule of multiplication- Contingency table- Tree diagram- Bayes' Theorem- Principles of counting: the multiplication formula, the permutation formula, and the combination formula.

Discrete Probability Distribution: Introduction- random variables: discrete random variables and continuous random variables- The mean, Variance, and standard deviation of a probability distribution- Binomial probability distribution- Hypergeometric probability distribution- Poisson

probability distribution.

Continuous Probability Distributions: Introduction- The family of uniform probability distributions- The family of normal probability distributions- The standard of normal probability distribution- Finding areas under the normal curve- The normal approximation to the binomial.

Sampling Methods and the Central Limit Theorem: Introduction- Sampling methods- Sampling error- sampling distribution of the sample mean- The central limit theorem- Using the sampling distribution of the sample mean

Estimation and Confidence Intervals: Introduction- Point estimate and confidence interval for a mean- A confidence interval for a proportion- Finite-population correction factor- Choosing an appropriate sample size.

TextBook: Statistical Techniques in Business and Economics, 13th edition, Douglas A Lind, William G Marchal, nd Samuel A Wathen, McGraw Hill

Reference Books:

Basic Business Statistics, Mark L. Berenson and David M. Levine, Prentice- Hall International

Statistics for Management and Economics- Gerald Keller, THOMSON

Statistics for Management, Richard I. Levin and David S. Rubin, Prentice -Hall

Course No. 213: Business Mathematics – II

Trigonometry: Introduction, definitions, measurement of angles, trigonometric ratios and functions. Relations between trigonometric Functions- Relations between the three systems of Measurements. Transformation of products and sums -To prove that the number of. Radian in an angle subtended by an arc of a circle at the centre is equal to arc/ radius -properties of triangles-solutions of Triangle.

Binomial Theorem: Meaning - Statement of the Binomial Theorem - Position of Terms - Binomial coefficients - Binomial Theorem of any Index - Applications.

Differential Calculus: Functions - Limits & Continuity - Concept of Derivative- Rules of operations. -Maxima & Minima -Applications to Business.

Integral Calculus: Integration area determination - Integrals of logarithmic functions-Definite integral - Applications.

Matrices and Determinants: Meaning -Types of Matrices - Addition, Subtraction and Multiplication of Matrices - Matrix operations- Properties of Matrix - Determinants of Square Matrix - Determinant of order (one, two, three, four), Identity and Inverse of a Matrix - Rank of Matrix - Problems and Applications. Application of Mathematics in Business.

Text Book: Mathematics with Application in Management and Economics – Gordon D. Prichett , John C. Saber and Earl K Bowen. Irwin

Reference Book: Business Mathematics-D.C. Sanchati & V.K. Kapoor.

Course No. 214: Fundamentals of Tourism & Hospitality Management

1. **Basics of Tourism:** Understanding Tourism; Tourism Management: Its Components; Approaches to the Study of Tourism

2. **Evolution of Tourism:** Introduction; Great Empires, The Middle Ages, The Renaissance; The Industrial Revolution and Tourism Today.
3. **Organizations that facilitate Tourism:** Introduction; International Organizations; Developmental Organizations; Regional International Organizations; National Organizations; Regional Organizations; State and Community Organizations
4. **Tourism Distribution Process:** Introduction; Travel Agents; Internet; Consolidators; The Tour Wholesaler; Specialty Channelers
5. **Passenger Transportation:** Different Transportation Methods
6. **Attractions:** Natural Environmental Attractions; Manufactured Attractions
7. **Hospitality and Related Services:** Introduction; Accommodations (The Lodging Industry); The Food Service Industry

Text Books:

1. **Tourism – Principles, Practices, Philosophies**, Tenth Edition (2006): Charles R. Goeldner and J. R. Brent Ritchie, John Wiley & Sons, Inc. USA
2. **Introduction to Travel & Tourism – An International Approach:** Michael M. Coltman, 1989, Van Nostrand Reinhold, New York

Course No. 215: Legal Aspects of Marketing

Legal Environment and Marketing

An Overview: Meaning of Legal Environment-Rationale for Understanding Legal Environment-The Demand for Legislation-The Demand for Consumer Protection-Law Influencing Marketing Decision-Law against Deceptive Practice.

Law of Contract: The Details of Essentials of Law of Contract, Termination and Breach of Contracts.

Sale of Goods Act: Essential Elements, Transfer of Ownership Conditions and Warranties.

Company Law: Memorandum of Association - Articles of Association, Registration, Prospectus and Winding up.

Other Important Acts: Agricultural Produce Markets Regulation Act – 1964, Bangladesh Control of Essential Commodities Act – 1956, Hats and Bazar Ordinance – 1959, Pure Food Ordinance – 1969, Trade Marks Act – 1940, Patent Design Act – 1911, Standards of Weights and Measure Ordinance – 1982, Drug Policy – 1982, The Payment of Wages Act – 1936, The Industrial Relation Ordinance – 1969, The Shops and Establishment Rules 1970, Other Laws, Acts and Ordinances relating to Marketing.

- Text Books:**
1. **Commercial Law**, A. K. Sen and J. K. Mitra
 2. **A Manual of Mercantile Law**, M.C. Shukla.
 3. **Company Law**, Charleworth and, Cain.
 4. **Manual of Company Law** (Amendment 1994).

Books Recommended:

- 1) **Relevant Statutes and Manuals.**
- 2) **Labour and Industrial Law - A. A. Khan.**

Second Year Second Semester

Course No. 221: Macroeconomics

Fundamental Concepts of Macroeconomics: Overview of Macroeconomics; Measuring National Output and Income; Consumption and Investment; Fundamentals of Aggregate Supply and Demand, The Multiplier Model; Money and Commercial Banking; Central Banking and Monetary Policy.

Aggregate Supply and Macroeconomic Policy: Economic Growth;. Business Cycles and Unemployment; The Cost of Inflation; Inflation and Unemployment; Fiscal policy Deficits and the Government Debts; Issues in Economic Stabilization; Government and the Economy; Government Taxation and Expenditures; Income Distribution and Struggle Against Poverty.

Text Book: Economics: Paul A. Samuelson & William D. Nordhaus, McGraw-Hill.

Book Recommended:

1. **Principles of Macroeconomics**, E. Mansfield.
2. **Poverty, Markets and Government Interventions:** A Text Book in Microeconomic Theory and Applications, D. Orr.

Course No. 222: *Business Statistics – II*

One-Sample Tests of hypothesis : Introduction- Five-step procedure of testing a hypothesis- One tailed and two tailed tests of significance- testing for a population mean: known population standard deviation- p-value in hypothesis testing- testing for a population mean: u known population standard deviation- tests concerning proportions.

Two-Sample Tests of hypothesis: Two-sample tests of hypothesis: Independent samples- Two-sample tests about proportions- Comparing population means with unknown population standard deviations (the pooled t-tests)- Comparing population means with unequal standard deviations- Two sample of hypothesis: dependent samples- Comparing dependent and independent samples.

Analysis of Variance: Introduction- the F distribution- Comparing two population variances- ANOVA assumptions- The ANOVA tests- Inference about pairs of treatment means- Two-way analysis of variance- Two way ANOVA with interaction.

Linear Regression and Correlation: Introduction- the coefficient of correlation- the coefficient of determination- testing the significance of the correlation coefficient- Regression analysis- the standard error of estimates- Assumptions underlying linear regression- Confidence and prediction intervals- More on the coefficient of determination- the relationship among the coefficient of correlation, the coefficient of determination, and the standard error of estimate- Covariance.

Multiple Regression and Correlation Analysis: Introduction- How well does the equation fit the data?- Inferences in multiple linear regression- Evaluating the assumptions of multiple regression- stepwise regression- Regression models with interaction.

Index Numbers: Introduction- Simple index numbers- Why convert data to indexes?- Construction of index numbers- Unweighted indexes: Laspeyres price index, Paasche Price index, and Fisher's ideal index- Value index-

Consumer price index- Producer price index.

Time Series and Forecasting: Introduction- Components of a time series- A moving average- Weighted moving average- Linear trend- Least squared method-Nonlinear trend- Seasonal variations- Deseasonalized data to forecast- the Durbin-Watson statistics.

Nonparametric Methods: Chi-square Applications: Introduction- Goodness-of-fit test: equal expected frequencies- Goodness-of-fit test: unequal expected frequencies-Limitations of Chi-squares

Nonparametric Methods: Analysis of Ranked Data: Introduction- The sign test- Wilcoxon signed-rank test for dependent samples- Wilcoxon signed-rank test for independent samples- Kruskal-Wallis test: analysis of variance by ranks- Rank-order correlation.

TextBook: Statistical Techniques in Business and Economics, 13th edition, Douglas A Lind, William G Marchal, and Samuel A Wathen, McGraw Hill

Reference Books:

Basic Business Statistics, Mark L. Berenson and David M. Levine, Prentice- Hall International

Statistics for Management and Economics- Gerald Keller, THOMSON

Statistics for Management, Richard I. Levin and David S. Rubin, Prentice -Hall

Course No. 223: Financial Management

Nature of Financial Management: Scope of Finance Functions, Job of Financial Manager, Financial Goal: Profit Vs. Wealth, Conflict of Goals: Management Vs. Owners, Financial Goal and Firm's Objective.

Time Value of Money: Time Preference for Money, Future of a Lump Sum, Present of a Lump sum, Compound Value of a Steam Payments, Future Value of an Annuity, Future Value of an Uneven Stream, Present Value of a Stream Payments, Present Value of an Annuity, Present Value of an Uneven Stream, Non-Annual Compounding, Continues Compounding and Discounting.

Capital Budgeting: Importance of Investment Decisions, Types of Investment Decisions, Investment Evaluation Criteria, Different Methods of Project Evaluation: BP, ARR, NPV, IRR, PI, Incremental Approach.

Financial Analysis: Users of Financial Analysis, Type of Ratios and Their Comparison, Utility of Ratio, Cautions in Using Ratio Analysis, Different Problems of Ratio Analysis.

Short Term Financing Sources: Trade Credit, Short -Term Bank Credit, Obtaining Funds by Using Current Assets.

Intermediate Term Financing & Leasing: Uses and Types of Intermediate-Terms Debt, Characteristics of Lease Arrangements, Sources of Lease Arrangements, Types of Lease, Reasons for Leasing, Lease Vs. Borrow Purchase Analysis.

Financial Structure & Leverage: Characteristics of Debt vs. Equity, Factors to Consider in Planning Methods of Financing, Evaluation of Determining Factors.

Long-Term Financing Decisions and Investment Banking: Long-term Financing: the Capital Structure Problem, Decision Criteria for Long-term Financing Decisions, Investment Banking: Function, Origin of Public Issues, Distribution of the Issues.

Valuation of Cost of Capital: Measures of Value Component Costs of Debt and Equity Capital, Weighted Average Cost of Capital.

Introduction to Capital Market: Shares and Debentures, SEC, Stock Exchange in Bangladesh - Problems and Prospects.

Text Book: 1. An Introduction to Financial Management, **Glenn V. Henderson, Jr., Gary L.**

Trennepohl and James E. Wert.

2. Financial Management, John Ven Horn

Book Recommended:

1. Financial Management, Robert W. Johnson & Ronald W. Melicher.

2. Financial Management, M Pandey, Vikas Publishing House Pvt. Ltd.

Course No. 224: Insurance and Risk Management

Introduction of Insurance: Origin and History-Definition-Nature-Scope-Role-Social and Economic values of Insurance. Fundamental Principles-Insurance Contract.

Life Assurance: Contract-Kinds of policies and annuities-Mortality Table-Claims and Settlement-Premium plans-Computation of net premium-Calculations of reserve Surplus and its distribution.

Marine Insurance: Contract-Types of Policies-Marine Losses-Claims and Settlement.

Fire Insurance: Contract-Claims and Settlement-Reinsurance.

Miscellaneous Insurance: Postal Life Insurance; Group Insurance; Accident Insurance; Automobile Insurance.

Risk Management: Definition of Risk-Classification of Risk-Insurance as a Device for Handling Risk. Objectives of Risk Management. Fire Hazards, Physical and Moral Hazards, Approaches Towards Risk Prevention. Peril.

Insurance Business in Bangladesh: Present pattern of Insurance Business-Jiban Bima Corporation-Sadharan Bima Corporation-American Life Insurance Company and other Private Insurance Companies of Bangladesh.

Text Book: Insurance: Principles and Practice, M. N. Misra

Books Recommended:

1. Insurance Principles, Practices and Legislation, M.K. Ghosh and A.N. Agarwala.

2. Risk and Insurance, Denenberg H. S., Ejlertson R. D. and Harfman, G.W., Prentice-Hall.

Course No. 225: Elementary Psychology

Psychology as a Scientific and Humanistic Endeavor: The Nature of Psychology: Conceptual Approaches to Psychology, Scope of Contemporary Psychology, Fields of Psychology, Research Methods, Measurement in Psychology.

Biological and Developmental Processes: Biological Basis of Behavior, Basic units of the Nervous system, organization of the Nervous system, Psychological Development, Factors Governing Development, Early Years, Cognitive Development, Personality and Social development.

Perception and Consciousness: Sensory Processes: Some General properties of the Senses, The Visual Sense, The Auditory Sense, The other senses.

Perception: Object perception and perceptual constancies, organization and perceptions, perceptual Hypothesis, Movement perception. Depth perception, Role of learning in perception, Attention and perception, Extrasensory perception.

Motivation and Emotion: Theories of Motivation: Motivational Factors in Aggression, Emotion, Psychological responses in Emotion, Theories of Emotion, Arousal and Emotion, Emotional Expression, Emotion as adaptive and Disruptive.

Learning: Classical conditioning, operant Conditioning, Principle of Reinforcement, Multiple Response Learning, Models of learning.

Personality: Personality and its Assessment: Shaping of Personality, Trait Approach, Social learning Approach, Psychoanalytic Approach, Phenomenological Approach, Personality Assessment, Consistency of Personality.

Conflict and Adjustment: Frustration, Reactions to Frustration, Anxiety, Theories of Anxiety, Defense Mechanisms, Defense mechanism and Adjustments.

Text Book: Introduction to Psychology, Ernest R. Hilgard, Rita L., Atkinson, Richard C. Atkinson.

Book Recommended: Introduction to Psychology, Morgan, T. Clifford and Richard A. King, McGraw-Hill Publishing Co. Ltd.

Third Year First Semester

Course No. 311: Principles of Marketing - I

Part – I:

Understanding Marketing and the Marketing Process:

Chapter – 1: Marketing: Managing Profitable Customer Relationships

Chapter – 2: Company and Marketing Strategy: Partnering to Build Customer Relationships

Chapter – 3: Marketing in the Digital Age: Making new Customer Connections

Part – II:

Developing Marketing Opportunities and Strategies:

Chapter – 1: The Marketing Environment

Chapter – 2: Managing Marketing Information

Chapter – 3: Consumer Markets and Consumer Buyer Behavior

Chapter – 4: Business Markets and Business Buyer Behavior

Chapter – 5: Segmentation, Targeting, and Positioning: Building the Right Relationships with the Right Customers.

Text Book: Principles of Marketing: Philip Kotler & Armstrong (Latest Edition)

Books Recommended:

1. **Fundamentals of Marketing**, W.J. Stanton, McGraw Hill.
2. **Essentials of Marketing**, E. J. McCarthy & W.D & Perreault, Irwin.

Course No. 312: International Business**Course Contents:**

UNIT-I: Globalization – Introduction to the field of Global Business, Significance, Nature and Scope of Global Business, Modes of Global business – Global Business Environment- Social, Cultural, Economic, Political and Ecological factors

UNIT-II: Theories of International Trade, Trading Environment of International Trade - Free Trade Vs Protection- Tariff and Non-tariff Barriers –Trade Blocks.

UNIT-III: Balance of Payment: Concept, Components of BOP, and Disequilibrium in BOP – Causes for disequilibrium and Methods to correct the disequilibrium in Balance of Payment.

UNIT-IV: Foreign Exchange Market: Nature of transactions in foreign exchange market and types of players, Exchange rate determination, Convertibility of rupee – Euro currency market.

UNIT-V: World Trade Organization – Objectives, Organization Structure and Functioning, WTO and India, International liquidity: Problems of liquidity; International Financial institutions - IMF, IBRD, IFC, ADB – Their role in managing international liquidity problems

Text Books: John Daniels, lee Radebaugh, and Daniel Sullivan, International Business Environments and Operations, 13th edition, Pearson education, 2011

Reference Books

1. Michael R. Czinkota, Iikka A. Ronkainen & Michael H. Moffett., International Business, Cengage Learning, 2008.
2. Bhalla, V.K. and S. Shivaramu, International Business Environment and Business, New Delhi, Anmol, 2003
3. Charles W. L. Hill, Irwin, International Business, 3rd Edition, McGraw-Hill, 2000
4. Francis Cherunilam, International Business Environment, Himalaya Publishing House, 2008.

Course No. 313: Organization Behavior**Course Content**

The Dynamics of People and Organizations: Understanding Organizational Behavior, Fundamental Concepts, Basic Approaches

Models of Organizational Behavior: An Organizational Behavior system, Models of Organizational Behavior.

Social Systems and Organizational Culture: Social Culture, Role Status, and Organizational culture.

Motivation: Model of Motivation, Human Needs, Goal Setting, The Expectancy Model, The Equity Model

Appraising and Rewarding System: A complete program, Organizational Behavior and Performance Appraisal, Economic incentive Systems.

Leadership: The Nature of Leadership, Behavioral Approaches of Leadership Style, Contingency Approaches of Leadership Style

Empowerment and Participation: The Nature of Empowerment and Participation, How Participation Works, Programs for Participation, Important Considerations in Participation

Employee Attitude and Their Effects: The Nature of Employee Attitudes, Effects of Employee Attitude, Changing Employee Attitudes.

Interpersonal Behavior: Conflict in Organizations, Sources of Conflict, A Model of Conflict, Assertive Behavior, Power & Politics.

Informal and Formal Groups: Group Dynamics, Types of Groups, The Nature of Informal Organizations, Benefits of Informal Organizations, Monitoring Informal Organizations, Formal Groups.

Teams and Team Building: Organizational Context for Teams, Teamwork, Team Building,

Managing Change: Change at Work, Resistance to Change, Implementing Change Successfully, And Understanding Organizational Development.

Stress and Counseling: Employee Stress, Employee Counseling, Types of Counseling.

Text: *Organizational Behavior*, John W. Newstrom, 12th Edition, Tata Mcgarw-Hill Publishing Company Ltd

References:

1. ***Organizational Behavior***, Fred Luthans, Mcgarw-Hill International Edition (2002)
2. ***Organizational Behavior***, Steven L. McShane & Mary Ann Von Glinow, Irwin McGraw-Hill (2002)
3. ***Organizational Behavior***, Stephen P. Robbins, Prentice Hall (2002)

Course No. 314: Taxation & Auditing

TAXATION:

Income Tax: Definition of income and income tax - Characteristics of income- Total income and total world income - Income year and assessment year - Role of income tax law in industrial development of Bangladesh.

Classification of income: assessable and non-assessable income. Assesses: Classification - Residential status. Heads of Income: Income from salary - income from interest on securities - income from house property - income from agriculture - income from business and profession - capital. Gains - income from other sources.

Tax Assessment and Recovery: Assessment procedures - Appeal, revision, recovery, refund and penalties. Income tax authorities. - Assessment of individuals, partnerships and public limited companies.

Value Added Tax (VAT): Introduction: Assessment and Payment of tax - Valuation - Accounting - Refunds - Drawback - Calculation of V AT - Controlling evasion of V AT.

Books Recommended

1. Government of Bangladesh The Income Tax Ordinance 1984- Part 1 & 2.
2. The Institute of Chartered Accountants of Bangladesh Taxation Study Manual Vol 1 & 2.
3. Government of Bangladesh Publications on VAT.
4. Khawja Amjad Syeed, "**Principles of Taxation**".

AUDITING

Introduction: Definition - Objectives - Advantages - Different classes of audit. Internal Check or Control: Definition and purpose - Internal cheque and internal audit - Auditor's duty with regard to internal cheque - Audit program. Vouching: Meaning and importance - Vouching of cash transactions - Vouching of trading transactions. Audit of impersonal ledger.

Verification and Valuation of Assets and Liabilities: Principles and methods of verification and valuation - Duties and liabilities of an auditor in relation to valuation and verification.

The Audit of Limited companies: Qualifications, appointment and removal of auditor - Rights, powers and duties of auditors _ Forms of income statement and balance sheet -Auditor's report.

Books Recommended

1. B. N. Tandon, **A Hand Book of Practical Auditing**, S. Chand & Company Ltd, New Delhi, India.
2. B. K. Basu, **An Instight into Auditing**.
3. Khawaja Amjad Syed, **Auditing Principles and Procedures**.

Course No. 315: Entrepreneurship Development

Entrepreneur: Evolution of the Concept of Entrepreneur; Characteristics of an Entrepreneur; Functions of an Entrepreneur; Types of Entrepreneur, Entrepreneur.

Entrepreneurship: Concept of Entrepreneurship; Growth of Entrepreneurship in Bangladesh; Role of Entrepreneurship in Economic Development.

Factors Affecting Entrepreneurial Growth: Environment for Entrepreneurship; Environmental Factors; Economic Factors; Non-Economic Factors; Government Actions.

Entrepreneurial Motivation: Motivation; Motivational Theories; Motivating Factors; Achievement Motivation.

Entrepreneurial Competencies: Meaning of Entrepreneurial Competence or Trait; Major Entrepreneurial Competencies; Developing Competencies.

Entrepreneurial Mobility: Factors Influencing Mobility; Occupational Mobility; Locational Mobility.

Small Enterprises: Characteristics; Rationale; Scope, Opportunities for an Entrepreneurial Career, Role of Small Enterprises in Economic Development.

Project Identification and Selection: Meaning of Project.. Project Identification, Project Selection, Formulation of a Project Report. Concept of Project Appraisal, Methods of Project Appraisal, Business Plan.

Finance of Enterprises: Financial Planning, Source of Finance, Capital Structure.

Institutional Support to Entrepreneurs of Bangladesh: Need for Institutional Support, Financial Institutions of Govt. and Non-Govt. of Bangladesh, Supply and Demand side Analysis of Support and Assistance of Bangladesh, Govt. Policy and Programs for Small-Scale Enterprises.

The Business: Meaning, Requisites of a Successful Business, Difference Between Business and Profession, Growth of Small Business, Types of Growth Strategies; Expansion and Diversification, Sickness in Small Business, Magnitude of Industrial Sickness, Causes of and consequences of Industrial Sickness, Corrective Measures.

Case Study Methods of Case Study; Successful Business Case Study of Bangladesh.

Text Books: 1. Entrepreneurial Development, S.S. Khanka
2. Entrepreneurship, Hisrich and Petter

Third Year Second Semester

Course No. 321: Principles of Marketing-II

Part - I

Developing the Marketing Mix:

- Chapter – 1: Product, Services, and Branding Strategies
- Chapter – 2: New-Product Development and Product Life-Cycle Strategies
- Chapter – 3: Pricing Considerations and Approaches
- Chapter – 4: Pricing Strategies
- Chapter – 5: Marketing Channels and Supply Chain Management
- Chapter – 6: Retailing and Wholesaling
- Chapter – 7: Integrated Marketing Communications Strategy
- Chapter – 8: Advertising, Sales Promotion, and Public Relations
- Chapter – 9: Personal Selling and Direct Marketing.

Part - II

Managing Marketing:

- Chapter – 1: Creating Competitive Advantage
- Chapter – 2: The Global Marketplace
- Chapter – 3: Marketing and Society: Social Responsibility and Marketing Ethics.

Text Book: Principles of Marketing: Philip Kotler & Gary Armstrong, Prentice-Hall. (Latest Edition)

Books Recommended:

1. **Fundamentals of Marketing**, W.J. Stanton, McGraw-Hill.
2. **Essentials of Marketing**, E.J. McCarthy & W.D. Perreault, Irwin.

Course No. 322: Supply Chain Management

Integrated Logistics: Logistics About Logistical Competency, The Logistical Mission, The Logistical Renaissance, Development Profile,

Logistical Operations Integration: The Work of Logistics, Integrated Logistics, Operating Objectives, Barriers to Internal Integration, Logistical Performance Cycles, Managing Operational Uncertainty.

Customer Service: Customer-Focused Marketing, Customer Service Defined, Basic Service Capability, Increasing Customer Expectations, The Perfect Order, Value-added Service, Customer Satisfaction and Success.

Supply Chain Relationship: Channel Structure, The Economics of Distribution, Channel Relationships, Logistical Service Alliances.

Marketing Channel Structure: Descriptive Institutional Approach, The Graphic Approach, Commodity Groupings, Functional Treatments, Channel Arrangement Classification..

Global Logistics: Logistics in a Global Economy, Views of Global Logistics, Global Operating Levels, The Interlinked Global Economy, The Global Supply Chain.

Logistical Resources

Information: Information Functionality and Principles, Information Architecture, Applications of New Information Technologies, Electronic Data Interchange Standards.

Forecasting: General Forecast Considerations, The Forecast Process, Forecast Techniques.

Inventory Strategy: Inventory Functionality and Principles, Planning The inventory Resource, Accommodating Uncertainty.

Inventory Management: Inventory Management Policies, Management Processes.

Transportation Infrastructure: Transport Functionality and Principles, Transport Infrastructure, Suppliers of Transportation Services.

Transportation Regulation: Types of Regulation History of Transportation Regulation, Interstate Deregulation, Intrastate Regulation, Current Regulatory issues.

Transportation Management: Basic Transport Economics and Pricing, Transport Decision Making.

Warehouse Management: Storage Functionality and Principles, Developing the Warehouse Resource.

Material Handling Managing the Warehouse Resource, Material Handling.

Packaging: Perspectives, Damage Protection, Material-Handling Efficiency/Utility, Channel Integration, Alternative Materials.

Logistics System Design

Logistics Positioning: Logistics Reengineering, Reengineering Procedure, Logistics Environmental Assessment, Time-Based Logistics, Alternative Logistics Strategies, Strategic Integration, Logistics Time-Based Control Techniques.

Integration Theory: Logistics Location Structure, Warehouse Location Patterns, Transportation Economies, Inventory Economies, Least-Total-Cost Design, Formulating Logistical Strategy.

Planning and Design Methodology: Methodology, Problem Definition and Planning, Data Collection and Analysis, Recommendations and Implementation, Decision Support Systems.

Planning and Design Techniques: Logistics AD Hoc Analysis, Location Applications, Inventory Applications Transportation Applications, Enterprise Modeling.

Logistics Administration

Organization: Logistical Organizational Development, Stages of Functional Aggregation, Issues and Challenges, The Management of Alliances.

Planning, Costing, and Pricing: Operations Planning, Logistical Design Metrics, Pricing.

Performance Measurement and Reporting: Logistical Measurement, Characteristics of an Ideal Measurement System, Levels of Measurement and Information Flow.

Text Book: Logistics Management: Ronald J. Bowersox and David J. Closs, Tata, McGraw Hill.

Book Recommended: Business Logistics Management, Ronald H. Ballou, Prentice –Hall.

Course No. 323: Marketing Information System

Fundamental of Marketing Information Systems

What are marketing information systems? Basic MKIS components, Internal environment, User interfaces, Databases, Application software and Administrative supports.

Marketing Information Systems and Competitive Advantages

The scope of marketing, Marketing Activities, Position and jobs Within Departments, Using Information for Competitive advantages- Internal information, external information, Internal Environmental Monitoring and competitive advantages- Inbound logistics, production operations, outbound logistics, Marketing and Sales, Service.

External Environmental Scanning and analysis for competitive advantages- the complete environment, the technological environment, customers, the economic environment, the political environment, the social/ cultural environment.

Mining the Organization's Internal Data

Inbound logistics data, purchasing and Accounts Payable Systems, the receiving systems, the raw material parts Inventory systems, production and operations, Outbound logistics, Monitoring and internal Warehousing of Finished goods, shipping and external warehousing sales, marketing and service, lead and prospect systems, quotation systems, order entry, sales commissions, Accounts receivable systems, service.

External MKIS Data Sources

Exchanges with business partners, Electronic Data Interchange (EDI), Issues to consider when implementing EDI, Interfaces to existing transaction processing Systems, Marketing Environment Data Subscriptions services, Government agencies, private data vendors, on-line data services, market research projects.

Decision Support Systems for Marketing

A brief history of decision support systems, characteristics of decision support systems, reporting and inquiry systems, Exception reports, inquiry systems, Level of aggregation, Advances in graphical displays, Geographic data mining systems, inquiry centers, Analytical models, forecast models, simulation models, optimization models, issues in model development. Executive support systems (ESS), Group decision support systems(GDSS)

Artificial Intelligence in Marketing

Expert systems, conditions for applying expert systems, applications of expert systems in marketing, expert systems in brand management, expert systems for reporting, developing expert systems, knowledge engineer, knowledge acquisition, programming shall. Neural networks, application of neural network in marketing and developing neural network.

Planning a marketing information system

An overview of the MKIS creation process, planning technical development, implementation, the MKIS planning process, securing executive commitment, establishing the MKIS team, the team leader, team members, executing a marketing audit, environmental analysis, marketing strategies, marketing organizations, marketing systems, marketing productivity, marketing functions, developing organizational goals, determining needs, establishing goals, obtaining management commitment defining macro specifications, developing specifications, modular planning, written documentation and budgeting.

The MKIS Technical Development Stage

Creating the MKIS database, developing a data dictionary, developing a data files, developing data integrity and access controls, designing a database administrator, defining software requirements, selecting specific applications, developing options and technical support. Defining hardware requirements, hardware configuration, CPU decisions, data storage requirements, Input/ output devices, standardization of workstations, allocation of hardware resources, developing communication network, common challenges in developing a communications network, selecting a network system, developing systems controls, software systems controls, organizational procedural control, systems administrator developing user interface, constructing prototyping, testing systems modules.

The MKIS Implementation Stage

Phased implantation benefits of phased implementation, installation, documentation, User training, task-oriented documentations, trainers, Feedback, Modifications, modifications to correct bugs, modifications to correct systems Errors, Developing modules.

Where do we go from here?

Continued trends in computing, Data collection and dissemination, increased computer power, intelligent user friendly software, How marketing will change, micromarketing and customized marketing, interbred competition, tactically differentiated products.

Case study in each chapter.

Text Book: Marshal, Kimball P. (1996) Marketing Information Systems- Creating Competitive Advantages in the Information Age, Boyd and Fraser publishing company.

Course No. 324: Quantitative Business Analysis

Introduction to Quantitative Analysis

Introduction, What Is Quantitative Analysis?, The Quantitative Analysis Approach, How to Develop a Quantitative Analysis Model, The Role of Computers and Spreadsheet Models in the Quantitative Analysis Approach, Possible Problems in the Quantitative Analysis Approach, Implementation- Not Just the Final Step.

Game Theory

Introduction, Language of Games, The Minimax Criterion, Pure Strategy Games, Mixed Strategy Games, Dominance.

Forecasting

Introduction, Types of Forecasts, Scatter Diagrams, Measures of Forecast Accuracy, Time-Series Forecasting Models, Causal Forecasting Methods, Monitoring and Controlling Forecasts, Using the Computer to Forecast.

Linear programming Models: Graphical and Computer Methods

Introduction, Requirements of a Linear Programming Problem, Formulating LP Problems, Graphical Solution to a LP Problem, Solving Flair Furniture's LP Problem Using QM for Windows and Excel, Solving Minimization problems, Four Special Cases in LP, Sensitivity Analysis.

Linear Programming: The Simplex Method

Introduction, How to Set Up the Initial Simplex Solution, Simplex Solution Procedures, The Second Simplex Tableau, Developing the Third Tableau, Review of Procedures for Solving LP Maximization Problems, Surplus and Artificial Variables, Solving Minimization Problems, Review of Procedures for Solving Minimization Problems, Special Cases, Sensitivity Analysis with the Simplex Tableau, The Dual, Karmarkar's Algorithm.

Transportation and Assignment Models

Introduction, Setting Up a Transportation Problem, Developing an Initial Solution: Northwest Corner Rule, Stepping-Stone Method: Finding a Least-Cost Solution, MODI Method, Vogel's Approximation Method : Another Way to Find an Initial Solution, Unbalanced Transportation Problems, Degeneracy in Transportation Problems, More Than One Optimal Solution, Maximization Transportation Problems, Unacceptable or prohibited Routes, Facility location Analysis, Approach of the Assignment Model, Unbalanced Assignment Problems, Maximization Assignment Problems, Using QM for Windows, Comparison of Simplex Algorithm and Transportation Algorithm.

Project Management Introduction, PERT, PERT/Cost, Critical Path Method, Other Topics in Project Management.

Waiting Lines and Queuing Theory Models

Introduction, Waiting Line Costs, Characteristics of a Queuing System, Single-Channel Queuing Model with Poisson Arrivals and Exponential Service Times (M/M/1), Multiple-Channel Queuing Model with Poisson Arrivals and Exponential Service Times (M/M/m), Constant Service Time Model (M/D/1), Finite Population Model (M/M/1 with Finite Source), Some General Operating Characteristic Relationships, More Complex Queuing Models and the Use of Simulation.

Markov Analysis

Introduction, States and State probabilities, Matrix of Transition probabilities, predicting Future market Shares, Markov Analysis of Machine Operations, Equilibrium Conditions, Absorbing States and the Fundamental Matrix: Accounts Receivable Application.

Textbook : Quantitative Analysis for Management by Barry Render, Ralph M. Stair Jr. and Michael E. Hanna

Course No. 325: Selling & Salesmanship

Personal Selling Basics: The Role of Personal Selling- Attitude Toward Selling-Benefits of Selling-

Selling Links the Company to Its Customers-Selling Offers an Attractive Carrier-Learning to Sell; The Job of Personal Selling: Traits and Tasks-The Professional Salesperson-Characteristics Obligation of Salespeople-Duties and Tasks Differ.

Special Types of Selling: Selling to Organizational Buyers-Features of Buying and Selling-Nature of Organizational Buyers-Value Analysis-Securing and Opening Organizational Sales Interviews-Selling to a Group.

Selling to Ultimate Consumers, Duties of Retail Salespeople, Sales Personality, Information Needed by Retail Salespeople, Steps in Retail Selling, Post-Sale Behavior, Building Sound Customer Relationships, The Problem of Returned Goods, Techniques of Self-Management.

Knowledge about Product, Price and Distribution: Company Background-the Industry-Company Features, Product Knowledge-Product Research-Terms of Sale-Product Attributes-Company Support of the Product-Distribution System-Wholesales-Retailers- Salespeople and the Distribution System-The Salesperson's Roles.

Propelling Activities: Prospecting for Customers-Techniques for Prospecting-Buying Influences-Need and Use of Prospect Information-Types of Prospect Information-Sources-Prospect Information Interns of groups and entire territory.

Planning the Sales Presentation-Steps in Selling-The Preapproach-Five Buying Decisions-Adopting Prospects Point of View-Planning for First 'No'-Canned Presentation and Story Plan.

The Selling Process: Securing and Opening the Sales Interview-Securing an Interview- The Approach-Selling is Solving Buyer's Problems-The First Moment of the Interview Common First Call Difficulties.

Delivering the Sales Presentation-The Advantage-Proof-Action Technique-Mechanics of Delivering the Presentation-Difficulties in Sales Presentation-Selling Against Strong Competition.

Demonstration-Psychological Value of Demonstrating-When and What to Demonstrate-Necessity of Advance Preparation-Principles of Effective Demonstration-Demonstration Instructions- Showmanship in Demonstration.

Answering Objectives-Art of Frictionless Disagreement- Coping with Prospect Hostility-Why Prospects Offer Opposition-Attitude Toward Objections-Excuses Versus Objections-Principles of Handling Objections-When to Handle Objections- Preventing Objections.

Closing the Sale-Prospects Attitude Toward Close-When to Close the Sale-Techniques of Closing Sale-Post-Sale Activities.

Basic Selling Responsibilities: Building Sound Customer Relationships-Importance and Scheduling Calls-Building Repeat Business-Increasing Volume of Accounts-Inactive Accounts-Securing Customer Support-Influencing Customer's Merchandising Policies-Meeting with Customers-Dealing with Customer Complaints-Cancellation and Returned Goods-Regaining Lost Customers-Handling Credit and Collection Problems-Building goodwill.

Self-Management-Essentials-Techniques for Routing Scheduling-Telephone as Time Saver-Record Keeping-Self-Evaluation. Legal, Ethical and Social Responsibilities-Legal responsibilities -Law Affecting Salesperson-Applying the Laws; Ethical Responsibilities-Improving the Ethics of Salespeople-Social Responsibilities.

Sales Promotion: Managing Sales Promotion - Activities, Objectives, Relationship with Other Marketing Mix Elements, Factors Influencing the Use and Form of Sales Promotion, Evaluation; Sales Promotion to Consumers - POP, Coupons, Premiums, Sampling, Contests and Sweepstakes, Consumer Deals, Advertising Specialties, Packaging. Sales Promotion to Dealers and Sales Personnel - Trade Deals and Allowances, Cooperative Advertising, Contests, Sales Meeting, Sales Brochures, Trade Shows and Exhibits.

Text Books:

1. **Effective Selling**, Charles A. Kirkpatrick and Frederick A. Russ, South-Western Publishing Co., Ohio.
2. **Promotional Management**, Norman Govoni, Robert Eng & Morton Galper

Book Recommended: Sales Management - Decisions, Strategies & Cases, Still, Richard R., Edward W. Cundiff and Norman A.P. Govoni, Prentice-Hall Inc.

Fourth Year First Semester

Course No. 411: Marketing Management

Defining Marketing for the 21st Century: The Importance of Marketing– The Scope of Marketing– Company Orientations Toward the Marketplace– Fundamental Marketing Concepts, Trends, and Tasks–

Developing Marketing Strategies and Plans: Marketing and Customer Value– Corporate and Division Strategic Planning– Business Unit Strategic Planning– Product Planning: The Nature and Contents of a Marketing–

Creating Customer Value, Satisfaction, and Loyalty: Maximizing Customer Lifetime Value– Cultivating Customer Relationships– Customer Databases and Database Marketing

Identifying Markets Segments and Targets: Level of Markets Segmentation– Segmenting Consumer Markets– Bases for Segmenting Business Markets– Market Targeting–

Creating Brand Equity: What is Brand Equity?– Building Brand Equity– Managing Brand Equity– Devising a Branding Strategy–

Crafting the Brand Positioning: Developing and Communicating a Positioning Strategy– Differentiation Strategies– Product Life-cycle Marketing Strategies– Market Evolution–

Dealing with Competition: Competitive Forces– Analyzing Competitors– Competitive Strategies for Market Leaders– Other Competitive Strategies– Balancing Customer and Competitor Orientations–

Designing and Marketing Service: Nature of Services, Marketing Strategies for Service Firms, Marketing Service Quality, Managing Service Brands, and Managing Product Support Services.

Setting Product Strategy: Product Characteristics and Classifications– Differentiation– Product and Brand Relationships– Packaging, Labeling, Warranties, and Guarantees–

Developing Pricing Strategies and Programs: Understating Pricing– Setting the Price– Adapting the Price– Initiating and Responding to Price Changes–

Designing and Managing Value Networks and Channels: Marketing Channels and Value Networks– The Role of marketing Channels– Channels-Design Decisions– Channel-Management Decisions– Channel Integration and Systems– conflict, Cooperation and Competition– E-Commerce Marketing Practices–

Designing and Managing Integrated Marketing Communication: The Role of Marketing Communications– Developing Effective Communications– Deciding on the Marketing Communications Mix– Managing the Integrated Marketing Communications–

Introducing New Market Offerings: Challenges in New-Product Development– Organizational Arrangements– Managing the Development Process: Ideas– Managing the Development Process: Concept to Strategy– Managing the Development Process: Development– The Consumer– Adoption Process–

Managing a Holistic Marketing Organization: Trends in Marketing Practices– Internal Marketing– Socially Responsible Marketing– Marketing Implementation– Evaluation Control– The Future of Marketing–

Text Book: Marketing Management– Philip Kotler, Prentice-Hall Inc. (Latest Edition)

Course No. 412: Econometrics

Single-Equation Regression Models: The Nature of Regression Analysis-Two-Variable Regression Analysis: Some Basic Ideas-Two-Variable Regression Model: The Problem of Estimation-Classical Normal Linear Regression Model (CNLRM)-Two-Variable Regression: Estimation and Hypothesis Testing-Extensions of the Two-Variable Linear Regression Model-Multiple Regression Analysis: The Problem of Estimation-Multiple Regression Analysis: The Problem of Inference-Dummy Variable Regression Models

Relaxing the Assumptions of the Classical Model: Multicollinearity: What Happens if the Regressors Are Correlated-Heteroscedasticity: What Happens if the Error Variance Is Nonconstant?-Autocorrelation: What Happens if the Error Terms Are Correlated-econometric Modeling: Model Specification and Diagnostic Testing

Topics in Econometrics:Nonlinear Regression Models-Qualitative Response Regression Models-Panel Data Regression Models-Dynamic Econometric Models: Autoregressive and Distributed-Lag Models

Simultaneous-Equation Models:Simultaneous-Equation Models-The Identification Problem-Simultaneous-Equation Methods

Time Series Econometrics:Time Series Econometrics: Some Basic Concepts-Time Series Econometrics: Forecasting

Text Book: Econometrics, Damodar N. Gujarati and Sangeetha, Tata McGraw-Hill Publishing Company Limited, Fourth edition 2008

Course No. 413: Integrated Marketing Communications

Integrated Marketing Communications (IMC): Communication and IMC Programs– The Communication Process–Barriers to Communication–Integrated Marketing Communication–

Corporate Image and Brand Management: Components of Corporate Image–Role of Corporate Image–Branding–Brand Equity–Brand Extensions–Co-Branding–Private Branding – Branding Management Process–

Business to Business Buyer Behavior: Business Customer–Business Buying Centers & Factors– Business Sales–Business to Business Buying Process–

Promotion Opportunity Analysis: IMC Plan– Communication Market Analysis– IMC Objectives– IMC Budget– Prepare Promotional Strategies– Market Segmentation– Business– GIMC Programs–

Advertising Management: Role of Advertisement in the IMC Process–Company Activities in Advertising MGT–Communication and Advertising Objectives–

Advertising Design: Message Strategies– Cognitive Strategies– Affective Strategies– Brand Strategies– Exceptional Frameworks– Model of Creating and Advertisement– Advertisement Effectiveness–

Advertisement Media Selection: Media Strategy– Media Planning– Media Selection–Media Mix–Media Selection in Business- to- Business Markets–

Trade Promotion: Nature of Trade Promotion–Types of Trade Promotions–Objectives of Trade Promotions–

Consumer Promotions: Coupons– Premiums–Bonus Packs–Price Off–

Personal Selling, Database Marketing and Customer Relationship Management: Personal Selling Services–Telemarketing–Retail Sales Presentations–Database Marketing Steps– Methods of Direct Marketing–Permissions Marketing–Customer Relationship Management Steps–

Public Relations Events: Cause Related Marketing–Green Marketing–Public Relations Tools– Sponsorship Marketing–Event Marketing–

Internet Marketing: Marketing Functions on the Internet–E-Commerce–E-Commerce Incentives– Business-to-Business E-Commerce–

Text Book: Integrated Advertising, Promotion and Marketing Communications (3rd Edition)-
Kenneth E. Clow, Donald Baack

Reference Book: Advertising & Promotion – George E. Belch and A. Belch, Irwin McGraw Hill, 1998.

Course No. 414: Retail Management

Introduction *What is Retailing? The Evolution of Retail Management. Theories of Retail Change.*

Classifying Retail Institutions: Retail Institutions Categorized by Ownership, Retail Strategy Mix, Non Store Sales, Service vs. Product Retailing.

The Retailing Macro and Micro Environment: Environmental Complexity, Environmental Turbulence,

Determine Relevant Macro and Micro Environmental Influences, Monitor Macro and Micro Environment, Forecast Changes in the Environment, Develop a Scanning System, Develop Strategic Responses, Competitive Audit.

Buyer Behavior: A Consumer Behavior Model, Household/Buyer Characteristics, Importance of Store Attributes, The Consumer Decision Process, Store Choice, In Store Information Processing, Purchase, Post Decision Behavior.

Market Segmentation: Understanding Market Segmentation, The Segmentation Process, Retailing Mix Strategy For Market Segments.

Store Location Decisions: Determine Needed Location Characteristics, Determine the Area in Which to Locate, Select the Site, Monitor and Adapt.

Merchandise Planning and Management and Handling: The Merchandise Buying and Handling Process, Basic Decisions.

Pricing Decisions: Formulate Pricing Objectives, Determine Pricing Strategy and Tactic, The Dimension of Retail Pricing, Perception and Grocers Reactions, Prepare for Normal Price Adjustments, Monitor and Adapt.

Advertising, Personal Selling and Sales Promotions Decisions: Determine Advertising Objectives, Planning-Advertising Strategy, Formulate Advertising. Appropriation and Allocation Sales-Force Strategy, The Personal Selling Process, Sales Promotion Strategy.

Atmosphere and Layout Decisions: Define Atmosphere Requirements, Design Store Exterior, Design Store Interior, Devise interior Display, Monitor and Adapt.

Elements of Retail Service: The Control Process, The Retailing Audit, Retailing Audit Problem.

The Retail Control Process: The Control Process, The Retailing Audit, Retailing Audit Problem.

Retailing in the Future: Demographic Trends, Lifestyles of the 21st Century, Consumerism, Technological Change.

Text Book: Strategic Retail Management, Danny R. Arnold, Louis M. Capella, Garry D. Smith

Course No. 415: E-business

Introduction to E-Business and E-Commerce: E-Business opportunities, E-Business risks, Difference between E-Business and E-Commerce, E-Commerce defined, Business or Consumer models of e-commerce transactions , E-business defined, How significant are e-commerce investment adoption, Introduction the B2B and B2C Companies, Management response to e-commerce and e- business.

E-Commerce Fundamental: The ecommerce environment, the e-commerce market place, Business or Consumer Model? Market Place channel structure, Different types of online intermediary, and the importance of Multi Channel Market Place Models. Focus on portals, Types of portals, the importance of search engine, Commercial arrangement for transactions, Focus on auction.

E-Business Infrastructure: What is the Internet? The internet timeline, just how big is the internet, internets and extranets, what is the World Wide Web? Voice over IP (VoIP), How does it works? Internet Standard, Networking standard, The Http Protocol, Uniform resource locator(URL), Domain Names, Web

Presentations and data exchange standard, Audio video standard, Focus on who control the internet, managing e-business infrastructure, managing hardware and software, internet service providers, managing employee access in the internet and e-mail, managing e-business applications structure, Focus on the web service and service oriented architecture (SOA), Focus on new access devices, Interactive digital television, the future of the internet infrastructure.

E-Environment: Social factors, Factor governing internet adoption, Assessing demand for e-commerce services, Taxation, freedom-reactive legislation, economic and competitive factors Focus on e-commerce and globalization, the implications of e-commerce for international B2B trading, political factors, internet governance, e-government, technological innovations and technologies assessment.

E-Business Strategy: The imperative for e-business strategy, E-channel strategy, strategy process model for e-business, Strategic analysis, Resource and process analysis, competitive environment analysis, assessing competitive threat, Competitor analysis, strategic objectives, defining vision and mission, how can e- business create business value, strategy definition, strategy implementation, Elements of IS strategy, investment arrival.

Supply Chain Management: What is supply chain management? Using technology to support supply chain management, a simple model of a supply chain, what is logistic, Push and Pull Supply chain management, Focus on the supply chain models, options for the restructuring the supply chain, using e-business to restructuring the supply chain, e-commerce system for supply chain management, supply chain management implementation.

E-Procurement: What is E- Procurement? Understanding the e-procurement, types of e-procurement drivers of e-procurement, Focus on estimating of e-procurement cost saving, Risks and impacts of e-procurement, implementing of e-procurement, the future of e-procurement.

E-Marketing: What is e-marketing, marketing defined, e-marketing defined, distinguish between e-marketing, e-commerce, e-business, e-marketing planning, Is a separate e-marketing plan required, situation analysis, demand analysis, competitor analysis, intermediary analysis, internal marketing audit, Objective setting, the online revenue contribution, strategy, market and product positioning, target market strategies, Focus on characteristics of new media marketing communications, tactics, product, price, list, people process and physical evidence, focus on online branding, actions, control.

Customer Relationship Management: Introduction, marketing applications of CRM, what is e-CRM, Benefits of e-CRM, Permission marketing, customer profiling, conversation marketing, the online buying process, customer accusation management, customer retention management, online communities, customer extension, technologies solutions for CRM, types of CRM applications,

Change Management: Introduction, the challenge of e-business transformation, different types of change in business, planning change, human resource requirements, staff retention, focus of knowledge management, what is knowledge? Risk management.

Analysis and Design: Introduction, analysis for e-business, workflow management, process modeling, process mapping, task analysis and task decomposition, process dependence, data modeling, focus on user centered design, web accessibility, focus on security design for e-business, managing computer verses, e-,mail management, Hacking, phishing.

Implementation and Maintenance: Introduction, alternative for acquiring e- business system, development of web based content and service, Focus on HTML, Java script, Testing, changeover,

principle of performance management and improvement.

Fourth Year Second Semester

Course No. 421: Services Marketing

Introduction to Services: What are services?– Why Service Marketing?– Service and Technology– Differences in Goods and Services Marketing– Service Marketing Mix– The Gaps Model of Service Quality–

Consumer Behavior in Service: Search Versus Experience Versus Credence Properties– Decision-Making Process– The Role of Culture in Service Marketing–

Customer Expectations of Service: Meaning and Types of Service Expectations– Factors that Influence customer Expectations of Service– A Model of Customer Service Expectations– Current Issues Involving Customer Service Expectation–

Customer Perceptions of Service: Customer Perceptions– Customer Satisfaction– Service Quality– Service Encounters– Strategies for Influencing Customer Perceptions–

Building Customer Relationships: Relationship Marketing– Relationship Value of Customers– Foundations for Relationship Strategies– The Customer is not Always Right– Customer Profitability Segments– Levels of Relationship Strategies–

Service Recovery: The Impact of Service Failure and Recovery– How Customers Respond to Service Failures?– Why do (and Don't) People Complain? When they Complain–What Do Customers Expect– Switching vs. Staying Following Service Recovery– Service Recovery Strategies– Service Guarantees–

Service Development and Design: Challenges of Service Design– Stages in New Service Development– Service Blueprinting– Quality Function Deployment– High-performance Service innovations–

Employees' Roles in Service Delivery: The Critical Importance of Service Employees– Boundary-Spanning Roles– Strategies for closing Gaps 3– Service Culture–

Customers' Role in Service Delivery: The Importance of Customers in Service Delivery– Customers' Roles– Self-service Technologies– Strategies for Enhancing Customer Participation–

Delivering Service Through Intermediaries and Electronic Channels: Service Intermediaries– Direct or Company-Owned Channels– Common Issues Involving Intermediaries– Key Intermediaries for Service Delivery– Strategies for Effective service Delivery through Intermediaries–

Integrated Services Marketing Communication: The Need for Coordination in Marketing Communication– Key Reasons for Service Communication Problems– Four Categories of Strategies to Match Service Promises with Delivery– Exceeding Customer Expectations – Caveats and Strategies.

Pricing of Service: Three Key Ways Service Prices are Different for Consumers– Approaches to Pricing Services– Pricing Strategies that Link to the Four Value Definitions.

Text Book: Service Marketing: Integrating Customer Focus across the Firm, Valaric A. Zeithmal and

Mary Jo Bitner, McGraw Hill

Course No. 422: Consumer Behavior

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.

Environmental Influence Culture: Components of Culture, Useful Concepts of Cultural Analysis, Cross Cultural Research and Multinational Marketing Subcultures.

Social Organization and Reference Groups: Socialization Reference Group Norms and Conformity, Social Change, How Social Trends Will Affect Consumption.

Social Class: Social Stratification, Research Models of Social Class, Social Class and Buying Behavior.

Family: Influences on Family Decision-Making, Using Family Concepts in Marketing.

Individual Influences: Learning: Learning Theory, Behavior Modification in Psychology and Marketing Retention, Advertising Message, Habit Formation and Brand Loyalty.

Perception: Theories of Perception, Model of Perception, Factors Determining Perception, Features of Perception Affecting Consumer Behavior.

Motivation and Personality: Motivation Theory, Motivation Research Methods, The Concept of Personality.

Attitudes: Influence of Attitudes, Attitude Organization, Three Component Attitude Models, Fluctuations of Attitudes, How Attitudes are Measured, Attitudes Change, Cognitive Dissonance Theory, Multiattribute Theory.

Consumer Purchasing Process and Consumer Decision Process.

Text Book: Consumer Behavior (Concept and Strategies): Harold W. Berkmen and Christopher C-Gilson & Kent Publishing Company.

Book Recommended: Perspectives in Consumer Behavior: Harold H. Kassringian and Thomas S. Robertson & Scott Forceman and Company.

Course No. 423: Marketing Research

Introduction to Marketing Research: The Nature of Marketing Research, A Classification of Marketing Research, The Role of Marketing Research in MIS and DSS, Marketing Research Suppliers, Selecting a Research Supplier, Marketing Research Process.

Defining the Marketing Research Problem and Developing on Approach: The Process of Defining the Problem, Developing an Approach to the Problem, Tasks Involved, Environmental Context of the Problem, Management Decision Problem and Marketing Research Problem, Defining the Marketing Research Problem, Components of the Approach.

Research Design: Exploratory, Descriptive and Causal Research; Relationships among Exploratory, Descriptive, and Causal Research; Potential Sources of Error, Budgeting and Scheduling the Project, Marketing Research Proposal.

Exploratory Research Design: Secondary Data: Primary Versus Secondary Data, Criteria for Evaluating Secondary Data, Classification of Secondary Data, Qualitative Research: Rationale for Using Qualitative Research, A Classification of Qualitative Research Procedures, Focus Group Interviews, Depth Interviews, Projective Techniques.

Descriptive Research Design: Survey and Observation: Survey Methods: Telephone, Personal and Mail Methods; A Comparative Evaluation of Survey Methods, Selection of Survey Methods(s), Observation Methods: Observation Methods Classified by Mode of Administration, A Comparative Evaluation of Observation Methods, A Comparison of Survey and Observation Methods.

Causal Research Design: Experimentation: Concept of Causality, Conditions for Causality, Validity in Experimentation, Extraneous Variables, Controlling Extraneous Variables, A Classification of Experimental Designs: Pre-experimental Designs, True Experimental Designs, Quasi-Experimental Designs, Statistical Designs; Laboratory versus Field Experiments, Limitations of Experimentation.

Measurement and Scaling: Comparative Scaling: Measurement and Scaling, Primary Scales of Measurement, Comparative Scaling Techniques and Verbal Protocols, Noncomparative Scaling Techniques: Continuous Rating Scale, Itemized Rating Scale, Noncomparative Itemized Rating Scale Decisions, Multi-item Scales, Scale Evaluation: Measurement Accuracy, Reliability and Validity; Relationship between Reliability and Validity, Generalizability and Choosing a Scaling Technique.

Questionnaire and Form Design: Questionnaire Design Process: Overcoming Inability to Answer, Overcoming Unwillingness to Answer, Choosing Question Structure, Choosing Question Wording, Determining the Order of Questions; Form and Layout, Reproduction of the Questionnaire, Pretesting; and Observational Forms.

Sampling: Design and Procedures: The Sampling Design Process, A Classification of Sampling Techniques, Nonprobability Sampling Techniques and Probability Sampling Techniques, Choosing Nonprobability versus Probability Sampling, Uses of Nonprobability and Probability Sampling, Final and Initial Sample Size Determination: The Sampling Distribution, Statistical Approach to Determining Sample Size, The Confidence Interval Approach, Multiple Characteristics and Parameters, Adjusting the Statistically Determined Sample Size.

Field Work: The Nature of Field Work, Field Work and Data Collection Process, Selecting Fields Workers, Training Fields Workers, Supervising Fields Workers, Validating Fields Work, and Evaluating Field Workers.

Data Preparation: The Data Preparation Process, Questionnaire Checking, Editing, Coding Transcribing, Data Cleaning, Statistically Adjusting the Data, Selecting a Data Analysis Strategy.

Frequency Distribution, Cross Tabulation and Hypothesis Testing: Statistics Associated with Frequency Distribution, Introduction to Hypothesis Testing, A General Procedure for Hypothesis Testing, Statistics Associated with Cross-tabulation, Cross-Tabulation in Practice, Hypothesis Testing Related to Differences, Parametric and Non-parametric Tests.

Analysis of Variance and Covariance: Relationship among Techniques, One-Way Analysis of Variance (ANOVA), Statistics Associated with One-Way ANOVA, Conducting One-Way ANOVA, Illustrative Applications of One-Way ANOVA, Assumptions in ANOVA, Analysis of Covariance ANCOVA, Issues in Interpretation, Repeated Measures ANOVA, Nonmetric Analysis of Variance, Multivariate Analysis of Variance.

Correlation and Regression: Product Moment Correlation, Partial Correlation, Nonmetric Correlation, Regression Analysis, Bivariate Regression.

Introduction to Multivariate Analysis: Multiple Regression, Discriminant Analysis, Factor Analysis, Cluster Analysis, Multidimensional Scaling and Conjoint Analysis.

Report Preparation and Presentation: Importance of the Report and Presentation, The Report Preparation and Presentation Process, Oral Presentation, Reading the Research Report, Research Follow-up.

International Marketing Research: Marketing Research in International Context, A Framework for International Marketing Research.

Ethics in Marketing Research: Importance of Ethics in Marketing Research, Stakeholders in Marketing Research, Guidelines for Ethical Decision Making, An Ethical Framework, Ethics and the Marketing Research, Process.

Selected Cases: As Determined by the Instructor.

Text Book: *Marketing Research*, Naresh K. Malhotra, Prentice Hall Inc.

Course No. 424: International Marketing

An Overview: Scope and Challenges of International Marketing, The Dynamic Environment of International Trade.

The Cultural Environment of Global Markets: Geography and History, The Foundations of Cultural Understanding, Cultural Dynamics in Assessing Global Markets, Business Customs in Global Marketing. The Political Environment, International Legal Environment.

Assessing Global Market opportunities: International Marketing Research, Emerging Markets, Multinational Marketing Regions and Market Groups.

Developing Global Marketing Strategies: Global Marketing Management, Global Product Strategies, Marketing Industrial Product and Service, International Distribution Systems and Logistics, Global Promotion and Selling, Pricing for International Markets.

Implementing Global Marketing Strategies: Negotiating with International Customers, Partners, and Regulators.

Text Book: *International Marketing*, Philip R. Cateora, Richard D. Irwin. Inc.

Course No. 425: Brand Management

Introduction to Product Management: Marketing Organizations, The Role of the Sales Force, Marketing Organization Implications of Global Marketing, Product Management: Fact Versus Fiction, Changes Affecting Product Management, Changes in Marketing Organizations.

Marketing Planning: The Planning Process, Components of the Marketing Plan

Defining the Competitive Set: Levels of Market Competition, Methods for Determining Competitors.

Category Attractiveness Analysis: Aggregate Market Factors, Category Factors, Bargaining Power of Buyers, Bargaining Power of Suppliers, Current Category Rivalry, Pressure from Substitutes, Category Capacity, Environmental Analysis.

Competitor Analysis: Sources of Information, Creating a Product Features Matrix, Assessing Competitors' Current Strategies, Marketing Strategy, Differential Advantage Analysis, Assessing a Competitor's Will, Predicting Future Strategies.

Customer Analysis: What We Need to Know About Customers, The Long-Term Value of Customers, Segmentation.

Market Potential and Sales Forecasting: Definitions, Market Potential, Methods of Estimating Market and Sales Potential, Area Potential, Sales Forecasting.

Developing Product Strategy: Elements of a Product Strategy, Setting Objectives, Selection of Strategic Alternatives, Positioning: Choices of Customer Targets, Positioning: Choice of Competitor Targets, Positioning: The Core Strategy, Managing Brand Equity, Customer Strategy, Product Strategy Overt the Life Cycle.

New Product Development and Management: Overview Introduction, Innovation; Strategy Strategic Planning for New Product, Process and Management; Organization Concepts and Options Implementation of Concepts; Generation Creative Process and People New Product; Concept-Generating Process, Stimulating Techniques, Collecting and handling new Product Ideas, Evaluation Concepts, Tools, Economic Analysis, Commercialization Prelaunch Control, The Launch Cycle, New Product Marketing Plan, Commercialization Tools, Controls.

Text Book: 1. **Product Management**, Donald. R. Lehmann & Russell S. Winer, Tata McGraw-Hill Publishing Company Limited.

2. **New Product Management**, C. Mcyle Crewford, Irwin..

Book Recommended: 1. **Brand Power**, Macmillan Press Ltd.

2. **New Product Management**, **C. Merle Crawford, Irwin.**