

Independent University, Bangladesh

School of Business Undergraduate Catalog 1999-2003 Vol. 5, Bulletin 1

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(i)	<i>Communication Skills</i>		9	
CSC	101	Basic Computer skills	3	
ENG	099	Remedial English	0	
ENG	101	English Writing skills	3	
ENG	103	English Reading skills	3	
(i i)	<i>Numeracy</i>		6	
ACN	201	Principles of Accounting I	3	
MAT	099	Remedial Mathematics	0	
MAT	101	Basic University Mathematics	3	
*	MAT	211	Probability and Statistics	3
*	SOC	301	Social Science Research Method	3
* Pre-requisite for LFE (complete one of these courses)				
(iii)	<i>Science</i>		6-8	
BIO	101	Biology	3	
BIO	101 L	Biology Lab.	I	
CHE	101	Chemistry	3	
CHE	101 L	Chemistry Lab.	I	
ENV	101	Introduction to Environmental Science	3	
PHY	101	University Physics-I	3	
PHY	101 L	University Physics-I Lab.	I	
PHY	102	University Physics-II	3	
PHY	102L	University Physics-II Lab.	I	
(iv)	<i>Social Science</i>		3	
ANT	101	Introduction to Anthropology	3	
SOC	201	Social Organization	3	
SSC	202	Social Psychology	3	
SOC	203	Principles of Sociology	3	
(v)	<i>Live-in Field Experience</i>		6	
<i>(Pre-requisite: MA T 211 or SOC 30 /)</i>				
LFE	201	Live-in-Field Experience	6	
(v)	<i>National Culture und Heritage</i>		6	
NCH	101	National Culture and Heritage-I	3	
NCH	202	National Culture and Heritage-II	3	
Total:			36-38	

The Foundation courses provide options under group (ii) and (iii). Some of these may be pre-requisites for different schools and degree programmes. In the School of Business the courses are grouped into two parts: core courses and departmental concentration. The departmental courses in turn are divided into two groups with options. Exemption or examination credits provide further choices in the elective including languages. The prescribed minimum total credit hours, however, will have to be met for graduation. Students must be registered as regular student in the semester when they wish to graduate.

2. Core courses		34
CSC 102	Advanced Computer Skills	3
ECN 201	Principles of Microeconomics	3
ECN 202	Principles of Macroeconomics	3
FIN 201	Introduction to Finance	3
MAT 201	Calculus with Analytic Geometry	4
MGT 201	Principles of Management	3
MGT 315	Business Communication	3
MGT 340	Introduction to Management Science	3
MGT 360	Introduction to Business Law	3
MGT 380	Intercultural Aspects of Business	3
MKT 201	Principles of Marketing	3
3. Departmental requirement		30
(Major/Hons. concentration)		
(i)	Course work	18
(ii)	Internship/Sr. project/Study abroad	12
4. Minor		15
5. Free Elective from the liberal arts		6
6. Second international language (French/Chinese)		6
Total variable requirement for graduation		127-]29

MAJOR/HONS. (CONCENTRATION) IN ACCOUNTING

(18 credit hours)

Group I (students will choose 12 credit hours from the following):

ACN 202	Principles of Accounting II	3
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ACN	305	Financial Accounting	3
ACN	351	Income Tax Accounting	3
ACN	405	Intermediate Accounting	3
ACN	441	Accounting Information Systems	3
MAT	211	Probability and Statistics	3

Group 2 (students will choose 6 credit hours from the following):

ACN	301	Managerial Accounting	3
ACN	302	Cost Accounting	3
ACN	401	Auditing: Theory and Practice	3
FIN	401	Banking and Finance	3
FIN	480	International Financial Management	3
MGT	401	Introduction to Operations and Production Management	3
MGT	430	Introduction to Human Resources Management	3

**MAJOR/HONS. (CONCENTRATION) IN ECONOMICS
(18 credit hours)**

Group 1 (students will choose 12 credit hours from ,the following):

ECN	301	Intermediate Microeconomics	3
ECN	302	Intermediate Macroeconomics	3
ECN	430	International Trade Theory	3
ECN	440	Public Finance	3
ECN	470	International Finance	3
ECN	485	Mathematical Economics	3
MAT	211	Probability and Statistics	3

Group 2 (students will choose 6 credit hours from the following):

ECN	350	Environmental Economics	3
ECN	360	Economic Development	3
ECN	441	Natural Resource Economics	3
ECN	445	Cost Benefit Analysis	3
ECN	455	Transport Economics	3
ECN	460	Industrial Economics	3
ECN	480	Econometrics	3
FIN	401	Banking and Finance	3
FIN	480	International Financial Management	3
MGT	401	Introduction to Operations and Production Management	3
MGT	430	Introduction to Human Resources Management	3

MAJOR/HONS. (CONCENTRATION) IN FINANCE (18 credit hours)

Group I (students will choose 12 credit hours from the following):

ACN 202	Principles of Accounting II	3
FIN 301	Business Finance I	3
FIN 302	Business Finance II	3
FIN 440	Public Finance	3
FIN 461	Securities: Valuation and Management	3
MAT 211	Probability and Statistics	3
MGT 430	Introduction to Human Resources Management	3

Group 2 (students will choose 6 credit hours from the following):

ACN 301	Managerial Accounting	3
FIN 305	Financial Accounting	3
FIN 401	Banking and Finance	3
FIN 405	Management of Financial Institution	3
FIN 460	Investment Management	3
FIN 480	International Financial Management	3
MGT 401	Introduction to Operations and Production Management	3

MAJOR/HONS. (CONCENTRATION) IN MARKETING (18 credit hours)

Group I (students will choose 12 credit hours from the following):

MAT 211	Probability and Statistics	3
MGT 401	Introduction to Operations and Production Management	3
MKT 302	Advanced Marketing Management	3
MKT 360	Marketing Research	3
MKT 450	Product and Pricing Policies	3
MKT 481	Consumer Behaviour	3

Group 2 (students will choose 6 credit hours from the following):

ACN 202	Principles of Accounting II	3
MGT 211	Organizational Behavior	3
MGT 430	Introduction to Human Resources Management	3
MKT 330	Sales Force Management	3
MKT 340	Advertising	3

MKT 380	Distribution Management	3
MKT 401	International Marketing	3

**MAJOR/HONS. (CONCENTRATION) IN GENERAL MANAGEMENT
(18 credit hours)**

Group I (students will choose 12 credit hours from the following):

ACN 202	Principles of Accounting 11	3
FIN 301	Business Finance I	3
MAT 211	Probability and Statistics	3
MGT 401/330	Introduction to Operations and Production Management	3
MGT 430	Human Resources Management	3
MKT 401	International Marketing	3

Group 2 (students will choose 6 credit hours from the following):

ACN 301	Managerial Accounting	3
ECN 460	Industrial Economics	3
FIN 401	Banking and Finance	3
FIN 480	International Financial Management	3
MGT 211	Organizational Behavior	3

MINOR IN BUSINESS ADMINISTRATION

Students who wish to minor in anyone of the five areas offered by the School of Business will have to take at least 15 credits from the courses offered. Each area has its set of required courses. Also out of the 15 credit hours, 6 credit hours must be taken at 300-level or above. Students should consult with the Director when electing a minor. The compulsory courses for each area are different.

Course Descriptions:

Accounting Courses

ACN 201 Principles of Accounting I (3 credits): Accounting, an information system. Double-entry system. Accounting cycle. Data processing, manual and electronic systems, Principal financial statements, balance sheet, income statement and profit & loss statement. Costings, internal control and cash. Trade accounts and notes. Inventory, assets, liabilities and depreciation. Partnership accounting, accounting for partnership formation and operation. Cost-volume-profit analysis.

ACN 202 Principles of Accounting II (3 credits): Corporate organization. Annual reports; income statements, profit & loss, balance sheet, funds sources and applications. Interim financial statements. Accounting for capital stock. Accounting for corporate earnings. Accounting for corporate bonds. Accounting for investments and long-term intangible assets. Accounting for branch and consolidated operations. Accounting for manufacturing operations. Analysis and interpretation of financial statements. Cost concepts, Budgeting. (*Prerequisite: ACN 201*).

ACN 301/BIN 301 Managerial Accounting (3 credits): Financial management structure. Budgetary control. Sales and production forecast. Financial planning. Financial business. Sources of capital. Short, medium and long-term capital. Marginal costing. Break-even analysis. Optimal output. Control and communication. Return on capital. Accounting ratios. Capital expenditures. Internal control and internal audit. Company accounts. Amalgamation and related techniques. Accounting records. Cash management. Credit control. Stock valuation. Depreciation and obsolescence. Revaluation accounting. (*Prerequisite: ACN 202*)

ACN 302/BIN 302 Cost Accounting (3 credits): Elements of costs. Factory organization. Purchasing procedures. Store routine. Valuation techniques. Labour; engagement, time-keeping, remuneration, overtime. Overhead; classification, distribution, absorption by production, administration, selling, distribution and depreciation. Cost control accounts. Integral accounts. Contract costs. Factory job costing. Service costing. Process costing; work-in-progress. Uniform costing. Budgetary control. Standard costing; basic variances. Profitability. (*Prerequisite: ACN 202*)

ACN 305 Financial Accounting (3 credits): Analysis and interpretation of accounting reports for business and industry. Measurement of income. Control of cash. Analysis and interpretation of financial statements. Analysis of cash flow statement. Application of funds. Contrast between accounting and economic concepts of income. Consolidated financial statements. Measurement and reporting of stockholders equity paid-in capital and retained earnings. Bonds payable and bond investment. Stock investments. Cash investments. Consolidations and reporting for partnerships and sole proprietorships. Impact of various accounting methods on the reported results of the firm. (*Prerequisite: ACN 202*)

ACN 351 Income tax accounting (3 credits): Income tax rules and regulations for: public and private limited companies, partnerships, non-profit organizations and government corporations. Income tax and capital budgeting general characteristics. Effects of depreciation deductions. Effects on the cash flow. Income tax complications. Lifo or Fifo. Variable and fixed costs. Operating losses. Tax-free interest. Corporate capital gains and losses. Sales of business property. Purchase of assets. Use of debt. R & D. Cash versus accrual accounting methods. Deferral of income. (*Prerequisite: ACN 202. ACN 302*)

ACN 401/BIN 301 Auditing: Theory and Practice (3 credits): Theory and procedure of auditing. Auditing standards. Reports. Internal control. Selection. scope and application of auditing procedure. Verification and valuation of assets and liabilities. Auditors reports and certificates guidelines to be followed. Taxation rules and regulations. Auditing practices and ethics. Social responsibilities. (*Prerequisite: ACN 202*)

ACN 405 Intermediate Accounting (3 credits): Accounting theory and practice applicable to determination of asset values and related problems of income determination. Accounting theory applicable to liabilities and owner's equity. Problem areas relating to income determination and financial reporting. (*Prerequisite: ACN 202. ACN 305*)

ACN 441/BIN 441 Accounting Information Systems (3 credits): Overview of system components of a business organization. Information flow. Information system. Accounting information processing. Elements and procedures. Accounts system development. System analysis and acquisition. Computer and AIS: softwares, data communication, databases, and file oriented systems. Control of AIS. Revenue cycle. Personnel cycle. Finance cycle. Cash receipt and disbursement. Capital asset and financial statements. (*Prerequisite: ACN 301, ACN 302*)

Computer Science Courses

CSC 102 Advanced computer skills (3 credits): The students will be given a comprehensive coverage of one Spreadsheet programme and a Database programme. (*Prerequisite: CSC 101*)

Economics Courses

ECN 201 Principles of Microeconomics (3 credits): Basic concepts of Economics. Overview of microeconomics, concepts, tools and techniques. Theory of demand, consumer behaviour and market demand. Theory of production, production and cost functions. Price and output determination in different product markets. Perfect competition, monopoly, oligopoly and monopolistic competition. Factor markets, pricing of factor of production. Markets and economic efficiency; public goods and externalities. Role of government. Income determination, sources and cost of inequality, redistribution of income.

ECN 202 Principles of Macroeconomics (3 credits): Basic concepts of Economics. Macroeconomics, concepts, tools and techniques. National income and other related concepts. Measurement and uses, aggregate demand and supply, consumption and saving, investment. Demand and supply of money, and demand and supply of labour. Theories of national income determination in a closed economy. Business cycles, unemployment and inflation, fiscal, monetary and income policies. National income determination in an open economy, internal and external balance. Economic growth.

ECN 301 Intermediate Microeconomics (3 credits): Functioning of the industrial enterprise and households. Problems confronting business enterprises. Operating under different types of market situations. Influence of the prices factors of production on methods of production. Effects that changes in income levels and in relative prices, have on sales of different types of goods and services. Analysis of competitive and noncompetitive markets in terms of efficiency of resource utilization. Law and Economics, Role of information in Economics. (*Prerequisite: ECN 201. ECN 202*)

ECN 302 Intermediate Macroeconomics (3 credits): The economic system as a whole and the ways in which its functioning is affected by the behaviour of the interdependent sectors of which it is composed. Major factors affecting national income, use of the sectoral accounts in analyzing economic prospects Theory of national income, its measurement and determinants. Analysis of inflation. growth. debt. and public policy. (*Prerequisite: ECN 201. ECN 202*)

ECN 350/ENV 301 Environmental Economics (3 credits): The course starts with a discussion of growth. environmental restriction and sustainability. The basic economic concepts of government regulations and market failure. externality, public goods and (COHLLTION) property rights are explained. This forms a basis for discussing and comparing various policy instruments such as command-and-control regulation, taxes. tradable permits and the criteria by which to judge various policy instruments when they

are actually implemented in complex real world situation. Some time is also spent on natural resource accounting. "green" taxation. cost-benefit analysis and on discussing the various complex issues of valuing environmental services. discounting. the use of shadow prices. etc. (*Prerequisite: ECN 201*)

ECN 360 Economic Development (3 credits):Theories of economic growth and development. Role of capital formation, technological innovation. population and resource development in economic growth. Controversial problems affecting the nature, sources and process of development of industrial technology and the economy of private enterprise. (*Prerequisite: ECN 201. ECN 202*)

ECN 430 International Trade Theory (3 credits): The comparative advantage doctrine. including practices under varying commercial policy approaches. Different models of international trade. Economic impact of international disequilibrium. Trade and welfare. Theory and practice of commercial policy. Economic integration. Factor mobility and trade flows. The North-South debate. (*Prerequisite: ECN 301. ECN 302*)

ECN 440/FIN 440 Public Finance (3 credits): Economic analysis of governmental activity. Public goods and externalities. Collective choice. Costbenefit analysis. Public welfare programs. Microeconomics of taxation. Efficiency, incidence. Effect on distribution of income. Personal and corporate taxes including V AT. Taxation of property and estates. (*Prerequisite: ECN 201. ECN 202*)

ECN 441/ENV 404 Natural Resource Economics (3 credits): An Overview of Depletable and Renewable Resource Use. Depletable Energy Resources: Oil Gas, Coal and Uranium. Recyclable Resources: Minerals, Paper, Glass. Renewable Energy Resources: Solar, Wind, and Water. Petroleum and OPEC. Water as a depletable resource. Agriculture as a private property resource. The forests as a storable resource. The Fisheries as a common-property resource. Generalized Resource Scarcity. Case studies on the economics of energy. environment and development. (*Prerequisite: ECN201*)

ECN 445 Cost-Benefit Analysis (3 credits): Concepts of various costs and benefits: Accounting, Financial Economic and Social Private vs. Social Costs and Benefits. Social Cost-Benefit Analysis of Investment Projects: UNIDO and OECD Approach. Spillover Effects. Regulation, Distribution, Social Welfare and Pareto Optimality. Cost-Benefit Analysis Applied to Trade Policies (ORE. TDRC, DDRC and Policy Implications), Taxation Policies, Industrial and Agricultural Policies. Costs and Benefits of Foreign Exchange. Necessity of Social Cost-Benefit Analysis for Private Organization vis-a-vis non-profit organizations (GOs and NGOs). (*Prerequisite: ECN 301*)

ECN 450 Labour Economics (3 credits): Definition and conceptual clarification. Labour market theories. Labour market in developing economics. Theories of labour market segmentation. Dual labour market theory. Urban labour market and Migration. Labour market and income inequality. The strategies of labour use. Labour market in Bangladesh (urban, rural and informal). Wages and productivity in the segmented labour market with special reference to Bangladesh. (*Prerequisite: ECN 301*)

ECN 455 Transport Economics (3 credits): Demand analysis for individual modes. Supply analysis for individual modes. Various transport modes and cross-elasticity. Transport mode habit and elasticity of substitution, and the modal choice models. Price vs. Quality. Operating costs of different transport modes. Pricing Policy; price determination, discrimination and performance. The framework of public transport operations. Management objectives and the finance of public transport. Cost/Benefit analysis and passenger transport subsidies. Competition and Regulation. Urban vs. Inter-Urban Passenger Transport. Introduction to Rural Transport. Public Transport of Freight. Transport Infrastructure in reference to developing countries. Transport and Development. Transport and Tourism. (*Prerequisite: ECN301*)

ECN 460 Industrial Economics (3 credits): The Theory of the Firm. The Profit-Maximization Hypothesis. Other objectives of the firm. The Principal-Agent Relationship. The Structure-Conduct-Performance paradigm. The Exercise of Monopoly Power. Regulation, Product Selection. Quality and Advertising. Price Discrimination. Vertical Control. Economics of Merger. Acquisition and Conglomerates. Synergy and strategic fit interaction; Dynamic price competition and tacit collusion; product differentiation. entry, accommodation and exit. Information and Strategic Behavior. Economics of R & D and Intellectual Property; Non-cooperative Game theory; Cournot-Nash Equilibrium. (*Prerequisite: ECN 201*)

ECN 470 International Finance (3 credits): Analysis of the impact of international trade and payments on price formation. allocation of resources. economic welfare, and the level of economic activity in trading countries. Political considerations. Full employment, effects and considerations. Price stability. Economic growth. Free trade. Fixed and flexible exchange rates. Capital Mobility. Equilibrium on the balance of international payments. (*Prerequisite: ECN 430*)

ECN 480 Econometrics (3 credits): Elements of regression analysis. Estimation. hypothesis testing, prediction. Econometric models. Computerbased econometric modelling techniques for analyzing economic data. (*Prerequisite: ECN 301,ECN302,MAT 201*)

ECN 485 Mathematical Economics (3 credits): An integration of economic analysis and mathematical techniques into a comprehensive body of knowledge within contemporary economic theory. Linear algebra. Differential calculus. Integral calculus. Differential equations. Difference equations. Linear and nonlinear programming. Optimization techniques. Elements of Real Analysis (*Prerequisite: ECN 301. ECN 302. MAT 201*)

Finance Courses

FIN 201 Introduction to Finance (3 credits): Financial analysis. statement of cash flows. Financial environment. Essential concepts in Finance. Efficient Market Hypothesis. Net present value, internal rate of return, pay-back period. Planning and control. Working capital management. Capital budgeting. cost of capital. capital structure. leverage. Dividend policy. Long-term financing. leasing. (*Prerequisite: MAT 211*)

FIN 301 Business Finance I (3 credits): The capital structure problem. The role of the debt/equity ratio in determining the firm's solvency. Concepts of valuation. The measurement of profitability, liquidity and solvency. Discounted cash flow analysis of investment proposals. The fundamental principles of modern portfolio theory. Security yield concepts. (*Prerequisite: FIN 201*)

FIN 302 Business Finance II (3 credits): In-depth look at topics introduced in Business Finance I and how they relate to corporate financial and investment decisions. Financing and capital structure decisions. Dividends and taxes. Portfolio theory and the capital asset pricing model. Measurements of the cost of capital. Interest rates and the managing of money markets. International finance. Treasury management. Duration. Valuation and take-overs. (*Prerequisite: FIN 301*)

FIN 305/ACN 305 Financial Accounting (3 credits): Analysis and interpretation of accounting reports for business and industry. Measurement of income. Control of cash. Analysis and interpretation of financial statements. Analysis of cash flow statement. Application of funds. Contrast between accounting and economic concepts of Income. Consolidated financial statements. Measurement and reporting of stockholders equity paid-in capital and retained earnings. Bonds payable and bond investment. Stock investments. Cash investments. Consolidations and reporting for partnerships and sole proprietorships. Impact of various accounting methods on the reported results of the firm. (*Prerequisite: ACN 202*)

FIN 401 Banking and Finance (3 credits): The banking and financial system. Theory of financial intermediation. Models of the banking firm. Theory of bank regulation. Partial deregulation of the Bangladeshi financial system. Bank performance and profitability analysis and interest rate margins. Various types of loans. credit/lending policies, repayment schedule. the bullet-pill continuum of multiple credit creation and float management. Different types of financial instruments. Export-Import Financing. Competition in banking. State supervision of banks and non-banks. The operation of monetary policy. (*Prerequisite: FIN 301*)

FIN 405 Management of Financial Institutions (3 credits): Sources of money. Money and capital markets. Financial institutions BSB, BSRs, ADB, WB, commercial banks, financial companies, etc. How they operate, lending procedures, criteria for loans, terms and conditions, fund utilization. Management of funds of the financial institutions. *(Prerequisite: FIN 301)*

FIN 440/ECN 440 Public Finance (3 credits): Economic analysis of governmental activity. Public goods and externalities. Collective choice. Cost-benefit analysis. Public welfare programmes. Microeconomics of taxation. Efficiency, incidence, effect on distribution of income. Personal and corporate taxes including VAT. Taxation of property and estates. *(Prerequisite: ECN 201, ECN 202)*

FIN 460 Investment Management (3 credits): Functions and activities of the investment manager. Different types of financial instruments. Portfolio theory and analysis. Distribution and design of investments in securities. Daily decision making. Long-term strategic goals. Underwriting. Syndication. Financial packaging. Institutional sales. Block positioning. International operations and long-range planning. *(Prerequisite: FIN 302)*

FIN 461 Securities: Valuation and Management (3 credits): Securities markets. Types of contracts. NPV and principles of valuation. Risk. RADR (Risk-adjusted Discount Rates). Bond valuation. Forward rates. Duration and immunization of bond portfolios. Option valuation. Binomial option model. Binomial and Black-Scholes option pricing models. American and European option valuations. Volatility. Convertible notes and debentures. FX option. Futures. *(Prerequisite: FIN 302)*

FIN 480 International Financial Management (3 credits): Nature of international business. The international financing and investment decisions of the firm. International financial environment. Theories and techniques of international investment and financing. Currencies and exchange rates. Tax, legal and political jurisdictions. Barriers to capital flows. Foreign direct investment theory. Balance of payments. International capital budgeting. FX market. Risk. Cost of capital. Borrowings in financial markets. Export-Import financing. *(Prerequisite: FIN 302)*

Mathematics Courses

MAT 201 Calculus with Analytic Geometry (4 credits): Differential Calculus: Variables, functions and limits. Differentiation. Rules for differentiating algebraic forms. Application of differentiation: tangent and normal, maxima and minima, rate of change. Successive differentiation. Transcendental functions. Radius of curvature. Theorem of mean values: Rolle's Theorem, Maclaurin's Theorem, Taylor's series. Integral calculus: Standard Elementary forms. Definite integrals. Introduction to discrete integration by Trapezoidal, Rectangular and Simpson's rule. Integration by parts. Rational functions. Substitutions. Reduction formulas. Introduction to multiple integrals Analytic Geometry:

properties of conic sections. Pairs of circles and straight lines. (*Prerequisite: MAT 101 or equivalent*)

Management Courses

MGT 201 Principles of Management (3 credits): Concepts and meaning of Business Management. Review of management principles and theories. Functions of business management. planning, organizing, staffing, motivating and controlling. Different techniques of management and social responsibility. Management processes, board of directors' functions and responsibilities.

MGT 211BIN 211 Organizational Behaviour (3 credits): Introduction. Managerial work. Motivation. Communication. Leadership. Organizational structure. culture and change. Power and politics. Conflict and stress. Personality; problem solving and performance management. Career development, job design, group and executive competencies.

MGT 315 Business Communication (3 credit hours): Audience, purpose and content. Letter writing. notes and summaries of letters. Logo design, letter heads for business letters. Import. Export documents. Letter of credits. Bill of Lading etc. Marketing and Sales - Advertisements. Demonstrations. presentations, seminars with various audio-visual aids. Meetings - and writing notices. agenda and minutes of the meetings. Memos and routine slips. Electronic Communication and Modern office technology - faxes. telexes. email etc. Business letters - e.g. claim and adjustment. credit and collection letters: quotations. tenders supply, complaints etc. Modern office procedure and social correspondence. Business Reports (project reports. lab. reports, annual reports etc.). Preparation for final project - gathering data, surveys, questionnaires. revision. editing, bibliography/sources. Resumes, C.Vs. employment applications. recruitment advertisements, selection and appointment letters. (*Prerequisite: ENG 103. MGT 201*)

MGT 340 Introduction to Management Science (3 credits): Design and application of scientific models for managerial decision making. Linear programming. Decision theory. Utility and other management science topics. Application in the field of production, logistic inventory policy, advertising, maintenance, financial decision. (*Prerequisite: CSC 102, MAT 211*)

MGT 360 Introduction to Business Law (3 credits): The legal environment. A wareness of issues relating to managers and organization's rights: and objectives under the law. Overview of the Bangladeshi legal system and the legal structure of business. Contract and tort law. Business operations in the context of laws relating to trade practices. banking, financing, international trade and mergers and acquisitions.

MGT 380 Intercultural Aspects of Business (3 credits): Prepares students to understand the cultural aspects that are necessary in order to work and/or do business in the major economic nations of the world. The important relationships amongst nations. Business and economic

institutions that influence the performance of managers. Cultural and political environments and their impact on business. Looks at both industrialized and developing nations.

MGT 401 Introduction to Operations and Production Management (3 credits): Introduces applications of quantitative analysis to problems in planning, operating and controlling production function. Problems of distribution and allocation. Concepts of flexibility. Management of inventory systems. Production scheduling. Improvement curves. Service systems. The role of quality in the operators process. The various functions that support operations and production management. Uses computer and quantitative models. *(Prerequisite: CSC 102, MAT 201. MAT 211)*

MGT 430 Introduction to Human Resources Management (3 credits): Basic functions of personnel management. Sources of personnel including environmental trend analysis. Manpower planning, manpower needs and employment planning for the organization. Job Description. Methods of Selection, recruitment, replacement and job relation. training. promotion. development of incentive plan to motivate workforce. Procedures of Primary Record-keeping. Compensation policy. Salary and Wage administration. Personnel Appraisal. Employee Benefits including Retirement Policy. Introduction to Human Resources Valuation (HRV)/Quantitative Personnel Information System. Application of HRV information in developing various key personnel policies and their implementation.

Marketing Courses

MKT 201 Principles of Marketing (3 credits): Overview. Environment of marketing. Strategic planning and marketing. Information for marketing decisions. Understanding consumers. Consumer life-style and decision making. Organizational consumers. Target-market strategy. Product planning. conceiving, developing and managing products. Branding and packaging. Distribution planning, wholesaling, advertising and issues thereof. Promotion planning, advertising and publicity. Personal selling and sales promotion. Price planning; pricing strategy and techniques. Marketing Audit- SWOT analysis and the Marketing Plan. International marketing. Service and nonprofit. marketing. Social issues of marketing. Social marketing.

MKT 302 Advanced Marketing Management (3 credits): Introduction to advanced marketing management topics through the application of various decision-making models and selected computer routines to such market problems as advertising budget, media planning, sales force allocation, and pricing. Marketing requirements of different organizations. Importance of service management. Ethical, social and legal issues that arise from marketing. Success factors in export marketing. Modern trends in promotion. *(Prerequisite: MKT 201)*

MKT 330 Sales Force Management (3 credits): Sales force recruitment and selection process. Sales force planning. Training. Sales organization development and planning. Management of the sales force. Sales and distribution planning. Motivation and retention of the sales force. Methods of sales, cost and performance analysis. *(Prerequisite: MKT 201)*

MKT 340 Advertising (3 credits): Management of the advertising function and its integration with the other forms of promotion. Advertising mix Selection process of an advertising agency. Advertising brief. Forms of advertising: Television, radio, press. Planning the programme, deciding the most effective approach. Evaluation of media. Advertising budget. Advertising research. Economic and social factors. *(Prerequisite: MKT 201)*

MKT 360 Marketing Research (3 credits): Marketing research process. Preliminary steps and research design. Questionnaires. Secondary and primary data. Sampling. Processing and interpreting data. Evaluation and effective presentation of findings. Managements use of the information in decision making. A class research project provides practical application of methods studied. *(Prerequisite: MKT 201, MAT 211)*

MKT 380 Distribution Management (3 credits): Selection and modification of the institutions in a marketing channel of distribution given their operational and behavioural relationships. Evaluation of the physical flow of goods and services. Logistical decisions and support necessary. Space and time aspects of distribution. Location and distribution decisions of goods and services in both profit and nonprofit organizations. Relating distribution questions to the marketing mix and organizational objectives. *(Prerequisite: MKT 201)*

MKT 401 International Marketing (3 credits): Aspects of International Marketing; Economic Analysis of Multinational Trade and Business; Basic Trade Theories; Regional Market Agreements; Environmental Factors affecting International Marketing; Perspectives of International Markets; Export-Import Management; International Marketing Decisions.

MKT 450 Product and Pricing Policies (3 credits): Important aspects of product planning and development. Productline decisions. Packaging. Brand policies. Guarantees and service. Price theory. Emphasis on special pricing policies. Problems and legal constraints on pricing activity. *(Prerequisite: MKT 201)*

MKT 481 Consumer Behavior (3 credits): Theory and practice pertinent to marketing decisions of individuals and business firms. Utilization of theories from behavioural sciences in marketing research. Theories of fashion.

Characteristics of goods. Shopping behaviour. Product differentiation. Market segmentation. Opinion leadership. Application of concepts to management of advertising. Personal selling. Pricing. Channels of distribution. *(Prerequisite: MKT 201. MKT 360)*

BBA 499 Internship/Senior Project	12 credit hours
BBA 499A Internship/Senior Project I	6 credit hours
BBA 499B Internship/Senior Project II	6 credit hours
BBA 499C Internship/Senior Project	9 credit hours
BBA 495A Independent Study	1 credit hour
BBA 495B Independent Study	2 credit hours
BBA 495C Independent Study	3 credit hours

(vi) National Culture and Heritage

6

NCH 101 National Culture & Heritage I 3

NCH 202 National Culture & Heritage II 3

Total:

33-35

The Foundation courses provide options under group (ii) and (iii). Some of these may be pre-requisites for different schools and degree programmes.

2. Language Courses

6

CHI 101 Elementary Chinese-I 3

CHI 102 Elementary Chinese-II 3

FRN 101 Elementary French-I 3

FRN 102 Elementary French-II 3

FRN 203 Intermediate French,I 3

FRN 204 Intermediate French- II 3

3. Elective Courses

6

ANT 101 Principles of Social Anthropology 3

CSC 101 Basic computer skills 3

ENG 201 English Language 3

ENG 202 English Literature 3

ENG 301 Introduction to Linguistics 3

ENG 401 Technical Communication 3

ENG 402 English as a Second Language 3

ENG 404 Creative Writing 3

ENV 211 World Geography 3

ENV 271 Nature Photography Seminar 3

HEA 101 Concepts of Positive Living 3

MAT 099 Remedial Mathematics 3

MAT 101 Basic University Mathematics 3

MAT 211 Probability and Statistics 3

MUS 101 Music Appreciation 3

NCH 103 Western Civilization 3

PHL 101 Introduction to Philosophy 3

PHL 203 Social and Political Philosophy 3

PHL 204 Theory of Knowledge 3

PHL 205 Metaphysics 3

PHL 206 Philosophy of Religion 3

PHY 103 Concepts of Physics 3

PSY 201 Principles of Psychology 3

SOC 201 Social Organization 3

SOC 203 Principles of Sociology 3

SOC 301 Social Science Research Method 3

SSC 202 Social Psychology 3

SSC204 Philosophy of Social Science 3

SSC 205 Cross Cultural Psychology 3

SSC 305 Human Rights & Environment 3

Description of Courses:

ACN 201 Principles of Accounting I (3 credits): Accounting, an information system. Double-entry system. Accounting cycle. Data processing, manual and electronic systems. Principal financial statements, balance sheet, income statement and profit & loss statement. Costings, internal control and cash. Trade accounts and notes. Inventory, assets, liabilities and depreciation. Partnership accounting, accounting *for* partnership formation and operation. Cost-volume-profit analysis.

ANT 101 Introduction to Anthropology (3 credits): Introduction to Anthropology--Definition of Anthropology-- The Branches of Anthropology-Physical Anthropology--Social/Cultural Anthropology-Archaeology-Linguistics--Relation of Anthropology with other Disciplines. Different Schools of Anthropology--Evolutionism Diffusionism--Functionalism--Neo-evolutionism-Structuralism; Kinship and Descent--Descent Groups--Corporate group--Affines--Kindred [Kinship Terminology--Clan, Phatries--Moties-Patrilineal--Matrilineal-- Descent Groups--MalTiage--Rules of Maniage--Incest, Taboo --Endogamy --Exogamy-- Prescriptive, preferential, polygamy-Polyandry --Levirate Sorrate--Residence-- Patrilocal, Matrilocal, Neolocal, Virilocal, Duolocal; Social--Elements of Economic Anthropology--Resources-Labour Organization--Land ownership--capital-- T echnology-- Production-Distribution and Exchange-- Barter and Trade; Political Organization.

BIO 101 Biology (3 credits): An introductory biology course designed *for* students with a minimal science background and/or students from other disciplines such as social science and business. The course material will be taught from an environmental perspective. The intent is to introduce the student to basic principles and concepts in environmental biology. Topics covered: the web of life; individuals and populations; communities and ecosystems; animals, plants and protists; terrestrial and aquatic biology; cell physiology and cell functions; plant and animal biology; reproduction, heredity and evolution.

BIO IOIL Laboratory Practicum (1 credit): A compulsory one credit laboratory practicum to familiarise the student with techniques in the practical application of principles and concepts taught in BIO 101.