

1 Foundation Courses (University requirement)

(Compulsory inter alia proof of competence)

These courses are designed to provide minimum enabling skills for higher studies for students entering the University from different background. Some of these courses are classified as remedial and therefore carries no college credit. At the other end, on the proof of competence exemptions are allowed on particular course(s). These courses are:___

Communication Skills				9 Credits
CSC	101	Introduction to Computer Skill	3	
ENG	099	Remedial English	0	
ENG	102	English Reading Skills	3	
ENG	104	English Writing Skills	3	
II Numeracy				6 Credits
ACN	201	Principles of Accounting	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	
* Mandatory for all BBA Students and a				
** pre-requisite for LFE.				
III Science				7 - 8 Credits
BIO	101	Biology	3	
BIO	101L	Biology Lab	1	
CHE	101	Chemistry	3	
CHE	101L	Chemistry Lab	1	
ENV	101	Introduction to Environmental Science	3	
PHY	101	University Physics -1	3	
PHY	101L	University Physics -1 Lab	1	
PHY	102	University Physics - II	3	
PHY	102L	University Physics - II Lab	1	
IV Social Science				3 Credits
ANT	101	Introduction to Anthropology	3	
CMN	201	Introduction to Communication	3	
SSC	202	Social Psychology	3	

2	Core Courses	42 Credits
BUS 360	Introduction to Business Law	3
MIS/BIN 442	Management Information System	3
MGT 490	Strategic Management	3
BUS 485	Business Research Methods	3
BUS 201	Introduction to Business	3
3	Departmental Requirement	24 Credits
	(Major / Hons. Concentration)	
i)	Course work	18
ii)	Internship / Project / Study abroad	6
4	Minor	15 Credits
5	Free Elective	6 Credits

BUS* 315 Business Communication **3**

- **Mandatory for all BBA students.**

Total variable requirement for Graduation

128-129

2	Core Courses	42 Credits
BUS 360	Introduction to Business Law	3
MIS/BIN 442	Management Information System	3
MGT 490	Strategic Management	3
BUS 485	Business Research Methods	3
BUS 201	Introduction to Business	3
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	(Major / Hons. Concentration)	
i)	Course work	18
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4	Minor	15 Credits
5	Free Elective	6 Credits

BUS* 315 Business Communication **3**

- **Mandatory for all BBA students.**

Total variable requirement for Graduation

128-129 Credits

IV Social Science			3 Credits
SSC	202	Social Psychology Principles of	3
SOC	203	Sociology Principles of	3
ECN*	201	Microeconomics Concept of Positive	3
HEA	101	Living	3

* Mandatory for all BBA Students.

V Live-in-Field Experience			4 Credits
(Pre-requisite: MAT 211 or SOC 301) VI			

VI National Culture and Heritage			6 Credits
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NCH	101	National Culture and Heritage -1	3
NCH	202	National Culture and Heritage - II	3

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

VII Second International Language			6 Credits
FRN	101	Elementary French I	3
FRN	102	Elementary French II	3

Total: 41 - 42 Credits

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			42 Credits
ACN	201	Principles of Accounting	3
BUS/MAT	202	Business Mathematics	3
CSC	102	Advanced Computer Skills	3
ECN	202	Principles of Macroeconomics	3
FIN	201	Introduction to Finance	3
MKT	201	Principles of Marketing	3
MGT	201	Principles of Management	3
MGT	330	Operations & Production Management	3
BUS	201	Introduction to Business	3

2	Core Courses		42 Credits
BUS	360	Introduction to Business Law	3
MIS / BIN	341	Computers in Business	3
MIS/BIN	442	Management Information System	3
MGT	490	Strategic Management	3
BUS	485	Business Research Methods	3
3	Departmental Requirement		24 Credits
	<u>(Major / Hons. Concentration)</u>		18
i)	Course work		6
ii)	Internship / Sr. Project / Study abroad		
4	Minor		15 Credits
5	Free Elective		6 Credits
	BUS* 315	Business Communication *	3
	Mandatory for all BBA students.		
Total variable requirement for Graduation			<u>128 - 129 Credits</u>

LIVE-IN-FIELD EXPERIENCE

The IUB curriculum has been designed to provide education in subjects relevant to the country's total development needs and future job or higher educational opportunities. Every IUB student is required to be familiar with the life of the majority of the population, their means, aspirations and prospects of attainment. This population lives in the rural area. To provide future professional leadership to the country IUB students must know the dynamics of national life and its progressive viability, of economic, social and environmental well-being. Students have to learn these both by experience and field surveys. The Live-in-Field Experience programme provides an opportunity to sensitize our students about the socio-economic realities of rural Bangladesh. All students at IUB have to participate in this four-credit course.

LFE is a four- week programme of which students spend 3 weeks in the rural areas gathering data for analysis. Students after completing the pre-requisites can participate in the programme. The live-in-field experience is a joint student-faculty learning experience, where students learn the application of social research, quantitative and qualitative evaluation, facts and observations and report writing skills.

In addition, students gain once in a lifetime experience of working with people living in their traditional and yet rapidly changing environment. The IUB faculty and students will also learn and work together with faculty/staff of host organizations who are actively involved in national development.

INTERNSHIP AND SENIOR PROJECT

The Internship/Senior Project is a curriculum option in all schools (faculties) of the University. The objective of this component is to provide the students an opportunity to get acquainted with the workplace environment. It also gives the students a chance to find out how to apply the classroom knowledge in solving practical problems. The internship or the senior project carries 6 credits. A student has the freedom to choose either one.

INTERNSHIP (ON-THE-JOB-EXPERIENCE)

The internship takes place in a firm/organization or an institution. It may cover a field of study or any of its specialization. The choice of the host organization for the internship is made by the student and school and must be approved by the school. A formal understanding is signed between the institution/firm and the University (i.e. School concerned). This understanding shall stipulate a work plan, phases and review and a final date for the completion of the assignment. Based on this consultation with the academic advisor, the internee will prepare a proposal and submit it to the School Internship/Senior Project Committee. Once approved, the student will be assigned a faculty supervisor and a supervisor from the host organization, who for the period will be regarded as an adjunct faculty. Thereafter, these two supervisors are responsible for guiding the student and monitoring the progress of the internship work. At the end of the internship period, a final report is to be submitted to the school. A viva voce examination is held to assess the performance of the student. The panel for the viva consists of the academic supervisor, an external faculty member and the supervisor from the host organization.

SENIOR PROJECT (RESEARCH/FIELD ACTION)

Senior project It is carried out by the University jointly with one or a team of faculty members and it lays greater emphasis on the practice of research or field action methodology than on a line or staff function in a firm/institution. It may be the whole or part of a research or a field action project executed by the University with faculty members as the principal investigator/ project director. The student shall perform as a junior "colleague" and share responsibilities of project planning, design, selection of techniques and report writing.

The procedures of senior project engagement are the same as those of internship placement. However, a senior project may not have an "external" supervisor.

Major Course Requirement For Business (BBA) Students

The course requirement for BBA students intending to Major in different areas of specialization offered by the School of Business are as follows :

MAJOR/HONORS (Concentration in Accounting)

(18 Credit Hours)

Sl	Prefix	ID#	Title	Credit Hour
1	ACN	301	Intermediate Accounting	3
2	ACN/FIN	305	Financial Accounting	3
3	ACN	402	Income Tax Accounting	3
4	ACN	403	Auditing	3

Two courses from the following:

Sl	Prefix	ID#	Title	Credit Hour
5	ACN	404	Management Accounting II	3
6	ACN	405	Cost Accounting I	3
7	ACN	406	Cost Accounting II	3
8	ACN	407	Business Taxation	3
9	ACN	408	Advanced Accounting	3
10	ACN/BIN/MIS	441	Accounting Information System	3

MAJOR/HONORS (Concentration in Economics)

Sl	Prefix	ID	Title	Credit Hour
1	ECN	301	Intermediate Microeconomics	3
2	ECN	302	Intermediate Macroeconomics	3
3	ECN	360	Development Economics	3
4	ECN	430	International Trade Theory	3

Two courses from the following:

Sl	Prefix	ID	Title	Credit Hour
5	ECN	350		
	/ENV	301	Environmental Economics	3
6	ECN	440	Public Finance	3
7	ECN	441		
	/ENV	404	Natural Resource Economics	3
8	ECN / FIN	470	International Finance	3
9	ECN	480	Econometrics	3
10	ECN	485	Mathematical Economics	3

MAJOR/HONORS (Concentration in Finance)
(18 Credit Hours)

Credit Hour

Sl	Prefix	ID	Title	Credit Hour
1	FIN	301	Business Finance I	3
2	FIN	302	Business Finance II	3
3	FIN	401	Banking & Finance	3
4	FIN	460	Investment Management	

Sl Prefix

ID

Title

Two courses from the following:

Sl	Prefix	ID	Title	Credit Hour
5	FIN/ACN	305	Financial Accounting	3
6	FIN	405	Management of Financial Institutions	3
7	FIN/MGT	440	Insurance and Risk Management	3
8	FIN	460	Financial Derivatives	3
9	FIN	480	International Financial Management	3

MAJOR/HONORS (Concentration in Finance)

(18 Credit Hours)

Sl	Prefix	ID	Title	Credit Hour
1	MKT	340	Advertising	3
2	MKT	350	Service Marketing	3
3	MKT	450	Product and Pricing Policies	3
4	MKT	481	Consumer Behavior	3

Two courses from the following:

<i>Sl</i>	<i>Prefix</i>	<i>ID</i>	<i>Title</i>	<i>Credit Hour</i>
5	MKT	330	Sales Force Management	3
6	MKT	360	Marketing Research	3
7	MKT	380	Distribution Management	3
8	MKT	401	International Marketing	3

Major/Honors(Concentration in General Management)

(18 Credit Hours)

<i>Sl</i>	<i>Prefix</i>	<i>ID</i>	<i>Title</i>	<i>Credit Hour</i>
1	MGT	301	Organizational Behavior	3
2	MGT	340	Management Science	3
3	MGT	401	Human Resources Management	3
4	MGT	405	Entrepreneurship & Small Business Management	3

Two courses from the following:

<i>Sl</i>	<i>Prefix</i>	<i>ID</i>	<i>Title</i>	<i>Credit Hour</i>
5	MGT/BUS	380	Intercultural Aspects of Business	3
6	MGT	390	Bank Management	3
7	MGT / FIN	440	Risk and Insurance Management	3
8	MGT	450	Total Quality Management	3
9	MGT / FIN	480	International Financial Management	3

Note : Business Communication is to be the prerequisite for all 300 & 400 level Management Courses

Major/Honors(Concentration in Management Information System)

(18 Credit Hours)

SI	Prefix	ID	Title	Credit Hour
1.	MIS / csc	203	Data Structures	3
2.	MIS / csc	401	Data Base Management	3
3.	MIS / csc	405	MIS & System Analysis	3
4.	MIS / csc	430	Data Communication & Networking	3

Two courses from the following:

SI	Prefix	ID	Title	Credit Hour
5.	MIS / CSC	305	Object - oriented Programming -1	3
6.	MIS / ACN	441	Accounting Information System	3
7.	MIS / CSC	445	Introduction to Software Engineering	3
8.	MIS /CSC	455	Worldwide Web and Internet Applications	3
9.	MIS / CSC	465	Web Database Applications and E-commerce	3

Minor Course Requirement For Business(BBA) Students:

The course requirement for BBA students intending to minor in different areas of specialization offered by the School of Business are as follows:

Minor *in* *accounting*

Total 15 Credit hours

Sl	Prefix	ID	Title	Credit Hour
1	ACN	301	Intermediate Accounting	3
2	ACN / FIN	305	Financial accounting	3
3	ACN	402	Income Tax Accounting	3
4	ACN	405	Cost Accounting I	3

One course from the following:

Sl	Prefix	ID	Title	Credit Hour
5	ACN	403	Auditing	3
6	ACN	405	Cost Accounting I	3
7	ACN	406	Cost Accounting II	3
8	ACN	407	Business Taxation	3
9	ACN	408	Advanced Accounting	3

Minor in Economics

Total 15 Credit hours

Sl	Prefix	ID	Title	Credit Hour
1	ECN	301	Intermediate Microeconomics	3
2	ECN	302	Intermediate Macroeconomics	3
3	ECN	360	Development Economics	3
4	ECN	430	International Trade Theory	3

One course from the following

Sl	Prefix	ID	Title	Credit Hours
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5	ECN/ 350		
	ENV	301	Environmental Economics
3			
6	ECN	440	Public Finance
	3		

Sl	Prefix	ID	Title	Credit Hour
7	ECN	441	Natural Resource Economics	3
8	ECN / FIN	470	International Finance	3
9	ECN	480	Econometrics	3
10	ECN	485	Mathematical Economics	3

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Total 15 Credit hours

Sl	Prefix ID	Title	Credit Hour
1	FIN 301	Business Finance I	3
2	FIN 302	Business Finance II	3
3	FIN 401	Banking & Finance	3
4	FIN 460	Investment Management	3

One course from the following:

Credit Hour

Sl	Prefix ID	Title	Credit Hour
5	FIN/ ACN 305	Financial Accounting	3
6	FIN 405	Management of Financial Institution	3
7	FIN / MGT 440	Insurance and Risk Management	3
8	FIN 460	Financial Derivatives	3
9	FIN 480	International Financial Management	3

Minor in Marketing

Total 15 Credit hours

Sl	Prefix ID	Title	Credit Hour
1.	MKT 302	Advanced Marketing Management	3
2	MKT 340	Advertising	3
3	MKT 450	Product and Pricing Policies	3
4	MKT 481	Consumer Behavior	3

One course from the following:

Sl	Prefix ID	Title	
5	MKT 330	Sales Force Management	3

Sl	Prefix	ID	Title	Credit Hour
6	MKT	360	Marketing Research	3
7	MKT	380	Distribution Management	3
8	MKT	401	International Marketing	3

Total 15 Credit hours

Sl	Prefix	Id	Title	Credit Hour
1	MGT	301	Organizational Behavior	3
2	MGT	340	Management Science	3
3	MGT	401	Human Resources Management	3
4	MGT	405	Entrepreneurship & small Business Management	3

One course from the following

Sl	Prefix	ID	Title	Credit Hour
5	MGT/BUS	380	Intercultural Aspects of Business	3
6	MGT	390	Bank Management	3
7	MGT / FIN	440	Risk and Insurance Management	3
8	MGT	450	Total Quality Management	3
9	MGT / FIN	480	International Financial Management	3

Minor in MIS

15 credits hours

Sl	Prefix	ID	Title	Credit Hour
1.	MIS/CSC	203	Data Structures	3
2.	MIS/CSC	401	Data Base Management	3
3.	MIS/CSC	405	MIS & System Analysis	3
4.	MIS/CSC	430	Data Communication & Networking	3

One course from the following:

1	Prefix	ID	Title	Credit Hour
5.	MIS/CSC	305	Object - oriented Programming -1	3
6.	MIS/ACN/BIN	441	Accounting Information System	3
7.	MIS/CSC	445	Introduction to Software Engineering	3
8.	MIS/CSC	455	Worldwide Web and Internet Applications	3

Minor Course Requirement For Non-Business Students:

The course requirement for non-business students intending to minor in different areas of specialization offered by the School of Business are as follows:

Minor in Accounting

(Total 15 Credit hours)

Sl	Prefix	ID	Title	Credit Hour
1	ACN	201	Principles of Accounting	3
2	ACN	202	Management Accounting	
3	ACN	301	Intermediate Accounting	3
4	ACN / FIN	305	Financial Accounting	3
One Course from the following				3

Sl	Prefix	ID	Title	Credit Hour
5	ACN	402	Income Tax Accounting	3
6	ACN	403	Auditing	
7	ACN	405	Cost Accounting I	3
8	ACN	406	Cost Accounting II	
9	ACN/ .			3
	BIN / MIS	441	Accounting Information System	3

Minor in General Economics

Total 15 Credit hours

Sl	Prefix	ID	Title	Credit Hour
1	ECN	201	Principles of Microeconomics	3
2	ECN	202	Principles of Macroeconomics	3
3	ECN	301	Intermediate Microeconomics	3
4	ECN	302	Intermediate Macroeconomics	3

One course from the following:

Sl	Prefix	ID	Title	Credit Hour
5	ECN	350		
	/ENV	301	Environmental Economics	3
6	ECN	360	Development Economics	3
7	ECN	430	International Trade Theory	3
8	ECN	440	Public Finance	3
9	ECN	441	Natural Resource Economics	3
10	ECN / FIN	470	International Finance	3
11	ECN	480	Econometrics	3
12	ECN	485	Mathematical Economics	3

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Total 15 Credit hours

Sl	Prefix	ID	Title	Credit Hour
1	FIN	201	Introduction to Finance	3
2	FIN	301	Business Finance I	3
3	FIN	302	Business Finance II	3
4	FIN	460	Investment Management	3

One courses from the following:

Sl	Prefix	ID	Title	Credit Hour
5	FIN/ ACN	305	Financial Accounting	3
6	FIN	401	Banking & Finance	3
7	FIN	405	Management of Financial Institution	3
8	FIN / MGT	440	Insurance and Risk Management	3
9	FIN	460	Financial Derivatives	3
10	FIN	480	International Financial Management	3

Minor in Marketing

Total 15 Credit hours

SI	Prefix	ID	Title	Credit Hour
1	MKT	201	Principles of Marketing	3
2	MKT	302	Marketing Management	3
3	MKT	450	Product and Pricing Policies	3
4	MKT	481	Consumer Behavior	3

One course from the followings:

SI	Prefix	ID	Title	Credit Hour
4	MKT	330	Sales Force Management	3
5	MKT	340	Advertising	3
6	MKT	360	Marketing Research	3
7	MKT	380	Distribution Management	3
8	MKT	401	International Marketing	3

Total 15 Credit hours

SI	Prefix	ID	Title	Credit Hour
1	MGT	201	Principles of Management	3
2	MGT	301	Organizational Behavior	3
3	MGT	340	Management Science	3
4	MGT	401	Human Resources Management	3

One course from the following:

SI	Prefix	ID	Title	Credit Hour
5	MGT	405	Entrepreneurship & small Business Management	3
6	MGT	450	Total Quality Management	3
7	MGT/BUS	380	Intercultural Aspects of Business	3
8	MGT / FIN	480	International Financial Management	3
9	MGT / FIN	440	Risk and Insurance Management	3
10	MGT	390	Bank Management	3

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Total 15 Credit hours

Sl	Prefix	ID	Title	Credit Hour
1.	MIS/CSC	203	Data Structures	3
2.	MIS/CSC	401	Data Base Management	3
3	MIS/CSC	405	MIS & System Analysis	3
4.	MIS/CSC	430	Data Communication & Networking	3

One course from the following:

Sl	Prefix	ID	Title	Credit Hour
5.	MIS/CSC	305	Object - oriented Programming –1	3
6.	MIS/ACN/BIN	441	Accounting Information System	3
7.	MIS/CSC	445	Introduction to Software Engineering	3
8.	MIS/ BIN	442	Management Information System	3
9.	MIS/ CSC	455	Worldwide Web & Internet Applications	3

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Total 15 Credit hours (Five courses from the following)

Sl	Prefix	ID	Title	Credit Hour
1	MIS / BIN	341	Computer in Business	3
2	MIS/CAN/BIN	441	Accounting Information System	3
3	MIS / BIN	442	Management Information System	3
4	MGT / MIS	340	Management Science	3
5	ACN	201	Principles of Accounting	3
6	MGT	201	Principles of Management	3

Special Courses:

BBA 499	Internship / Senior Project	6 Credit hours
BBA 495 A	Independent Study	1 Credit hour
BBA 495 B	Independent Study	2 Credit hours
BBA 495 C	Independent Study	3 Credit hours

Course Description

Accounting

ACN 201 Principles of Accounting (3 Credits)

Accounting: An Introduction. The Recording Process. Adjusting the Accounting and Preparing the Statements. Completion of the Accounting Cycle. Accounting for Merchandizing operations. Special Journals. Preparation of Income Statement and Balance sheet for companies. (According to Company Act 1994). Introduction to Accounting Principles.

ACN 202 Management Accounting I (3 Credits)

Management Accounting: An Introduction. Cost classifications, cost flows and cost of goods manufactured statement. Cost behavior: Analysis and Use. Cost-volume-profit relationship. Reporting under absorption costing and direct costing. Production Decisions (not for multiple scarce resources). Pricing Decision. Relevant costing and Decision Making. Master Budget. An Introduction to Standard Costs.

(Prerequisite: ACN 201)

ACN 301 Intermediate Accounting (3 Credits)

Conceptual framework underlying Financial Accounting. Revenue recognition. Income statement. Balance sheet. Statement of cash flows. Short-term Assets: cash, Temporary Investment and Receivables. Inventory Valuations. Property, plant and equipment: Acquisition, depreciation, impairment. Depletion and disposition Intangible Assets.

(Prerequisite: ACN 201)

ACN / FIN 305 Financial Accounting (3 Credits)

Current and Contingent Liabilities. Long-term Liabilities. Issue of Shares. Earnings and its Appropriation and Retention. Earning Per Share Calculation. Accounting for V A T. Accounting for Leases. Accounting Changes and Error Analysis. Financial Statement Analysis.

(Prerequisite: ACN 301)

ACN 402 Income Tax (3 Credits)

General Theory on Taxation. Income Tax: Definition, Authorities, Heads of Income, Residential Status etc. Set - off and Carry - forward of Losses. Depreciation Allowance; Deduction of Tax at Source; Advance Payment of Tax. Assessments: Tax-Avoidance vs Tax -Evasion; Tax Recovery; Tax Refund and Tax Relief; Offences and Punishments; Appeals; etc. Income Tax Assessment of Individuals; Firms;

Association of Persons. Vat.

(Pre-requisite: ACN 201)

ACN 403 Auditing (3 Credits)

Definition and Field of Auditing. Standard and Procedure of Auditing Practices Audit Evidence, Audit technique and Internal Control. Divisible Profit and Dividends. Company Audit.

(Prerequisite: ACN 201)

ACN 404 Management Accounting II (3 Credits)

Management Accounting and the Business Environment. **CVP** Analysis in Multiproduct Firm. Flexible Budget, Performance Budget, ZBB , Activity Based Budgeting, Kaiser . Budgeting. Profit Variance Analysis. Capital Budgeting. Responsibility Accounting and Transfer Pricing in a Decentralized Organization. Measuring Organizational Performance. Total Quality Management . Inventory Management Under JIT.

(Prerequisite; ACN 202)

ACN 405 Cost Accounting -1 (3 Credits)

Introduction. Cost Concept, Cost Classification and Statements. Costing and Control of Materials. Costing and Control of Labours. Costing and Control of Manufacturing Overhead. Service Department Costs Allocation . Activity Based Costing. Job Order Cost System. The Nature and Chrematistics Process Cost System.

(Prerequisite: 201)

ACN 406 Cost Accounting - II (3 Credits)

Process Costing : Weighted - Average and FIFO Method, Accounting for Spoilage Joint Product and By - product Costing. Standard Costing. Target Costing, Theory of Constraints, Life Cycle Costing and strategic cost management. Quantity Costing:

Measurement and Control. Marking Cost Analysis. Serving Costing Contract Costing
(Prerequisite: ACN 405)

ACN 407 Business Taxation (3 Credits)

Review of major Provision of Income Tax Ordinance, 1984. Assessment of Companies. Value Added Tax. Gift Tax. Custom Duty.

(Prerequisite: ACN 406)

ACN 408 Advance Accounting (3 Credits)

Accounting for Consignment and Joint Ventures. Accounting for Installment Sales Accounting for Banks. Accounting for Insurance Companies. Business Combinations Consolidated Financial Statements.

(Prerequisite : ACN 305)

ACN / BIN / MIS 441 Accounting Information System (3 credits)

Overview of accounting information system; organization and accounting information system; accounting information processing; accounts system development; system analysis and acquisition; computers and AIS; software; data communication; databases and file oriented systems; control of AIS; revenue cycle; personnel cycle; cash receipt and disbursement; capital asset and financial statements.

(Prerequisite: ACN 202.)

Course Description

Business

BUS 201 Introduction to Business

Business concepts - Meaning of business, its branches and their place in the economy of Bangladesh - Business environment - Business size - Location of business -efficiency of business enterprises - Social responsibility of business and its implications. Business Organizations - Forms of business ownerships in Bangladesh -Relative position of each form of ownership: sole proprietorship, partnership, joint-stock company, cooperatives and state ownership - Formalities and distinguishing features of each form of ownership - Considerations in the choice of specific form of ownership. Development of joint-stock companies in Bangladesh - Phases of development - types - Domain of operations of each type - Formation - M/A, A/A and prospectus - Rights and obligation of shareholders, directors and Government -Liquidation of a company. Cooperative societies in Bangladesh - their development -types(industrial, commercial and service sector societies) - The role of each type -Formation - Problems and approaches to solve problems. Institutions for promotion of business - support services of government institutions - Chamber of Commerce and Industry and trade Associations - The Dhaka Stock Exchange. Trade practices in Bangladesh - Commercial policy - Import procedure - Export procedure - Formalities - Problems and measuring to overcome the problems.

BUS/MAT 202 Business Mathematics credits)

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Differential Calculus : Variables , functions and limits. Differentiation rules for differentiation 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: Roll's theorem. Maclaurin's . Theorem. Taylor's series, internal calculus :Standard elementary forms, define integrals. Introduction to discrete integration by trapezoidal, Rectangular and Simpson's rule. Integration by parts. Rational function. Substitutions reduction formulas. Introduction to multiple integrals Analytic Geometry: properties of conic sections. Pairs of circles and straight lines.

(Prerequisite: MAT 101 or equivalent)

BUS 301 International Business Credits)

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Analysis of the major business management functions of international business environment, organizational policies and strategies of multinational companies, industrial relations and control policies.

(Prerequisite : MGT 201, MKT 201)

BUS / MGT 315 Business Communication**(3 credit hours)**

The role of communication in business organization, a model of the communication process, perception and reality, the filter of the mind, some malfunctions of communication, principles of clear business writing, qualities of effective business correspondence, the direct approach letters, the indirect approach, persuasive requests and collection letters, sales letters, job applications and resume writing, office memorandums, the problems and organization of a report, determination of a report make-up, techniques of writing a report, visual aspects in a report, public speaking and oral communication.

(Prerequisite: ENG 103. MGT 201)

BUS 360 Introduction to Business Law**(3 Credits)**

The legal environment. Awareness 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, international trade and mergers and acquisitions.

(Prerequisite: Bus 201)

BUS / MGT 380 Intercultural Aspects of Business**(3 Credits)**

Prepares students to understand the culture aspects that are necessary in order to work and/or do business in the major economics nations of the world. The important relationships in the major economic of the world. The important relationships amongst nations. Business and economics institutions that influence the performance of managers. Cultural and environments and their impact on business . Looks at both industrialized and developing nation.

(Prerequisite: MGT 201)

BUS 385 Business Research Methods**(3 Credits)**

Overview of research-types/forms. Filed research / survey research. Sample size Sampling Technique. Data Collecting. Data coding. Data analysis . Presentation of Findings / Results. SPSS PC+ will be introduced to the students throughout the course

(Prerequisite BUS 202. Mat 211)

Course Description

Economics

ECN 201 Principles of Microeconomics (3credits)

Basic concepts of Economics- Overview of microeconomics, concepts, tools and techniques. Theory of demand, Elasticity consumer behavior and market demand. Theory of production: production and cost functions. Price and out put determination in different product markets. Perfect competition, monopoly, oligopoly and monopolistic competition. Factor markets, pricing of factors of production. Markets and economic efficiency: public goods and externalities.

ECN 202 Principles of Macroeconomics (3 credits)

Basic concepts of Economics. Macroeconomics, concepts, tools and techniques. National income and other related concepts. Measurements and use, 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.

(Prerequisite: ECN 201)

ECN 301 Intermediate Microeconomics (3 Credits)

Introductory remarks and discussion on economic models. Utility and choice. How changes in income and price affect choices. Market demand and different types of elasticity. Production and Costs. The Perfectly Competitive models and it's application. Models of Monopoly and other models of imperfect competition. General equilibrium and economic efficiency. Pricing in input markets, extemalites and public goods.

(Prerequisite: ECN 201. ECN 202)

ECN 302 Intermediate Macroeconomics (3 credits)

The economic system as a whole and the way in which its functioning is affected by the behavior of the independent 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.

(Perquisite: ECN 201. ECN 202)

**ECN 350 / ENV 301 Environmental Econom
credits)**

(3)

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 (common) property 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, the use of shadow prices etc. (Prerequisite: ECN 201)

**ECN 360 Development Economics
credits)**

(3)

Development economics and third world nations. A global perspective. Common characteristics of developing nation. Alternative theories and the meaning of development. Growth, Poverty and Income distribution. Population and Development. Unemployment issues, dimension and analysis. Urbanization and rural urban migration: theory and policy. Agriculture and rural development. Education and development. Trade theory and development. The balance of payment. International finance and the Third World debt crisis. Export promotion, input substitution and economic integration.

(Prerequisite: ECN 201. ECN 202)

**ECN 430 International Trade Theory
credits)**

(3)

The relevance of international economics. The role of trade. The role of International Monetary relation. Law of comparative advantages and absolute advantage. Trade under different conditions: opportunity cost, constant cost and increasing cost, the Heckscher-Ohlin model. The main propositions of H-O model. The Rybezynski Theorem. The Stopler- Samulson model. The Factor Price Equidisation theorem The Leontif paradox. The specific factor model. Monopolistic competition and international trade. Lindens thesis. Technological gap and product cycle. Growth and trade: the source of economic growth. The effects of growth on small country. The concept of terms of trade. Growth in the world economy. Types of tariff. The practical equilibrium analysis of tariff. The general equilibrium of tariff. Measuring the cost of protection. The optimal tariff. The infant industry argument - Non Economic argument for protection. Export taxes and subsidies. Quantitative restrictions. International cartel, dumping and voluntary restrictions, customs unions and economic integration.

(Prerequisite: ECN 201, ECN 202)

ECN 440 Public Finance**(3 credits)**

Economic analysis of governmental activity. Public goods and externalities. Collective choice. Cost-benefit analysis. Public welfare programs. Microeconomics of taxation. Efficiency, incidence. Effect on distribution of income. Personal and corporate taxes including VAT. Taxation of property estates.

(Prerequisite: ECN 201, ECN202)

ECN 441 / ENV 404 Natural Resource Economics**(3 credits)**

An Overview of Depletable and Renewable Resource Use. Depletable Energy resource: Oil, Gas, Coal and Uranium. Recyclable Resource: solar. Wind, and Water. Petroleum and OPEC. Water as a depletable resource. Agriculture as a private resource. The forests as a storable resource. The fisheries as a common-property resource. Generalized resource Scarcity. Case studies on the economic of energy, environment and development.

(Prerequisite .-ECN201)

ECN/FIN 470 International Finance**(3 credits)**

Analysis of the impact of international trade and payments on price formation, allocation of resource, 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)**

Review of statistics, two variable regression, estimation function form, multiple regression, multicollinearity, heteroscedasticity and autocorrelation, specification errors, dummy variables, lagged variables, identification and system estimation.

(Prerequisite : ECN 301. ECN 302. MAT 202)

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. Linear and nonlinear programming. Optimization techniques. Elements of Real analysis

(Prerequisite: ECN 301, ECN 302. MAT 202)

Course Description

Finance

FIN 201 Introduction to Finance

(3 Credits)

An overview of managerial finance: nature and scope; fields of finance, objective of the firm—profit maximisation vs. wealth maximisation; goals of financial management; functions of a financial manager. Financial statements and their analysis: the balance sheet, income statement, statement of retained earnings and the statement of cash flows; analysis of liquidity, profitability, debt performance and market value through financial ratios; time series vs. cross sectional analysis. Time value of money: present value and future value concepts; calculating present and future values of cash flow streams—uneven cash flows and annuity; factorial time period considerations; loan amortisation schedule. Long-term investment analysis:

nature and scope of capital budgeting; cash flow estimation, capital budgeting techniques, risk considerations in capital budgeting. Basics of valuation and cost of capital: valuing common stocks, preferred stocks and ordinary bonds, calculating costs of stocks and bonds; determining the weighted average cost of capital (WACC). Finding the optimal capital budget using the MCC and MRR curves. Introduction to capital structure decision: rationale for low cost debt funds; reasons behind non-availability of unlimited low cost debt funds—bankruptcy, agency cost and asymmetric information conditions; finding the optimal capital structure.

(Prerequisite MAT 211 and BUS/MAT 202)

FIN 301 Business Finance I

(3 Credits)

Financial planning and control: purpose of financial planning and control; Pro forma balance sheet model of financial planning; financial control—operating and financial breakeven analyses, operating and financial leverage. Working capital management:

working capital policy; management of cash and marketable securities; receivable management; inventory management. Short-term financing: sources of short-term financing—accruals, accounts payable, short-term bank loans; choosing a bank; use of receivables and inventory as security in short-term financing. Long-term financing decision: common stocks, preferred stocks, bonds, and leasing.

(Prerequisite FIN 201)

FIN 302 Business Finance II**(3 Credits)**

Risk and return: estimation of risk and return using statistical tools; Marlowitz's efficiency portfolio model and Sharpe's tangency portfolio (CAPM). Leverage and capital structure decisions: effect of debt-equity ratio on stockholders' return; operating and financial leverage and their relation to changes in fixed cost funds; Modigliani-Miller (MM) irrelevance theory—assumptions, validity and proof; MM with taxes; effects of financial distress, agency cost and asymmetric information on MM theory; finding the optimal capital structure. Dividend policy: Target payout policy; investors' preference between dividend and capital gains, MM dividend irrelevance theory, Bird in the hand theory, tax preference theory; other issues in target payout decision—signalling hypothesis, clientele effects, changing dividend preference and agency cost. Dividend stability. Maintaining stock price stability—repurchase, stock splits and stock dividend. Bankruptcy, reorganisation and liquidation: financial distress and its consequences; settlement of short-term formal bankruptcy; reorganisation in bankruptcy; prediction and analysis of potential bankruptcy. Business combination and analysis of mergers: forms of business combination, rationale for mergers, ways of mergers, forms of mergers; Setting the bid price; determining the exchange ratio and post merger dilution of earnings; post merger EPS, Introduction to International financial management: Growth of multinational companies in the advent of globalisation; exchange rate, direct and indirect quotes of exchange rate, cross exchange rate; international monetary system; exchange rate fluctuations; currency devaluation and revaluation, convertible currency; trading in foreign currency—spot rate, forward and options; Euro dollar market; international bond markets; investment analysis of multinational companies.

(Prerequisite FIN 301)**FIN 305 / ACN 305 Financial Accounting****(3 credits)**

Analysis and interpretation of accounting reports of business and industry. Measurement of income. Control of cash. Analysis and interpretation of financial and investment. Analysis of cash flow statement. Application of funds. Contrast between accounting and economic concept of income. Consolidate financial statements. Measurement and reporting of stockholders equity paid-in capital and retained earning. Bonds payable and bond investment Stock investment. Cash investment. Consolidation and reporting for partnerships and sole proprietorship. 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 the bank regulation. Partial regulation of the Bangladesh financial system. Bank performance and probability analysis and interest rate margins. Various types of loans, credits / 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 Institution**(3 Credits)**

Sources of money. Money and capital markets. Financial institution 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 / MGT 440 Risk and Insurance Management**(3 Credits)**

Introductory: Origin and history - Definition - Nature - Scope - Role and social values of insurance - Insurance contracts - Principles - Essentials of an insurance contract. Life Assurance: Life assurance contract - Kinds of policies and annuities - procedure of effecting life assurance - Claims and settlement - Procedures - Premium - Premium plans - Computation of net single premium - Mortality rate reserve - Calculation of reserve - Surplus and its distributions. Marine Insurance: Subject matters - Marine insurance Contract - Types and policies - Marine losses claims and settlement. Fire Insurance: Fire insurance contract - claims and settlements - Reinsurance. Miscellaneous Insurance: Group insurance - Personal insurance - Accident insurance - Automobile insurance. Risk Definition: Classification - Insurance as device for handling risk - Objectives of risk- management - peril - Hazard. Insurance Business in Bangladesh: Present pattern of insurance industry - Jiban Bima Corporation -Sandhani Bima Corporation - Postal Life Insurance - American Life Insurance Company - Other Private Insurance companies.

(Prerequisite - BUS 360)

FIN 460 Investment Management**(3 Credits)**

Introduction to investment: forms of investment, setting investment objectives, measuring investment risk and return. Security markets: market efficiency; organisation and operations of primary and secondary markets, distribution, syndication, listing requirements in the secondary market, membership of market participants, over the counter markets. Participating in the securities market: price performance of securities—price weighted, value weighted and equal weighted indexes, international stock indexes and base year comparison. Industry analysis: the industry life cycle; industry structure analysis—competitive and economic structure; industry trend analysis, rotational investment; sustainable growth model. Basic stock valuation concepts: dividend valuation model—constant and non-constant growth models; earnings valuation model, analysing P/E ratio for stock valuation. Investment in special situation: special/abnormal returns, —mergers and acquisitions, new issues, stock repurchases; book value market value effect in explaining abnormal return. Bonds and fixed investment fundamentals: features and forms of bonds, bond market investors, distribution, other forms of fixed income securities— CD, commercial papers, money market funds etc. Bond valuation and investments: current

yield, yield to maturity, yield to call; term structure of interest rates, theories explaining the yield curve. Duration and reinvestment concepts: duration and price sensitivity. Reinvestment. Convertibles and warrants: conversion price, conversion ratio, conversion value, pure bond value, bond price and premium, downside risk. Warrants; intrinsic value and breakeven value. Accounting considerations with convertibles and warrants. Mutual funds: open vs. close end funds, load vs. No load funds, front end load vs. back end load funds; premium and discounts on net asset value, distribution and taxation; total return on mutual funds investment. Real asset investment: Real estate and mortgage plans, forms of real estate investment; precious metals, gold, silver, precious gems; other collectibles. Portfolio management:-Markowitz's mean-variance analysis, capital asset pricing model, roles and responsibilities of portfolio manager.

(Prerequisite FIN 302)

FIN 461 Financial Derivatives

(3 Credits)

Introduction to financial derivatives: derivatives, financial derivatives—forward, futures options and swaps; applications of financial derivatives; the concept of arbitrage. Forward and futures market: organisation of forward and futures markets; the basics of forward and future contracts; valuation (pricing) of forward and futures; convenience yields, term structure of futures prices and basis risk, volatility of futures prices; arbitrage—"cash and carry" and "reverse cash and carry." Hedging with futures: long and short hedges, cross hedging, risk minimising hedge position. Futures on special items: stock futures, foreign currency futures, fixed income securities futures etc. Options markets: the options contract; put vs. call options; American vs. European options; money ness; organisation of the option market—participation, margins and commissions, long vs. short positions. Stock market option contracts:prices of options, intrinsic value, premiums and discounts on options, determinants of option value. Option pricing models: the binomial options pricing model—single period, two period and multiperiod models; Black-Scholes option pricing model—properties, requirements and application. Risk management with options: hedging with Delta, Gamma, Theta, Vega and Rho values. Other important options contract: stock index options and options on futures. Swaps market: the swap contract, types of swaps, and the swap market. Plain vanilla swaps— foreign currency swaps and interest rate swaps; motivation for swaps; pricing of swaps.

(Prerequisite: FIN 302)

ECN / FIN 470 International Finance

(3 credits)

Analysis of the impact of international trade and payments on price formation, allocation of resource, economic welfare, and the level of economic activity in trading countries. Political considerations. Full employment, effects and consideration. Price stability. Economic growth. Free trade, fixed and flexible exchange rates. Capital Mobility. Equilibrium on the balance of international payments.

(Prerequisite : ECN 430)

FIN / MGT 480 International Financial Management**(3 credits)**

Environment of International financial management: Introduction to Multinational enterprise and multinational financial management; exchange rate determination and international monetary system; balance of payment and international economic linkages; the foreign exchange market—forward, futures and options; parity conditions and currency forecasting. Multinational Working capital management: short-term financing of MNCs; financing foreign trade; current asset management of MNCs; management of multinational financial system. Foreign Investment analysis: Foreign direct investment and corporate strategy; capital budgeting for MNCs; the cost of capital for foreign direct investment. International financing and international financial market: International stock market, Eurodollar market, eurobonds, foreign bonds etc.

(Prerequisite: FIN 301)

*Course Description**Management***MGT 201 Principle of Management****(3 credits)**

Managing and the managers, the management process, managerial levels and skills, development of management thoughts, the environment and culture of organization, ethics and social responsibility, planning process, decision making, the elements of organizing, organizational design and structure, organization change, individuals and organization, motivating employee performance, leadership and influence process, interpersonal relationship, communications, managing conflicts, the control process, managing productivity, management in perspective.

MGT / BIN 301 Organizational Behavior**(3 credits)**

Basic concepts, historical development of OB, models of organizational behaviour, social systems and organizational culture, communication, motivation, appraising and rewarding performance, employee attitude and job satisfaction, behavioural approaches of leadership, empowerment and participation, managing change, quality of work life, job design and job enrichment, issues between organization and individuals, interpersonal behaviour, group dynamics, informal organizations, stress and counseling, recent trends in organizational behaviour, organizational behaviour in perspective.

(Prerequisite BUS 201. MGT 201)

BUS / MGT 315 Business Communication**(3 credits)**

The role of communication in business organization, a model of the communication process, perception and reality, the filter of the mind, some malfunctions of communication, principles of clear business writing, qualities of effective business correspondence, the direct approach letters, the indirect approach, persuasive requests and collection letters, sales letters, job applications and resume writing, office memorandums, the problems and organization of a report, determination of a report make-up, techniques of writing a report, visual aspects in a report, public speaking and oral communication.

(Prerequisite: ENG 103. MGT 201)

MGT 330 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: MAT 211)

MGT 340 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, logistics inventory policy, advertising, maintenance, financial decision.

(Prerequisite: MAT 211. MGT 201)

MGT/BUS 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 among the major economies of the world. The important relationships amongst nations. Business and economic institutions that influence the performance of managers. Culture and environments and their impact on business. Looks at both industrialized and developing nation.

(Prerequisite: MGT 201. 315)

MGT 390 Bank Management (3 Credits)

Structure of commercial banking system. Role of commercial banks in the economic development. Banking system in Bangladesh. Organization and management of commercial banks. Deposits of commercial banks. Commercial bank lending and investment portfolio. Earnings, expenses, profitability of commercial banks. Capital structure and safety of commercial banks. Reserves and liquidity requirements of commercial banks. General and customers relationships. Bankers and customers relationships. Central banking. Specialized Banking System: Islamic Bank, BSB, BSRS, Grameen Bank and Others.

(Prerequisite: MGT 201. ECN 201)

MGT 401 Human Resources Management (3 credits)

Introduction to HRM (Definition, functions, and importance of HRM, How HRM differs from personnel Management?). HRM Model. Human Resource Planning. Job Analysis. Recruiting Sources. The Selection Process and Development. Employee Training and Management Development . Career Development . Motivation Drives and Need based theories. Other models of Motivation. Job Design, Work Scheduling, and Motivation. Performance Appraisal. Compensation Administration . Benefits and Services. Safety and Health. Collective Bargaining.

(Prerequisite: MGT 201)

MGT 405 Entrepreneurship and Small Business Management (3 Credits)

The entrepreneur's role in economic development. The issues around the concepts of entrepreneurship and enterprise. The issues surrounding the types of people who start their own business and the reasons for doing it. The socio-culture and environment factors that affect the development of entrepreneurship in a society. The main business growth models and their relevance. The key internal management issues faced by fast growing businesses and some of the ways in which they can be addressed. The ingredients that are important for the success of a new business. The key problems associated with business failure. The importance of entrepreneurship development, the programmes, experience and constraints to entrepreneurship development in Bangladesh. Career in small business. Starting a small business, SWOT analysis, Idea generation, developing business plan. Management of small business, success and failure of small enterprises. Small business support services. Financial support, technical support and other support. Understanding small business support services required at various stages of business growth, government and non-government support services in Bangladesh.

(Prerequisite: MGT 201. MGT 315)

MGT/FIN 440 Risk & Insurance Management (3 Credits)

Introductory: Origin and history - Definition - Nature - Scope - Role and social values of insurance - Insurance contracts - Principles - Essentials of an insurance contract. Life Assurance: Life assurance contract - Kinds of policies and annuities - procedure of effecting life assurance - Claims and settlement - Procedures - Premium - Premium plans - Computation of net single premium - Mortality rate reserve - Calculation of reserve - Surplus and its distributions. Marine Insurance: Subject matters - Marine insurance Contract - Types and policies - Marine losses claims and settlement. Fire Insurance: Fire insurance contract - claims and settlements - Reinsurance. Miscellaneous Insurance: Group insurance - Personal insurance - Accident insurance

- Automobile insurance. Risk Definition: Classification - Insurance as device for handling risk - Objectives of risk management - peril - Hazard. Insurance Business in Bangladesh: Present pattern of insurance industry - Jiban Bima Corporation -Sandhani Bima Corporation - Postal Life Insurance - American Life Insurance Company - Other Private Insurance companies.

(Prerequisite: BUS 360. MGT 201)

MGT 450 Total Quality Management (TQM)**(3 Credits)**

Fundamentals of Quality: Evolution of Quality, Concept of Quality, Quality function, Quality control. Quality Parameters (Manufacturing & service sector), Economics of quality Control. Relationship between quality, cost & Productivity. Quality Tools & Techniques: Quality Control Techniques, Statistical Process Control, Process Capability, Control Chart, Sampling Techniques. Total Quality Management: Concept of TQM, Features of Japanese Quality Management, Quality & the role of individuals, Benefits of TQM, Planning, Organizing & Implementation. Essential Requirements for Implementing TQM. Setting the Organisation: Goal / Mission. Policy, Operational Strategies, Gap Analysis, Promotion of Cross Function Activities. Benchmarking ensuring systematic & continuous improvement activities, policy management, Ensuring all employees participation -Quality circle Activities, What is QC, Working procedure, Problem solving tools, 5-S Techniques. Suggestion System etc. QC Diagnosis: Types of audit, Audit objectives, Planning an audit, Auditing process QC education & training: Development of learning organisation. National & International Frame Work: ISO - Quality Management System. Preparation of Quality Manual, Accreditation and certification. Competitive situation to promote Quality - In-plant Competition, National & International Conventions, Award & Prizes.

MGT / FIN 480 International Financial Management**(3 credits)**

Nature of international business. The international financing and investment decisions of the firm. 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 borrowing in financial markets. Export-Import financing.

Prerequisite: FIN 301

MGT 490 Strategic Management**(3 Credits)**

Introduction to and history of strategic management (The normative approach) Environmental analysis (What is happening and changing? Does it matter? Why? Industry analysis (Who is competing? How? What is Changing? Who is winning / losing? Capability analysis (Who we are good at? What have we that is good? Who says? ? Types of Strategies (What can we do?):

Business strategies, corporate strategies. Strategic analysis in practice (an example). Context of problem (Mature? Entrepreneurial ? Innovative?). Different views of organizational structure. The strategy-structure debate. What are strategies ? How do we determine them? The prescriptive (normative) and descriptive / analytical approaches. The key strategic problems (The environment? Our capabilities ? Our strategies? Or is it our strategic management process). Problems and people (Is it in how we think our cognition ? Or is it in how we deal with those thoughts within the organisation ?). The symptoms of organizational strategic decline; Strategic decline and strategic revival. Alternative approaches for response to a globalising market

(Prerequisite: Senior Standing)

Course Description

Marketing

MKT 201 Principles of Marketing

(3 credits)

Overview. Environment of marketing. Strategic planning and marketing. Information for marketing decisions. Understanding consumers . Consumer life-circle 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 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 marketing. Ethical , social and 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. Management of the sales force. Sales and distribution planning. Motivation and retention of the sales force Method 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 350 Service Marketing
Credits)**

(3

The Service Economy: Introduction - Reasons for growth of Service Economy -Service Economy and Marketing. An Overview of Services: Historical Development - Marketing Approaches - Limits. Marketing Strategy and Marketing Mix in Service Marketing: Developing a Marketing Strategy - Marketing Strategy and Services -Marketing Mix. The Service Product: The Service as a Product - Service Delivery System - Integration. Service Product Planning and Development: The Service Product Life Cycle - New Service Product Development - Service Product Elimination. Pricing of Services: Characteristics of Services and their influence on Pricing - Classification of Services for Pricing Purposes - Pricing and Marketing Strategy - Methods of Pricing Services. Promotion of Services: Promotional Objectives - Differences in Promoting Services - Guidelines for Improving the Promotion of Services. Channel Decisions and Services: Methods of Distribution Services - Services Channel Development - Innovations in Methods of Distributing Services. People and Services: The Service Organizations and Its Personnel -Customers. Physical Evidence and Services: Role of Service Evidence - Managing the Evidence - The design of a Service Environment. The Future of Services: The Future of the Service Sector - Influence on the Development of The Service Sector -Priorities. Implementation of Marketing Strategy and Service Marketing Mix in The Local Service Sector. Exploring Market Orientation in The Service Sector: Discussion on Few Cases from Local and Foreign Companies.

(Prerequisite: MKT 201)

**MKT 360 Marketing Research
credits)**

(3

Marketing research process. Preliminary steps and research design. Questionnaires. Secondary and primary data. Sampling. Processing and interpreting data. Evaluation and effective presentation of findings. Management 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
credits)**

(3

Selection and modification of the institutions in a marketing channel of distribution given their operational and behavioral relationship. Evaluation of the physical flow of goods and service. Location decision and support necessary. Space and time aspects of distribution. Location and distribution decisions of goods and services in both profit and nonprofit organization. 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 Theory. Regional Market Agreements. Environmental Factors affecting International Marketing. Perspectives of International Markets. Export-Import Management. International Marketing Decisions.

(Prerequisite: MKT 201)

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 behavioral sciences in marketing research. Theories of fashion. Characteristics of goods. Shopping behaviour. Product differentiation. Theory and practice pertinent to marketing decisions of individuals and business firms. Utilization of theories from behavioral 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. BUS 485)

Course Description

Management Information System(MIS)

MIS / CSC 101 Introduction to Computer Science

(3 credits)

Introduction to different concepts and scope of computer science. Introduction to programming using a high level structured language. Structured programming. Topics include algorithm, data and program construction, top-down design, input design methodology. Conditional statements, loops, procedures, function, variable, constants, arrays and strings, pointers, advance data types, iteration and jump statements. Primary emphasis is given to problem solving, algorithm design and program development. Programming Languages C, C++.

MIS/CSC102 Advanced Computer Skills

(3 credits)

The students will be given a comprehensive coverage of one Spreadsheet program and a Database program. Basic ideas of networking, Internet and worldwide web are introduced in this course. Preference should be given to Microsoft- office based programs, for example, EXCEL and Access.

(Prerequisite: CSC 101)

MIS/CSC203 Data Structures**(3 credits)**

Elementary data objects; elementary data structures, arrays, lists, stacks, queues, graphs, trees; Huffman code; algorithm, sorting algorithm, searching algorithm, hashing, recursion, divide and conquer, storage allocation, garbage collection and compaction.

(Prerequisite: CSC 101)

MIS/CSC 305 Object-oriented Programming -1**(3 credits)**

Revisiting structured programming: arrays, pointers, functions, structure. Object oriented programming Language: Objects and classes, inheritance, reusability, polymorphism. Class specifies and definition of objects. Constructors and destructors. File manipulation. Introduction to a visual programming language

(Prerequisites: CSC 200. CSC 203)

MIS/MGT 340 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, logistics inventory police, advertising maintenance, financial decision.

(Prerequisite: MAT 211. MGT201)

MIS/BIN 341 Computers in Business**(3 credits)**

Introduction to computers and software essential for business; spreadsheets; database management systems; microcomputer application in the context of business applications; computer programming of higher level database management software,] text editing, graphics and managerial planning applications.

(Prerequisite : CSC 102.)

MIS/CSC 401 Database Management**(3 Credits)**

Basic database concepts, conventional file processing, three-level architecture, communication with database systems, database management systems, distributed database, database machines, database administration, hierarchical network and relational database models and their languages, data description and data manipulation languages, structured query language, storage representations and access methods, , database design, functional dependencies and decomposition to normal forms, entry- \ relationship model, database components, security, data directory, transactions and ; recovery, concurrent processing, database implementation, physical representation, * query optimization, logic for relational database , first -order logic, relational calculus and algebra, intelligent database, deductive database with natural language interface, specific database system, DBASE, FOXPRO, ORACLE etc.

(Prerequisite: CSC 203. CSC 311)

MIS/CSC 405 MIS and System Analysis**(3 credits)**

Information attributes. Formal and Informal information. Management Information System: subsystems. Information system components and design factors. People and organization; management and decision making process; systems and model; Systems analysis; systems development life cycle strategy; structured analysis; systems prototyping. Tools for determining system requirements; data flow diagrams; decision table and decision trees; prototyping tools, CASE tools. System implementation; input and output designs, database design, software management, and hardware selection. Review of the MIS subsystems. MIS in functional areas of business; MIS and the new technologies. Case Studies of Information Systems.

(prerequisites: CSC 401)

MIS/CSC 430 Data Communication and Networking**(3 credits)**

Basic concepts of network software and hardware; concept of digital data and data transmission. Strainers for LAN; reference models: OSI and TCP; protocol layers. Transmission, media: broadband, base band, fiber optics, wireless technologies; modems, modulation techniques and command sets; terminal handling and data switching techniques; computer networking: network architecture, network topology,. LAN internetworking: topology, repeaters, bridges and routers. Components of LAN operating systems. Case studies: Novell, NT

(Prerequisite: Senior Standing)

MIS /ACN / BIN 441 Accounting Information System**(3 credits)**

Overview of accounting information system; organization and accounting information system; accounting information processing; accounts system development; system analysis and acquisition; computers and AIS; software; data communication;databases and file oriented systems; control of AIS; revenue cycle; personnel cycle; cash receipt and disbursement; capital asset and financial statements.

(prerequisite: ACN 201.)

MIS / BIN 442 Management Information System**(3 credits)**

Concept of information system; system analysis; computer application in organization, techniques of systems analysis; system design and implementation; information management are studied in the organizational context of management information needs; fundamental concepts of systems, information are studied as integral parts of accounting, financial, marketing and production information systems.

MIS/CSC 445 Introduction to Software Engineering**(3 credits)**

Introduction to the principles of software engineering. Exercise in analysis, design, implementation, testing and maintenance of large modular systems. Program verification and validation techniques. Team programming and management. Introduction to theory and practice of computer user interface design with emphasis on graphical user interfaces. Concepts of objects-oriented, event-driven and network programming, client-server architecture. The courses focuses on taking a group development project from beginning to end.

(Prerequisite: CSC 405. Senior Standing)

MIS / CSC 455 Worldwide Web and Internet Applications**(3 credits)**

Worldwide Web: overview of popular browsers; anatomy of web presentation; linear and hierarchical navigation. Designing HTML files: hypertexts and linking; multimedia and web pages. Scripting languages: CGI and ISAPI; dynamic HTML-scripting; cascading style sheet; WWW database. Introduction to Java language: its object-oriented nature and Java environment; Java applets; objects and classes; Interfaces and packages; multithreading. Web servers: security and access controls.

(Prerequisite: CSC 305 Senior Standing)

MIS / CSC 465 Web Database Applications and E-commerce**(3 credits)**

WWW database. Introduction to Java language: its object-oriented nature and Java environment; Java applets; objects and classes; Interfaces and packages; multithreading. Web servers: security and access controls. Integrating database with Internet and Intranets, Windows DNA architecture, Dynamic Web pages, working with remote data services, developing data-enabled Internet Applications, Active Server Pages. Issues of e-commerce, evolution from EDI to Internet, introduction to e-commerce technologies, security issues, e-commerce models, virtual economy. .

(Prerequisite: CSC 305 Senior Standing)