

COURSE DESCRIPTION

FOUNDATION (15 Credit Hours)

MBA 501E Principles of Management

This course introduces students to the principles and practices of management through a combination of theoretical and applied analysis. Includes a study of the development of management thought and an analysis of managerial functions for the purpose of understanding the nature of organizations and the way in which they function and provides analysis of work behavior from viewpoint of both behavioral research and managerial practice. It enables students to understand basic issues such as motivation, individual differences and leadership. Students also gain adequate knowledge on how to perform better, improve quality, and operate efficiently.

Credits: 3

MBA 503E Financial Accounting

An accelerated introduction to the basic concepts and techniques that underlie the collection, processing, and reporting of financial information in organizations. Emphasis is placed on financial accounting with the goal of enabling the student to understand and use corporate financial statements and internal financial data as a basis for decision making. The topics include accounting cycle, transaction recording, financial statement preparation, analysis, interpretation, double entry versus triple-entry accounting.

Credits: 3

MBA 504E Business Statistics and Computer Applications

The course is designed to equip the students with statistical tools and concepts to be used in the business decision processes. Topics covered: Concepts, variables, types of variables, literature review, conceptual framework, research questions, hypothesis, research process, research design: elements of research design, concepts of measurement; reliability and validity in measurement; survey research methods review; secondary data sources; questionnaire design; qualitative techniques; sampling technique, data collecting, data coding, data analysis, study design and writing research proposals. Methods of descriptive and Inferential statistics are covered that include measures of central tendency and dispersion, probability distributions, hypothesis testing and their application in the management decision process, using SPSS and other relevant software packages testing hypothesis, correlation and regression analysis. SPSS will be introduced to the students throughout the course.

Credits: 3

MBA 506E Marketing Management

Focuses on the role of marketing in today's organizations; strategic marketing planning, concepts, and tools; the marketing environment; characteristics of consumer and institutional markets; market segmentation, targeting and product positioning; product decisions, pricing, placing, sales management, advertising, new product development, and marketing budgets; product life-cycle strategies; new product planning and market research.

Credits: 3

MBA 507E Business Communications

Students will become acquainted with both micro and macro views of organizational communications. Students will gain experience in professional speaking, listening, business writing, nonverbal communication, situation/case analyses, and field research. Course assignments will include both individual and collaborative tasks. At the conclusion of the course, students will be able to create a coordinated and coherent corporate communication

system that allows the organization to face the new century with effective communication strategies and tools.

Credits: 3

INTEGRATION (21 Credit Hours)

MBA 509E Human Resources Management

Studies the general and special functions of a professional in personnel, including human resource planning, recruiting, selecting, training, placing, appraising, compensating, discharging, or laying-off, and controlling the work environment: recognizing legal requirements and the interests and rights of employees and the firm.

Credits: 3

MBA 510E Business Economics

The main focus of this course is to relate micro and macro-economic theories to business decision making. Topics include introduction to economic analysis, with an emphasis on firms, their market and operating environment, pricing and output decisions, cost and profit determination in competitive and monopolistic markets, macroeconomic factors and policies affecting business activity in a free and open economy.

Credits: 3

MBA 511E Financial Management

An overview of current theory and practice of financial administration with emphasis on the development of decision making criteria. Major topics to be covered include financial statement analysis, time value of money, cost of capital, security valuation, risk and return, capital budgeting decisions.

Credits: 3

MBA 512E Operations Management

This course provides introduction to philosophy and techniques of production and operations Management. Topics include project planning, risk evaluation, and decisions with regard to resource allocation, materials and inventory, service, scheduling, distribution and facilities.

Credits: 3

MBA 513E Management Accounting

This course is designed for management personnel who are not accountants but need to understand and use accounting information in their decision making. Examines the framework underlying management accounting and describes how accounting information should be used to fulfill planning, control, and performance evaluation functions. Topics include scorekeeping, attention directing and problem solving aspects, management by exception, analysis of C-V-P relationship, make-or-buy decisions, transfer pricing, activity based costing, variable & absorption costing, standard costing, throughput costing and Kaizan costing, responsibility accounting, profit planning and control, ethical considerations in accounting.

Prerequisite: MBA 503E

Credits: 3

MBA 514E International Business

The main focus for this course is on the analysis of the major business management functions of international business environment, organizational policies and strategies of multi-national companies, industrial relations and control policies. Topics include trade and investment theories, various environment of international business, foreign exchange, finance and accounting, operations management, marketing, human resource management and information technology in the context of international business.

Credits: 3

MBA 550E Strategic Management

A capstone seminar in the formulation and administration of organizational planning and policy. The student is given the opportunity to utilize, integrate, and apply the theories, concepts, principles, and techniques acquired in his/her other coursework (i.e., marketing, management, accounting, finance, statistics) to empirical business problems and situations. Use of case studies, course projects, library research, field research, group decision making, role playing, simulations, and other strategic planning exercises.

Prerequisite: MBA 501E, MBA 511E

Credits: 3

FOCUS AREAS (12 Credit Hours)**1. HUMAN RESOURCES MANAGEMENT****HRM 541E Manpower Planning & Personnel Policy**

This course is designed to equip the students with the techniques of developing personnel policy and implementation. It includes a detailed study of environmental trend analysis, manpower planning models, manpower needs and personnel information system to forecast manpower needs and considerations of some indicators of manpower effectiveness. Policy issues include work force composition, wage and salary administration in the context of developing countries.

Prerequisite: MBA 509E

Credits: 3

HRM 542E Labor & Industrial Law

This course is a walk in the legal corporate park of Bangladesh. Labor & Industrial Law deals with the basic principles of corporate law in the classroom, which takes a look at the market and brings the real issues to the forefront. This course covers foreign investment, industrial restructuring, privatization, joint ventures, stock exchanges, taxation, globalization, environmental policy, labor issues and e-commerce.

Prerequisite: MBA 509E

Credits: 3

HRM 543E Labor Relations & Collective Bargaining in a Global Economy

Familiarizes students with the practice of labor-management relations in Bangladesh. The nature of labor-management conflict, the development of the Bangladesh labor movement, and a comparison to other Western labor movements provides the theoretical and historical framework needed to assess the effectiveness of current practice and trends in the development of new practices and institutions. The major areas of study are the tactics and strategies of management and union representatives and the legal and economic constraints on their behavior in the organization of unions, contract negotiation, and contract administration and interpretation.

Prerequisite: MBA 509E

Credits: 3

HRM 544E Leadership & Conflict Management

This course deals with theoretical and practical concepts of leadership and conflict management. It examines the complementary qualities of leadership and management factors and their impact on organizational effectiveness and corporate success. Conflict is inherent in organizations. Conflict arises whenever independent parties-individuals, departments, organizations-must secure an agreement. This course presents a variety of frameworks for analyzing conflicts and techniques for resolving conflicts. Many dimensions of conflict are discussed, including relevant psychological, interpersonal, organizational, and cultural dynamics. This course reviews strategy and tactics in various conflict resolution procedures, including bargaining, distributive and integrative negotiation, mediation, and arbitration. To this end, considerable emphasis will be placed on exercises and role-play simulations of conflicts designed to develop students' negotiation skills. Case studies are extensively used as instruction materials.

Prerequisite: MBA 509E

Credits: 3

HRM 545E Personnel Training & Development

This course covers human resource management issues related to training and development. It includes methods for identifying training needs, developing training content, conducting training sessions, and evaluating the effectiveness of training according to organizational and individual objectives. It also covers special training topics such as developing management careers, identifying and developing management talent, using performance appraisal for coaching and development, and training for contemporary issues such as customer service orientation, diversity, sexual harassment, and stress management.

Prerequisite: MBA 509E

Credits: 3

HRM 546E Contemporary Compensation Management

An exploration of alternative compensation philosophies. Topics include strategies of employee compensation, incentives to productivity, employee motivation, and performance appraisal. Strategies such as incentive cash and/or stock compensation programs, employee ownership, and non-monetary rewards are discussed and evaluated in varying situations. Discussion also covers techniques for identifying and classifying critical job components and observable standards and measures, setting compensation for job performance, and developing an executive compensation program. The interrelationship between compensation, motivation, performance appraisal, and performance within the organization is examined.

Prerequisite: MBA 509E

Credits: 3

HRM 547E Strategic Human Resources Management

The basis of any success of an organization depends on the corporate outlook and the long term human resource planning. This course is exclusively designed to address the issues related to strategic decisions in human resource planning.

Prerequisite: MBA 509E

Credits: 3

HRM 548E Human Resources Accounting

The purpose of this course is to focus on different aspects of Human Resources Accounting (HRA), which is in fact inextricably linked up with Human Resources Management (HRM). To fulfill the requirement of this course, emphasis may be laid on the topics including Human Resources Accounting: its meaning, objectives and historical development, HRA and conventional accounting theory, moving frontiers of personnel management: HRM and HRA,

impact of HRA information on personnel management decisions, applicability of HRA to external financial reporting, measurement of Human Resources Value (HRV) and different models related thereto, methodology of accounting for human resources, should HRV be put on the position statement? HRA-incorporated external financial reports vis-à-vis decisions regarding selection of an organization for share investment purposes, HRA: professional stance in Bangladesh and the like.

Prerequisite: MBA 509E

Credits: 3

2. FINANCE

FIN 541E Corporate Finance

This course explores the creative decisions facing financial managers in the modern corporate environment. Deals with the role financial decisions play in optimizing industry performance. Discusses issues related to corporate capital structure, dividend policy and leasing. Topics include making strategic acquisition, structuring of financial contracts, evaluation of merger candidates, leveraged buyouts, venture capital management, competitive bidding, corporate restructuring and other methods of shareholder value enhancement.

Prerequisite: MBA 511E

Credits: 3

FIN 542E Investment & Portfolio Management

Investment in financial assets (securities) is the focus of this course. Investment decisions require thorough analysis of risk and return. An understanding of the tradeoff between risk and return is at the heart of investment decision-making process. Topics include bond valuation, equity valuation, portfolio diversification, market efficiency and its implications, and capital Asset Pricing Model (CAPM).

Prerequisite: MBA 511E

Credits: 3

FIN 543E Financial Analysis and Control

It covers financial analysis and control, ratio analysis, cash flow analysis, management of current and fixed assets, accounts receivables and inventory management, short term, intermediate-term and long-term financing, dividend policy and portfolio management. It also includes, working capital management, financial statement analysis, time value of money, security valuation, survey of security markets, capital budgeting, and capital structure.

Prerequisite: MBA 511E

Credits: 3

FIN 544E Management of Financial Institutions

The course introduces the students to the theory and practice of financial institutions management for the perspective of risk management. It focuses on financial intermediation and financial intermediaries, risk of financial intermediation, interest rate risk, market risk, credit risk, foreign exchange risk, liquidity risk, liability management, capital adequacy, hedging with financial derivatives, and asset securitization in the context of financial institutions operating inside Bangladesh.

Prerequisite: MBA 511E

Credits: 3

FIN 545E Options, Future & Other Derivatives

The course focuses on derivative securities, such as, options futures and swaps. Topics included in this course are: an introduction to various types of derivative securities, an understanding of the markets in which derivative securities are traded, different pricing models of options and futures, and the use of derivative securities in managing portfolio risk.

Prerequisite: MBA 511E

Credits: 3

FIN 546E International Financial Management

This course is designed to acquaint students with tools and techniques used to manage the finance functions of a multinational Corporation (MNC). Topics included in this course are: financial environment in which an MNC operates, exchange rate determination, measurement

and management of various exchange rate exposure, international capital budgeting, management of short-term assets and liabilities of an MNC.

Prerequisite: MBA 511E

Credits: 3

FIN 547E Corporate Governance

The Meaning of Corporate Governance: Definitions and importance of corporate governance, reputation, competition and corporate governance, corporate ethics, corporate governance and corporate responsibility, consequences of inadequate governance, globalization and corporate governance; financial intermediaries: commercial banks, merchant banks, mutual funds, insurance companies; different models of regulation; ownership and control; CEO compensation and managerial incentives; allocation of rights and responsibilities: shareholder involvement in management, balance of power between management and owners; The board: function, composition of board, the functions of the director, board committees, criteria for making a good board and a good board member; lessons from recent US corporate governance; Failures: what went wrong and what went right? Legislative action by the US Congress, the importance of internal controls, Implementing good corporate governance: good corporate governance rules, including internal controls, tailoring rules to the local conditions, the minimum rules, nature of rules, use of technology.

Prerequisite: MBA 511E

Credits: 3

3. **MARKETING**

MKT 541E Consumer Behavior

This course examines consumer behavior processes using cross-cultural, social and psychological theories and concepts. Questions regarding how consumers are motivated in their consumption decisions are examined using practical examples and models of behavior. Also addressed are mass communication effects and the role of media and institutions in influencing consumer behavior.

Prerequisite: MBA 506E

Credits: 3

MKT 542E Marketing Communication

The course is aimed at developing managerial decision-making skills in all aspects of promotion. Topics include: strategy development and implementation in advertising, personal selling, publicity, public relations, direct response marketing and customer service.

Prerequisite: MBA 506E

Credits: 3

MKT 543E Brand Management

The course is designed to help students design and develop new products and to be able to address the issue of branding. The course deals with the overall product mix including packaging and stresses more on the issue of branding and its position in the overall product mix.

Prerequisite: MBA 506E

Credits: 3

MKT 544E Strategic Marketing

The course focuses on the analysis of market problems and opportunities and the development of appropriate strategies. An operational framework is built for analysis of the marketing environment and for selecting among strategic alternatives. Topics include analytical techniques, strategic planning methods and strategic choice.

Prerequisite: MBA 506E

Credits: 3

MKT 545E Hospitality and Tourism Marketing

The subject involves the application of marketing principles to hospitality and tourism, and includes the following topics: Services marketing, market segmentation, market research, consumer behavior, pricing, positioning, promotion, place, people, process, productivity, quality in services marketing, and marketing planning.

Prerequisite: MBA 506E

Credits: 3

MKT 546E International Marketing

This course provides an understanding of the problems and perspectives of marketing across national boundaries, and develops the analytical ability for structuring and controlling marketing programs related to overseas business. It focuses on study and analysis of global market and its influence on domestic as well as international marketing.

Prerequisite: MBA 506E

Credits: 3

MKT 547E Marketing Research

This course is designed to train the students in using the tools and techniques for developing an analytical framework of marketing, developing solutions to marketing problems, formulations of marketing, introduction to research techniques in marketing, review of sources of marketing information, collection, tabulation, analysis and interpretation of marketing information. The course is implemented through conducting substantive market research project.

Prerequisite: MBA 506E

Credits: 3

4. **ENTREPRENEURSHIP DEVELOPMENT & MANAGEMENT**

EDM 541 Entrepreneurship Theory

Considers fundamental aspects of entrepreneurship and process of new venture creation. Draws on broad range of business disciplines including management, marketing, finance, and accounting to develop evaluation and execution skills. It also includes the attributes of entrepreneurs and entrepreneurial careers. Evaluating opportunities, writing business plans, and financing the venture. Different theories of entrepreneurship emergence in a society. Behavioral aspects of entrepreneurship.

Prerequisite: MBA 501E

Credits: 3

EDM 542 New Venture Development

Overview of the concepts and aspects involving creation of new business ventures, new product development, and innovation within existing companies popularly called corporate venturing. Topics include entry strategies, creating high potential opportunities, ENT finance, business plan development, ENT marketing, the legal structures of new businesses, and governmental programs for assisting ENT firms.

Prerequisite: MBA 501E, MBA 506E, MBA 511E

Credits: 3

EDM 543 Business Plan Development

This course is intended for students interested in the entrepreneurial process especially focused on creating a new venture. Specifically, students will learn the detailed process of creating, writing and evaluating a business plan for their own new venture idea. It will also provide students with the experience of presenting their final plan to a roundtable of peers who serve as potential investors in business plan.

EDM 544 Managing Innovation

The course adopts a capabilities-based view of the firm, drawing from economics, organizational, and engineering perspectives. The goal of the course is to identify the sources of innovative success and failure inside corporations, and how companies can develop and sustain a capability to innovate. There will be considerable attention paid to develop and sustain a capability to innovate. There will be considerable attention to designing, planning, and controlling activities to produce and deliver goods and services in modern organizations. The course enlightens on global trends in technology, economic development through technology, technological capabilities, appropriate & environmentally sound technology, managing technology transfer, technology strategy & formulation.

Prerequisite: MBA 501E

Credits: 3

EDM 545 Managing Entrepreneurial Growth

This course is designed to develop the knowledge of learners on entrepreneurship. The conceptual aspects, basic needs of entrepreneurship, theories of entrepreneurship and entrepreneurship training aspects will be discussed in this course. It also comprises of management aspects in small enterprises and small enterprise development history of different developed and developing countries. The case histories of successful entrepreneurs will be highlighted to orient the learners in entrepreneurship. This course is also designed to manage small firms is a multidisciplinary activity. Planning activity binds all other activities together. Besides planning the course covers topics, such as: setting up, business basics, finance, control, and the growing businesses.

Prerequisite: MBA 501E

Credits: 3

EDM 546 Marketing Decision Systems for Enterprises

Develops skills to plan and implement effective market research study. Topics include research design, statistical analysis, data mining and modeling, and using database systems. Offers perspectives on how managers can use market data to develop successful product or service strategies.

Prerequisite: MBA 506E

Credits: 3

EDM 547 Venture Capital Financing

Considers market microstructure of venture capital and private finance: costs and benefits from employing private financing, interaction between the financiers and entrepreneurs, financial analysis of potential ventures, and investor exit strategies.

Prerequisite: MBA 511E

Credits: 3