



Student Handbook

Program: BBA

Session: 2018 - 2019

Department of Marketing

Faculty of Business Administration

Islamic University

Kushtia –7003

Bangladesh

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Faculty of Business Administration
Islamic University
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Every effort has been made to ensure that the information given in this handbook was up to date and accurate at the time of printing. We apologize for any errors. However, the Department of Marketing reserves the right to alter or cancel courses and their contents, or other details, should circumstances so dictate.

Professor Md. Zakaria Rahman, Ph.D.
Chairman

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In the global economy, Marketing is an exciting and dynamic discipline in business arena that has its application in any industry. Now-a-days it has been saying that “Everything can be marketed” which denotes that marketing can be applied in business, society even in personal life.

The type of entities named goods, services, events, experiences, persons, places, properties, organizations, information and idea that can be marketed.

Once a time manufacturers produced the products and products were sold automatically. Manufacturers did not think deeply for marketing of their products. But in the era of globalization and competition products are not sold automatically. Customers are very much conscious and savvy. Now-a-days marketing of products pivotal issue for the marketers. Now this is the time for marketing. Business world is living on the age of marketing. The heart of business success lies in its proper marketing. Most aspects of any business depend on proper marketing plan and strategies.

Marketing starts with understanding consumer needs and wants, determining which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract and grow valued consumers. If the organization does these things well, it will reap the rewards in terms of market share, profits, and customer equity. To reap the rewards Now multinational, national, even local companies are practicing marketing to face competition and for their better success. Now companies are offering exciting career opportunities for the marketing graduates in home and abroad. Careers in marketing are marketing executive, brand manager, marketing planner, market researcher, business consultant, public relation officers, customer relationship manager, sales officers, executive in advertising firm and so on. Apart from these marketing graduates have scope in retailing and digital marketing, personal selling and sales management, international and global marketing and in so many areas.

To meet the demand of market the Islamic University, Kushtia, Bangladesh has taken initiative to offer Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) under the Department Marketing. Marketing Department, Islamic University has started its journey in 2015. Department of Marketing, Islamic University offers extended and excellent facilities for marketing education in Bangladesh. With qualified academic staffs, including professors, and lecturers the department is committed to develop competent marketing executives. Our faculty members are trying to design and deliver rigorous academic programs which are coupled with the field work, research & project based learning, interactive sessions and group work which will ultimately prepare our students for professional careers in the aforesaid fields

I would like to take this wonderful opportunity to express my heartiest greetings to the students who have been admitted into the Department of Marketing in the Bachelor of Business Administration (BBA) Program.

Islamic University, Bangladesh has been working towards internationalization. To line with the vision of the university, Department of Marketing sets its vision as ‘want to be the leading international marketing school in Asia region by providing quality marketing education which will ultimately ensures creativity, innovation and leadership among the graduates’.

Marketing Department is ready to help you make the most of your university studies. I’m proud to have been part of the marketing department of this university over the past few years and I look forward to guiding the department through the next few years.

Hopefully, this department will fulfill our social, cultural, and economic commitments to our stakeholders. In this regard cooperation from all the ends are expected to achieve our vision. Again, I would like to welcome and invite you to join us and learn why marketing is the most innovative and exciting business discipline.

I wish the grand success of Marketing Department of Islamic University, Bangladesh.

Thanks

Professor Dr. Zakaria Rahman
Chairman
Department of Marketing
Islamic University, Kushtia, Bangladesh



Department of Marketing
Faculty of Business Administration
Islamic University, Kushtia
Bangladesh

Established On 7th September, 2015

Chairmen's Chronology

SL.	Name	Tenure
1.	Professor Dr. Md. Zakaria Rahman	10-09-2015 - to date

Faculty Members & Support Staffs

The Department of Marketing has qualified and trained faculties who plan and organize the detailed of the offered programs. The faculties are committed to guiding and taking responsibilities to maintain the standard of education offered by the Department of Marketing. The faculty consists of the following members who have brilliant academic career to their credit and have both extensive and intensive training on business education and research both at home and abroad:

Chairman

Professor Md. Zakaria Rahman, Ph.D.

Professors

1. Md. Zakaria Rahman, B.Com. (Hons.), M.Com. (Rajshahi), Ph.D. (Pune)

Lecturers:

1. Shah Alam Kabir Pramanik, BBA, MBA (Major in Marketing), R.U.
2. Md. Sadiqul Azad, BBA, MBA (Major in Marketing), R.U.
3. Md. Mazedul Haque, BBA, MBA (Major in Marketing), R.U.

Support Staff:

1. Md. Kamirul Islam
2. Md. Rafiqul Islam Kazi

M.L.S.S.

1. Md. Jahangir Alam

General Information about Islamic University and FBA:

Islamic University, Kushtia

Islamic University is one of the major public universities in Bangladesh. This University was founded on November 22, 1979 at Shantidanga-Dulalpur (Kushtia-Jhenidah). The Islamic University Act was passed by National Assembly of Bangladesh on December 27, 1980. As construction of several important buildings began, a presidential decree was issued on May 15, 1982 to shift the university from Shantidanga-Dulalpur to Board Bazar, Gazipur on an area of 50 acres. The construction of an academic building, two residential halls and other necessary infrastructures were erected. Initially two faculties (Faculty of Theology and Islamic Studies and Faculty of Humanities & Social Sciences) with four departments (Al-Quran Wa'ulumul Quran, At-tauwhid wa'dawah, Accounting, and Management) were opened. Initially few faculty were recruited 300 students were enrolled in the first academic session 1985-

86. Two more departments (Al-Kanun Wa'sharia and Economics) were opened and began their academic activities from the session 1987-88. On December 28, 1989, while the infrastructure development and academic activities had been in full swing, the university was shifted back to Kushtia town and started academic and activities in different government and rented buildings such as MATS, PTI, Gymnasium, Stadium etc. In 1990-91 sessions, five more departments Bengali, English, Arabic, Islamic History, and Public Administration were started activities in those buildings. In November, 1992 all offices were shifted to Islamic University own campus i.e., Shantidanga-Dulalpur (Kushtia-Jhenidah) after completing some academic, administrative, and residential buildings.

According to The Islamic University Act, 1980 Prime Minister was the Chancellor of Islamic University. On 23 June 2009, the Act was re-amended in the Parliament and assigned the President as Chancellor, replacing the Prime Minister. According to Islami University Act, 1980 the main objective for establishing Islamic University is “to provide for instructions in theology and other fields of Islamic studies and comparative jurisprudence and such other branches of learning at Graduate and Post-Graduate level as The University may think fit and make provisions for research including Post-Doctorate research and training for the advancement and dissemination of knowledge”. [*Clause 5 (a), The Islamic University Act 1980 (37)*]

Later, with the elapse of time, the number of faculties, departments, teachers and students increased gradually. At present the University has 33 departments under five faculties, 1 specialized Institute (IIER), 7 residential halls (4 for males and 3 for females), about 15000 regular students, and 420 teachers, the University is now the largest seat of higher education in the South-West part of the country. This University in the public sector is administered as an autonomous body, in accordance with the provisions of the Islamic University Act, 1980.

Mainly, the Islamic University is a campus oriented university, where the academic and administrative buildings, residential halls and gymnasium, central cafeteria and auditorium all are on one self-contained 175-acre site at Shantidanga-Dulalpur, beside the Kushtia-Khulna highway and about 24 Kms south and 22 Kms north of respectively the Kushtia and Jhenidah district-towns. The University Library, housed in three floor buildings, is one of the biggest in Bangladesh. The Library holds a collection of more than 617,000 volumes, including bound volumes of periodicals. In addition, it has a collection of over 30,000 manuscripts on various languages and a large number of microfilms, and CDs. It subscribes to over 300 current foreign journals. Also, the University provides student counseling and guidance services with a view to effectively pursuing curricular and co-curricular activities. The Campus Center, as part of the educational program of IU, serves as a laboratory of citizenship, developing socially responsible leaders essential for democracy.

Moreover, the University organizes sports and recreational activities, offers almost free medical service and free pathological examinations to students, teachers and staff of the University through its medical center. Besides, looking for a better solution, the University decided to install the Fiber Optic Network

System. Currently the total length of Optical Fiber Network is about 10 kilometers. Students, Teachers, Officers, of Islamic University are enjoying the Super Highway network of 10 Mbps bandwidth.

The University offers undergraduate, graduate, and postgraduate programs in various disciplines including M. Phil. and Ph.D. Several scholarships are awarded to students every year. The major scholarships/ stipends/ awards are UGC Scholarship, Government Talent Pool Scholarship, Government General Merit Scholarship, University Graduate Awards, Hall Awards, BNCC award, Rover Award, and Awards for Blind Students, etc.

Faculty of Business Administration

Faculty of Business Administration (formerly, Faculty of Arts and Social Science established in 1986) is a leading 'Faculty of Islamic University, which consists of six departments (Management, Accounting & Information Systems, Finance & Banking, Marketing, Human Resource Management and Tourism & Hospitality Management). The faculty is headed by the Dean who is selected by the Vice-chancellor among the teachers of the Faculty according to seniority. The faculty affairs are governed by a committee composed of all professors and chairpersons of the three departments, two teachers' representatives (other than professors & chairpersons) from each department, two representatives of the Academic Council of Islamic University, and four representatives outside of the University having expert knowledge and professional skills in subjects taught in the faculty. The departments under the Faculty of Business Administration offer BBA and MBA programs as well as research programs such as Master of Philosophy (M. Phil.) and Doctor of Philosophy (Ph. D.). Evening MBA program has also been introduced into this faculty form July, 2010. The Marketing Department provides high-quality education, equipping students with the acumen to address both local and global challenges. The Department of Marketing feels proud to be a member of the much coveted Faculty of Business Administration, which nurtures the vision of wanting to be the leading international marketing school in Asia region by providing quality marketing education which will ultimately ensures creativity, innovation and leadership among the graduates.

Department of Marketing

The Department of Marketing launched its academic activities **on 7th September, 2015** with 75 students at Islamic University. Now, the department has almost 300 students. The Department is empowered to provide teaching for the degree of BBA and MBA as per rules regulations of the Islamic University. It also offers academic programs leading to the award of doctoral degree and Masters of Philosophy degree and Evening MBA programs. Normally classes are conducted with lecture method. Along with Lecture Method, Case Study, Problem Solving, Group Discussion, Business Game, Role-playing, Documentary film Projection are also used to integrates theoretical knowledge with the practical knowledge. In addition

the department also organizes Industry Visit, Study tour, Conferences, Seminars etc. The naming of the department as Department of Marketing now looks towards fundamentally changing the teaching-learning methods in an endeavor to cope with the changing demands for job oriented business education and to enable the graduating students of the Department to face the challenges in the competitive world of the new millennium. The department is connected with all others public universities in home and abroad. Apart from the academic activities to enhance creativity and leadership skills among the students department has established Marketing Club. The motto of the club is “A Holistic Platform for Creativity, Innovation and Leadership”. The Department of Marketing is located in the Faculty of Business Administration Building at the 1st Floor. It is within yards of University Gymnasium, & Central Mosque. The central Library of Islamic University is just a five-minute walk from the department. The department is well connected by Wireless Fidelity (Wi-Fi).

Vision of the Marketing Department:

The Marketing Department, Islamic University, Kushtia, Bangladesh wants to be the leading international marketing school in Asia region by providing quality marketing education which will ultimately ensures creativity, innovation and leadership among the graduates.

Mission of the Marketing Department:

The Marketing Department, Islamic University, Kushtia, Bangladesh strives to provide its students a first rate education in marketing and business which will help students to build their career in national and international environment where the students of the department can demonstrate their creativity, innovative power and dynamic leadership skills.

Objectives of the Marketing Department:

The Marketing Department, Islamic University, Kushtia, Bangladesh is very much committed to achieve its vision and mission. To ensure that The Marketing Department has set some specific objectives. Objectives are shown in below:

- To enhance the quality and prestige of the Marketing Department, the faculty, students and staffs work collaboratively.
- To Maintain and enhance the environment for excellence in student learning. (At least 80% of the graduating students should perform satisfactorily on the departments exit examination)
- To Ensure that our graduates are adequately prepared to enter the job market (at least 60% graduates should feel that they are adequately prepared for the job market).

- The department implements the effective teaching learning methods (Students engagement, active participation, online module etc.)
- To ensure that departmental faculty demonstrates excellence in teaching.
- To ensure that departmental faculty are engaged in active research agenda and publications in reputed journals.
- To maintain, expand and improve partnerships with national and international universities and institutions.

Academic Programs:

Academic programs consist in the Department of Marketing are Bachelor of Business Administration (BBA), regular Master of Business Administration (MBA), Master of Philosophy (M. Phil), and Doctor of Philosophy (Ph.D.)

BBA Program

BBA in Marketing is our undergraduate program of 129 credit hours, to be completed in four academic years divided into eight semesters. It is a terminal degree. Each semester is of 19 weeks of which 15 weeks are for class-teaching, one week for break and 3 weeks for holding the semester final examination. Each unit is of 100 marks. There are 4 in-course tests. The final examination scripts are evaluated by two examiners.

The students of BBA are exposed to various business related courses issues in order to enable themselves to be equipped with modern knowledge in business and technology. The course offered broadly include such areas of learning as the basics of Business, Marketing, Fundamentals Management, Accounting, Management Fundamentals, Entrepreneurship Development, Mathematics for Decision-Making, Business Law, Project Management, Operations Management, Business Communication, Auditing and Taxation, Business Research Methodology, Principles of Finance Financial Management, Human Resource Management, Tourism and Hospitality Management, Information Communication Technology for Business, Management Information System. Apart from these BBA (Major in Marketing) are offered to various courses named Marketing Management, Consumer Behavior, Services Marketing, Brand Management, Product Management, Pricing, Integrated Marketing Communication, Advertising, Retailing, and Sales Management and so on.

MBA Program (Regular)

The regular MBA Program is a full-time 42 credit hour of professional program designed to meet the needs of the students who want to develop their carrier as executives or as teachers and researchers. Only 4-year BBA graduates of Marketing of this department are eligible to get admission into the regular MBA program.

M. Phil. and Ph.D. Programs

Every year students are admitted into M. Phil and Ph.D. programs according to the rules of the University. Master's Degree holders in marketing or business administration from any recognized educational institution may apply for admission, subject to fulfillment of the conditions set by the University. The terms and conditions regarding admission, examination, and other matters relating to these degrees are prescribed by the regulations formulated by the Academic Council and the Syndicate of the Islamic University.

Resources and Facilities of the Department:

Physical Facilities

The Department of Marketing offers an enjoyable teaching- learning environment, which has been made possible for the existence of some unique physical and related facilities. The facilities include:

- ✓ A well-equipped computer lab that helps provides one student one-computer related classes.
- ✓ Network system and 24-hours on-line Internet connection in the computer lab.
- ✓ In-built microphone and white boards in all classrooms.
- ✓ Sophisticated overhead and multimedia projectors for visual presentation using computers.
- ✓ Well-furnished room for each faculty member, fitted with Wi-Fi connection and computer for individual use.
- ✓ A seminar library with rich books related to business and other issues.

Seminar Library Facilities

Students have access to the Islamic University Central Library, which has some thousands of books in its possession. In addition, the department has developed a seminar library and a reading room where regularly procures need based books upon recommendation of course teachers and allows the students to use those books in the seminar library.

Marketing Club:

The Marketing Department has a reputed club named "Marketing Club". Apart from the academic activities to enhance creativity and leadership skills among the students department has established Marketing Club. The motto of the club is "A Holistic Platform for Creativity, Innovation and Leadership". The purpose of this marketing club shall be to advance and promote understanding of marketing issues among the members of the marketing club as well as among the stakeholders of marketing. Additionally, Marketing Club shall help promote career awareness, practice creativity and leadership. These goals shall be accomplished through a variety of on-campus and off campus activities including , but not limited to , visiting companies, guest speakers, debating, attending conferences, networking opportunities, marketing research, workshops, arranging job fair, marketing fest and resume building.

Student Counseling and Guidance

Departmental student advisors regularly provide counseling services to the students on academic related issues and co-curricular activities. Three Departmental teachers are in charge of students' counseling and guidance.

Organizational Attachment

Students of both BBA and MBA programs are required to complete an internship assignment of three months duration with preferably a business organization. The Department of Marketing maintains a regular contact with the public and private sector organizations including multinational companies and student are placed in those organizations for internship. As an integral part of their academic programs, each student, after the internship is over, has to prepare a report under the supervision of a departmental teacher.

Other Resources and Facilities of Islamic University

Central Library

The University Library, housed in three-storey buildings, is one of the biggest in Bangladesh. The Library holds a collection of more than 617,000 volumes, including bound volumes of periodicals. In addition, it has a collection of over 30,000 manuscripts on various languages and a large number of microfilms, microfiche and CDs. It subscribes to over 300 current foreign journals.

Institute of Islamic Education & Research (IIER)

The Institute of Islamic Education and Research (IIER), Islamic University, was established for professional services to establish, organize and direct the initial stages of IIER, including advanced overseas training of teachers.

Department of Physical Education:

The Islamic University organizes sports and other extracurricular and recreational activities. The Office of the Director of Physical Education provides coaching major games and sports, and Intramural and Extramural programs.

Medical Centre:

The Medical Centre of the Islamic University offers almost free medical service and free pathological examinations to students, teachers and staff of the University and also family members of the teachers and staff. The Centre provides service round the clock, seven days a week, with 15 doctors working in different shifts. The Centre also has dental unit, eye unit, x-ray department and two ambulances. The Centre has in its premises arrangement for 05-bed accommodation so that students suffering from contagious diseases like chicken pox, mumps, etc. may be taken care of in isolation.

Computer Center:

Islamic University Computer Center was established in the Faculty of Applied Science & Technology Building in order to accelerate research facilities for faculty, staff and students. The Computer Center has developed gradually during the last two decades. Looking for a better solution, the University decided to install the Fiber Optic Network System. At present, the total length of Optical Fiber Network is about 10 kilometers. Students, Teachers, Officers, of Islamic University are enjoying the Super Highway Network of 10 Mbps bandwidth. This center is headed by a director.

Residential Accommodation:

Students admitted to the Departments of the University have either to reside in or be attached to a hall of residence. The University has 7 halls of residence, four for male students and three for female students. The administration of a hall is headed by a Provost who is assisted by a number of House Tutors and Assistant House Tutors. Residential Halls for Students are:

Male

- Saddam Hossain Hall
- Shahid Ziaur Rahman Hall
- Jatirpita Bangabandhu Sheikh Mujibur Rahman Hall
- Lalon Shah Hall
- Sheikh Russel Hall

Female

- Begum Khaleda Zia Hall
- Bangamata Sheikh Fazilatunnesa Mujib Hall
- Deshratna Sheikh Hasina Hall

Transportation Facilities:

Islamic has transport services for students. Though the number of the bus is not adequate for a large quantity of students, nevertheless, it is a great facility. The bus schedule for different points of the Kushtia and Jhenidah district can be found in the bus depot. The service is available even on university holidays, to help those students who come to university for library or teachers' counseling.

Co-curricular Activities:

The Islamic University Campus Center serves as a unifying force in the campus life of all members of the University community - students, faculty, staff and alumni. Our services and programs are a catalyst for social, cultural, recreational and intellectual growth. The Campus Center, as part of the educational program of IU, serves as a laboratory of citizenship, developing socially responsible leaders essential for

democracy. Our goal is to encourage students to seek a level of excellence higher than they ever imagined, in individual social competency as well as group effectiveness. The Campus Center provides the stimulus for realizing potential, hidden or obvious, as individuals maximize their skills, talents and abilities in the achievement of their visions. The student life program, in consonance with our academic program, is designed to enhance the total development of our students.

Organization Enhancing Co-curricular Activities:

TSCC (Teacher-Student Cultural Centre), Central Cafeteria, Bangladesh National Cadet Corps (B.N.C.C), Rover Scouts, Islamic University Debating Society, Islamic University Photographic Society, University Theater groups, Islamic University Film Society, Different Journalist Organizations, Blood Donors' Organization etc.



BBA (Honors) Program
Department of Marketing
Faculty of Business Administration
Islamic University, Kushtia

BBA in Department of Marketing is a four years' composite program following semester system of examination and evaluation. The international schooling requirement of 16 years regular study for graduation is also met with the 4 year BBA program. It is an under graduate programs for individuals who plan carrier as junior level managers. The primary emphasis of the program is to develop knowledge and skills among the candidates to undertake practical operations of business organizations. The program will also be helpful to those who plan careers in government, semi-government and non-government organizations.

Ordinance for the BBA program

01. Title and Academic Year :

- a. This ordinance shall be called the “Ordinance for BBA Program”.
- b. This ordinance shall be effective from the academic year 2016-17.

02. Degree and Department:

The name of the degree is ‘Bachelor of Business Administration’ – BBA. It is an integrated program following a semester system of learning, examination and evaluation. There shall be the following departments in the Faculty of Business Administration:

- i) Accounting & Information Systems
- ii) Management
- iii) Finance and Banking
- iv) Marketing
- v) Human Resource Management
- vi) Tourism & Hospitality Management

And such other departments as approved by the University authority from time to time and assigned to the Faculty by the Academic Council.

03. Objectives of the Program:

The main objectives are

- a) To develop comprehensive understanding of the business, economics and environment;
- b) To equip the students with modern and Islamic knowledge in business and technology;
- c) To produce skilled, corporate & dynamic cadres (teachers, managers, leaders, executives and others); and
- d) To motivate the students to the application of business study in any area of practical concern.

04. Admission:

Students will be admitted into the First Year BBA Program in different departments of the Faculty in accordance with the acts, statutes and the ordinances of the University.

05. Language of the Program:

The medium of instruction and answer in the examinations for the program shall be English.

06. Duration of the Program and Examination:

- a) The duration of BBA Program shall be 4 (four) academic years. Each academic year is divided into two semesters: First Semester and Second Semester. Every semester will consist of 18 (eighteen) weeks of which 13 (thirteen) weeks for class teaching, at least 1 (one) week break and 4 (four) weeks for holding the semester final examinations. For each course there will be 3 lectures of 60 minutes or 2 lectures of 90 minutes each in every week & minimum 6 hours of other academic activities in every semester and thus a total of 45 hours in a 13-week period.
- b) An oral examination (Viva-Voce) will be held at the end of semester final written examinations.
- c) After the completion of the 4th year 2nd semester final examination, each student is required to undergo 3 months long internship and to present the report on his/her study/observation before the faculties of the department.

07. Distribution of Courses, Marks and Credit Hours:

- a) The BBA program consists of 40 credit courses and 01 non-credit course. The program shall be of 129 credits and evaluated on the basis of 4,300 total marks. Out of which 4,000 marks shall be for 40 teaching credit courses, 200 marks for oral examination (Viva-Voce) and 100 marks for an internship/business research program.

b) **A Total of 4300 Marks Will Be Distributed as Under:**

Year	First Semester	Second Semester	Total Courses	Marks	Viva-Voce	Internship Program	Total Marks
1 st Year	5	5	10	1000	25 +25= 50	---	1050
2 nd Year	5	5	10	1000	25 +25= 50	---	1050
3 rd Year	5	5	10	1000	25 +25= 50	---	1050
4 th Year	5	5	10	1000	25 +25= 50	100	1150
TOTAL			40	4000	200	100	4300

c) In addition to the above 40 credit courses 01 non-credit University Course (Islamic Studies/Bangladesh Studies; Islamic Studies for Muslim students coming from general education stream and Bangladesh Studies for Muslim students coming from Madrasah stream and for Non-Muslim students) must be completed by the second Year. The language of non-credit course shall be either English or Bangla.

d) The credits of the BBA program shall be as follows:

Particulars	Credit
Total Number of Courses = 40	
Credit per Course = 03	
Total Credits for the Courses 40 x 3 = 120	120
Credits for Internship Program	03
Credit for Oral Examination (Viva-Voce)	06
Total Credits	129

(Note: One Credit means equivalent text of lectures / effective contact / academic task of 15 hours)

08. Evaluation, Examination Committee & Result Publication:

Evaluation:

a) Performance of students in a course will be evaluated as under:

Nature of Examination		Marks
Continuous Assessment:		
1. In-course test/Class test/Assignment/ Case Study/Quiz/Practical	4 x 5 = 20	

2. Class Performance/ Presentation	10	
3. Class Attendance	10	
Total Continuous Assessment:		40
4. Semester Final Examination		60
Total:		100

- b) Three copies of the marks for continuous assessment shall be prepared, of which one copy for the chairman of the examination committee, 1 copy for the Controller of Examinations and 1 (one) copy for publication through the notice board before the semester final examination starts.

Marks for class attendance will be as follows:

Attendance	Marks
90% and above	10
85% to less than 90%	9
80% to less than 85%	8
75% to less than 80%	7
70% to less than 75%	6
65% to less than 70%	5
60% to less than 65%	4
Less than 60%	0

A student will not be allowed to appear at the examination of a course if his/her class attendance in that course is less than 50%.

- c) There will be a semester final examination. The duration of the semester final examination of each course shall be of 4 (four) hours. A student shall answer 5 questions out of 7 and each question will carry 12 marks.
- d) Two evaluators considered as 1st and 2nd examiners shall evaluate the answer scripts of semester/grade improvement/supplementary examinations. The respective examination committee of the department will select examiners from the panel of examiners as approved by the Academic Council. The examiners will act as question-setter & answer script evaluator.
- e) The course teacher will act as 1st examiner for each course. If a course is conducted by more than one teacher, the examination committee will select any one of them as 1st examiner who will act as question setter and answer script evaluator.
- f) The arithmetic mean of the marks given by two examiners shall be taken. If the marks given by two examiners differ by 20% or more, the examination committee shall recommend a 3rd examiner to examine the answer script. In this case, the arithmetic mean of two nearest marks

shall be taken. In the event of equal difference of marks among the three examiners, the average of the two higher marks shall be considered. The 3rd examiner shall be appointed by the Vice-chancellor on the recommendation of the concerned examination committee from the approved panel of examiners other than a member of the examination committee, a tabulator or an examiner of that course.

- g) Total marks of a student in each course and internship shall be rounded up. The total marks in the oral (viva-voce) examinations (from 1st year to 4th year) shall also be rounded-up and awarded only one grade after the end of 4th year.
- h) The Internship shall be supervised and evaluated by the teacher/s of the concerned department. The academic committee of the concerned department will appoint the supervisors / guides at the end of the 4th year 1st semester examination to supervise the students who will act as 1st evaluator. Each student will select a topic in consultation with the supervisor / guide and throughout the 2nd semester the students will build up the theoretical framework along with carrying out the normal course load. After the completion of internship each student will submit 3 copies of the report (one copy for the supervisor, one copy for 2nd evaluator and another copy for the seminar library/third evaluator-if necessary) to the chairman of the examination committee. The chairman of the department shall arrange to preserve a copy of internship reports (approved for BBA degree) in the seminar library of the department for future reference.
- i) Total marks obtained in each course, oral (viva-voce) examination and the internship shall be converted into LG and GP as under:

Numerical Grade	Letter Grade	Grade	Interpretation
		Point	
80% and above	A+ (A plus)	4.00	Outstanding
75% to less than 80%	A (A regular)	3.75	Excellent
70% to less than 75%	A- (A minus)	3.50	Very Good
65% to less than 70%	B+ (B plus)	3.25	Good
60% to less than 65%	B (B regular)	3.00	Satisfactory
55% to less than 60%	B- (B minus)	2.75	Below Satisfactory
50% to less than 55%	C+ (C plus)	2.50	Average
45% to less than 50%	C (C regular)	2.25	Below Average
40% to less than 45%	D	2.00	Poor
Less than 40%	F	0	Fail

- j) A student securing less than Letter Grade C+ (GP 2.50) in oral (Viva-Voce) examination and internship shall have no credit i.e. this marks will not be counted while determining his/her result.
- k) The 1st, 2nd and 3rd (if any) examiners shall prepare 2 copies of detailed mark sheets and submit 1 copy to the chairman of the examination committee and 1 copy to the Controller of

Examinations.

EXAMINATION COMMITTEE

- a) The academic committee of the department shall constitute an examination committee for each academic year of the program, which consists of two semesters. The examination committee shall be composed of 5 (five) members, one of whom shall be an external member appointed from other University. One of the internal members shall act as the chairman of the examination committee. In case of any vacancy, absence or inability on the part of any two of the members of the examination committee, the examination work shall not be invalidated.
- b) The internal members of the relevant examination committee will send the name of examiners for each course and evaluators for internship (supervisors/ guides to be appointed as 1st evaluators, the teachers other than the 1st evaluators/supervisors as 2nd evaluators) submitted by the students with their roll numbers to the Controller of Examinations of the University who will issue appointment letters subject to the approval of the Vice-chancellor. A teacher as third evaluator (if necessary) would be appointed (other than the members of the examination committee / tabulators / 1st and 2nd evaluators of the concerned report) from the panel of examiners.
- c) The examination committee will moderate and shall make arrangement for printing of question papers, fix dates for conducting of written and oral (Viva-Voce) examination and prepare the results.
- d) On receipt of manuscripts the chairman of the examination committee shall convene the meeting of the Examination Committee for moderation of question papers. If the manuscript is not received either from 1st or 2nd examiner the moderation work shall not be invalidated.
- e) The examination committee shall be responsible for safe custody of manuscript, question papers and answer scripts. Minimum before 3 days of the final examination of a particular semester, the Controller of Examinations shall supply the total answer scripts along with the supportings (such as: top sheet, detailed blank mark sheet, cover sheet, attendance sheet, envelopes, statement sheet, etc.) of that examination to the chairman of the department.
- f) The 1st examiner shall receive the answer scripts with acknowledgement from the chairman / member of the examination committee along with supporting (question, top sheet, any instructions, detailed & integrated blank mark sheets, envelopes, etc.) on the date of examination. If 1st examiner fails to receive the answer scripts on the date of examination, he/ she will collect the same within next 3 working days. After 3 working days the chairman of the examination committee may hand over these scripts to the Controller of Examinations. On receipt of examined answer scripts from the 1st examiner the chairman of the examination committee shall hand over the answer scripts to the 2nd examiner along with supporting for evaluation.
- g) If the 2nd examiners are from outside this University, the scripts shall be sent by the Controller of Examinations. The 2nd examiner shall send the answer scripts to the chairman of the relevant examination committee.

- h) The chairman of the examination committee after publication of results will hand over the relevant answer scripts to the Controller of Examinations and the course-wise mark sheets, average sheets and all other relevant documents to the chairman of the department.

Result Publication:

- a) The following information shall be shown in the tabulation sheets:
- i) The Semester Final Result:- Continuous assessment, written & total marks, individual LG and GP in each course;
 - ii) 1st Year Result:- Continuous assessment, written & total marks, individual LG & GP in each course, points secured, GPA, LG and EC;
 - iii) 2nd and 3rd Year Result:- Continuous assessment, written & total marks, individual LG & GP in each course, points secured, GPA, AGPA, LG of AGPA and EC;
 - iv) The Final Result (after the completion of the program):- Continuous assessment, written & total marks, the individual LG & GP in each course, viva-voce & internship/Business Research marks with corresponding LG & GP, total points secured, CGPA, EC, LG and Interpretation ;
 - v) The retake/improvement marks shall be written in the original tabulation sheet of the concerned student and concerned year; and
 - vi) The semester-end / final result sheets, which will be published for the students, will not show the numerical marks i.e. show the LG, GP in each course, GPA and AGPA.
- b) The internal members of the examination committee shall ordinarily act as tabulators. If necessary, the Controller of Examinations on the recommendation of the relevant examination committee shall appoint tabulators other than the members of the examination committee. The tabulators will prepare 3 (three) sets of result sheets and the chairman of the examination committee will send to the Controller of Examinations for publication duly signed by him & the internal members of the examination committee.
- c) The Controller of Examinations shall publish the results of each semester, year-end & the total program, subject to approval of the Vice-chancellor / Syndicate and thereafter shall send a copy of the tabulation sheets duly signed by him with date to the chairman of the concerned department. The Controller of Examinations shall also provide the transcript/grade sheet showing course-wise LG and the corresponding grade points (the numerical marks will not be shown), the CGPA, LG and the interpretation of the CGPA of the candidates for the BBA degree. Final Grade must be spelled out clearly in the certificate/ transcript

[Example: C+ = 'C+' (C plus); A- = 'A-' (A minus); B = 'B' (B regular)].

- d) The result of an examination shall be published within one month (in case of final result for BBA program shall be published within three and a half-month) from the date of last course examination.
- e) Result sheets of each examination as prepared by the Controller of Examinations shall be compared and signed by the chairman of the examination committee or his/ her nominee.

9. Examination Entry Requirements:

- a) A student shall have to attend 75% of classes held in a course. The academic committee of the department may recommend of shortage of attendance (not below 50%) for consideration. A candidate taking his/her examination under the benefit of this provision (from 50% to 74%) shall have to pay Tk. 500/- for each course as non-collegiate fee.
- b) Each course teacher shall submit the class attendance report along with the register/ documents to the chairman of the department at least 7 days before processing the examination entry form.
- c) Student failing to clear up the Hall/Department/ University dues of the year of study shall not be permitted to appear at that year’s second semester examination.
- d) A student is required to fill-up the examination entry form and pay the University dues within the time specified by the department for taking each semester-end final examination. The chairman of the department will send these examination entry forms to the Controller of Examinations through the Provost of the Hall concerned by much earlier dates.

10. Promotion:

Particulars	Instructions
a) From 1st Year to 2nd Year	Minimum GPA of 2.00 (except Viva-Voce) must be earned
b) From 2nd Year to 3rd Year	Minimum AGPA of 2.25 (except Viva- Voce) must be earned taking entire published retake /improved grades (if any).
c) University Courses	A student must complete the Non-credit University Course (Islamic Studies/ Bangladesh Studies) by the 2nd Year and earn a minimum Letter Grade of C+ (GP 2.5) otherwise he / she will not be promoted from 2nd year to 3rd year.
d) From 3rd Year to 4th Year	Minimum AGPA of 2.5 (except Viva-Voce) must be earned taking the entire published retake /improved grades (if any).

N.B.: A student failing to clear up University/Departmental dues shall not be promoted to the next year.

11. Degree Requirements:

For the BBA degree, each student requires to:

- a) Earn 129 credits successfully;
- b) Earn a minimum CGPA of 2.5;
- c) Obtain a minimum Letter Grade of C+ (GP 2.5) in the oral (viva-voce) examination;
- d) Obtain a minimum Letter Grade of C+ (GP 2.5) in the internship; and
- e) Complete the program in maximum of six academic years from the first admission year into the program.

12. Supplementary Examination and Improvement of Grades:

- a) A student earning less than 'B' (3.00) in any course in any semester shall be required to improve the grade in supplementary examination that will be held within 15 days from the date of publication of semester final result. Respective examination committee will conduct the supplementary examination.

To appear at the supplementary examination, a student is required to pay Tk. 500 for each course as examination fee and send the application to the controller of examinations through the chairman of the department. If a student fails to improve his or her CGPA, their previous CGPA will remain valid.

- b) For improving the grade and appearing at the supplementary examination, a student shall have to apply within 7 days after the announcement of the results of the semester. He/she may seek this opportunity for not more than once in a course.
- c) No improvement shall be allowed in continuous assessment, internship program and Viva-Voce examination.
- d) After publishing the final result of BBA, a student who has failed to earn 129 credits is required to improve the F grade(s) for earning 129 credits successfully. The student who has obtained the letter grade of 'B' or below (less than CGPA 3.25) is permitted to retake the examination as irregular candidate for improving the grades in the courses (from 1st year to 4th year) in which he/she gets the letter grade of B or below. To retake the examination, a student is required to pay Tk. 500 for each course as examination fee and send the application to the Controller of Examinations through the chairman of the department within 15 days from the date of publication of the result of BBA program. If a student fails to improve his/her CGPA, their previous CGPA will remain valid.
- e) If a candidate fails to attend the grade improvement examination (held for respective session) shall not be given further chance to improve.

- f) The relevant 4th year examination committee will conduct and complete the grade improvement examination within four months after the publication of the result.

13. Re-admission:

- a) If a student fails to get the requisite grade points for promotion (according to clause 10) from one year to the next year, fails to appear at the 1st /2nd semester examination in any year due to shortage of required percentage of attendance, fails to pay the dues to some unavoidable circumstances or is expelled from the University as the case may be, he/she shall have to get him / her re-admitted to the following batches. For readmission, a student shall have to apply immediately (maximum within 7 days) after announcement of the result of the concerned year.
- b) On readmission, grades earlier earned by a student in that year shall be cancelled automatically and the student shall have to retake all the course-works (such as in course/practical/quiz tests, internship program, viva-voce examination & final examinations).
- c) Readmission in any year shall be allowed only once and a student will not get chance for readmission more than twice during the entire program. A student must complete the BBA program within a maximum period of six academic years from the original admission year.

14. Drop Out:

- a). After taking readmission in any year if a student fails to earn the yearly GPA for promotion from one year to the next year shall be dropped out of the program.
- b). If a student fails to earn the CGPA of 2.5 or earn 129 credits successfully in grade improvement examination (according to clause # 12-d) shall be dropped out from the BBA program.

15. Credit Transfer:

No credit transfer from any other programs/Universities/Institutions is allowed for BBA program.

16. Academic Administration:

- a). The Academic Calendar showing dates for beginning and ending classes, commencement of examinations and probable date for publication of the results shall be published by the respective departmental academic committee before commencement of each semester. The copy shall be sent to the Dean of the faculty, Controller of Examinations and the respective University authority.
- b) Re-examination of any script shall not be allowed.
- c) The examination committee will start tabulation work after receiving all the marks of the examination.
Modification of submitted marks shall not be accepted.

- d) The answer scripts, which will be examined by the 3rd examiner, shall be sorted out by the internal members of the examination committee.
- e) Within the framework of these rules and the rules of the University, the departmental academic committee may adopt policies for strengthening the academic and co-academic activities of the department.

17. Additions, Alteration, Change or Modification in the Ordinance

In order to make any addition, alteration, change or modification in the ordinance (if required), it must be placed by the departmental academic committee through the faculty to the Academic Council for approval.



Syllabus
BBA Program
Session: 2018-2019

Department of
Marketing

Faculty of Business Administration, Islamic University, Kushtia –7003, Bangladesh

DEPARTMENT OF MARKETING

Islamic University Kushtia

Bachelor of Business Administration (BBA) Program

Session: 2018 – 2019

Semester-wise Course Code and Course Title

(Effective from academic Year 2018-2019 onwards)

First Year (2018-2019)

First Semester

MKT-111	Introduction to Business
MKT-112	Business Mathematics
MKT-113	Micro Economics
MKT-114	Business Communication
MKT-115	Business and Society

Second Semester

MKT-121	Principles of Marketing-I
MKT-122	Financial Accounting
MKT-123	Business Statistics-I
MKT-124	Principles of Management
MKT-125	Introduction to Computer

Second Year (2019-2020)

First Semester

MKT-211	Financial Management
MKT-212	Business Statistics-II
MKT-213	Cost Accounting
MKT-214	Macro Economics
MKT- 215	Legal Aspects of Business

Second Semester

MKT-221	Principles of Marketing-II
MKT-222	Insurance & Risk Management
MKT-223	Human Resources Management
MKT-224	Elementary Psychology
MKT- 225	Bangladesh Economics

Third Year (2020-2021)

First Semester

MKT-311	Agricultural Produce Marketing
MKT-312	Organizational Behavior
MKT-313	Supply Chain Management
MKT-314	Tourism & Hospitality Management
MKT- 315	Taxation and Auditing

Second Semester

MKT-321	Business Marketing
MKT-322	International Business
MKT-323	Entrepreneurship Development
MKT-324	Integrated Marketing Communication
MKT- 325	Quantitative Business Analysis

Fourth Year (2021-2022)

First Semester

MKT-411	Marketing Management
MKT-412	Project Management
MKT-413	Sales and Retail Management
MKT-414	Management Information Systems
MKT- 415	E-Business

Second Semester

MKT-421	Research Methodology
MKT-422	International Marketing
MKT-423	Services Marketing
MKT-424	Consumer Behavior
MKT- 425	Brand Management



**Detailed Syllabus
BBA Program
Session: 2018-2019**

**Department of
Marketing**

Faculty of Business Administration, Islamic University, Kushtia –7003, Bangladesh

MKT- 111: Introduction to Business

Course Objectives: The course Introduction to Business is planned to discuss essential elements of business organizations, methods of business operations, types of business ownership, economic system. This course is also designed to make students familiar with the whole area of business, vocabulary of business terms, evolution and functions of business organizations, and careers available in business world. The course focuses on foundations of business and economics, social responsibility & business ethics, forms of business ownership, entrepreneurship, international business, fundamentals of management, human relations, marketing, finance & banking, etc. Understandings of this course will help students to decide on the specialized courses in the semesters ahead as well as to develop mindset for their personal career in the field of business.

1. Introduction: Definition of Business- Features- Scope- Functions- Objectives of Business- Components of Business- Types of Industry- Branches of Commerce- Trade- Requisites of a Successful Business- Essential Qualities of a Businessman- Economics: The foundation of Business- Economic system.

2. Location of Business: Considerable Factors for Selecting Suitable Business Site- Rural Vs. Urban Location.

3. Business Structure and Forms of Ownership:

a) Sole Proprietorship: Definition- Features- Advantages- Disadvantages- Suitable Fields- Reasons for Survival Side by Side with Large Scale Organization.

b) Partnership – Definition- Essential elements- Chief features- Advantages and Disadvantages- Requisites- Classification- Partnership Deed- Provisions of partnership deed- Registration of Partnership firm- Kinds of Partner-Considerable factors for selecting Partner- Admission- Retirement and Expulsion of Partner- Dissolution of a Partnership Firm.

c) Joint Stock Company – Definition- Characteristics- Classifications- Advantages and Disadvantages- Formation; Memorandum of association- Articles of association- Contents of Memorandum and Articles of association- Prospectus- Contents of Prospectus- Winding up of a company.

d) State Enterprise – Features and Rationale of State Enterprise- Different forms- Argument for and against State Enterprise- Management pattern.

e) Cooperative Society – Definition- Principles- Classes- Advantages- Causes of Failure- Few Recommendations for Development of Cooperative Movement.

4. Entrepreneurship, Franchising and Small Business: Entrepreneurship-The Growth Oriented Entrepreneur- Risks of Entrepreneurship-Franchising: Agreement-Advantage and Disadvantage- Small Business-characteristics-Advantage-Disadvantage-Opportunities- Start up.

5. Social Responsibility and Business Ethics: Social responsibility – Responsibilities of Business to Stakeholders- Business Ethics- Factors Influencing Ethical Behavior.

6. International Business: Nature- Importance- Reasons of Going Overseas- Barriers to International Business- Approaches to International Business And Adaptation to Foreign Markets.

7. Fundamentals of Management: Definition- Objectives- Functions- Core of Management Skills- Human Resources Management- Planning, Recruitment, Selection, Training And Development of Human Resource.

8. Marketing Strategy: An Overview of Marketing- Marketing Concepts- Developing Marketing Strategy- Target Market- Marketing mix.

9. Institutions for Promotion of Business in Bangladesh: Chamber of Commerce and Industry- Trade Associations- Securities and Exchange Commission- The Dhaka Stock Exchange- The Chittagong Stock Exchange- EPZs in Bangladesh.

Books Recommended:

1. M.C. Shukla : Business Organization and Management
2. Skinner, Steven J. and Ivancevich : Business for 21st Century
3. Robert D. Hisrich : Entrepreneurship
4. S.S. Khanka : Entrepreneurial Development
5. Khan and Arif : Essentials of Business Organization

MKT- 112: Business Mathematics

The course is designed to equip the students with mathematical tools and concepts to be used in the business decision Process. The course includes review of the basic algebra, derivative & its application, business application function & equation, analytical geometry, equation, set theory, factorization of arithmetic & progression, graphing mathematical function & its use as model. Understanding it also covered integral calculus. The course would enable students to grow confidence and ability to select, formulate and use of appropriate mathematical methodology related to business in particular.

1. **Theory of Sets:** Definition-Finite Sets-Null Set-Unit Set-Equal & Equivalent Set-Subset-Power Set-Union & Intersection of Sets-Universal Set-Complement & Difference of Sets-Set Operation & its Application to Business Problems.
2. **Functions & Equations:** Idea of Functions-Implicit & Explicit-Functions-Linear, Quadratic-Cubic & Biquadratic Functions-Solution of Linear-Quadratic & Simultaneous Equation-Graphs of Function.
3. **Coordinate Geometry:** Rectangular Coordinate System-Distance Between Two Points-Gradient-Equations of Straight Lines-Two Points Form.
4. **Permutation and Combination:** Permutations-Factorial notations-Permutation of different things-Combinations-Complementary theories.

5. **Progression:** Arithmetic and Geometric progression.
6. **Matrix Algebra & Determinants:** Definition of Matrix & Determinant and their Properties-Addition & Multiplication of Matrices-Cramer's Rule-Inverse of Matrix-Simultaneous Equations-Application of Matrices in Business.
7. **Eliminatory Calculus: (i) Differentiation:** Definition-Basic Rules of Differentiation-Successive & Partial Differentiation-Rules Theorem-Application to Elasticity of Demand-Marginal Cost-Revenue Functions-Conditions for Profit & Output-Maximization & Cost Minimization. **(ii) Integration:** Definition-Basic Rules of Integration-Methods of Substitution & Integration by Parts-Idea of Definite Integrate-Application.

Books Recommended:

1. D.C. Sancheti & V.K. Kapoor : Business Mathematics
2. Q. Zameeruddin, V.K. Khanna & S.K. Bhambri : Business Mathematics
3. Dr. Md. Rafiqul Islam & Dr. M. Osman Gani : Business Mathematics

MKT- 113: Micro Economics

Course Objectives: Understand that economics is about the allocation of scarce resources, that scarcity forces choice, tradeoffs exist and that every choice has an opportunity cost. Micro-economics occupies a very important place in the study of marketing discipline. This course is meant to acquaint the students with the principles of micro-economics as are applicable in business. The real focus of the course is to share philosophy about the micro-economics and this is used by business firms to make their decisions effective and efficient. The purpose of this course is to provide students with a usable managerial understanding of marketing. It has both theoretical and practical importance. It not only tells us how the economy operates but also how it should be operated to promote general welfare.

1. **Nature and Scope of Economics:** Definitions of Economics–Branches of Economics–Nature and Scope of Economics–Law of Economics–Positive vs. Normative Economic–Some Basic Economics Concepts–Economics and Other–Related Discipline–Different Economic Systems.
2. **Theory of Demand and Supply:** Concepts of Demand and Supply and Their Determinants–Law of Demand and Supply–Concepts and Measurement of Various Elasticity of Demand and Supply–Consumer's Surplus and Consumer's Equilibrium.
3. **Cardinal and Ordinal Utility Approach:** Utility, Total Utility, Marginal Utility, The Law Of Diminishing Marginal Utility, Equimarginal Principle, Indifference Curve Analysis, Budget Line, Consumer Equilibrium, Impacts Of Changes in Indifference Curve And Budget Line on Consumer Equilibrium.
4. **Theory of Production:** Factors of Production–Land, Labor, Capital and Organization–Division of Labor–Laws of Returns and Laws of Variable Proportion–Returns to a Factor and

Returns to Scale–Iso-Product Curve and Producer’s Equilibrium–Marginal Product and Least Cost Combination–Cobb-Douglas Production Function.

5. Theory of Cost and Revenue: Concepts of Cost–Fixed Cost, Variable Cost, Total Cost, Average Cost and Marginal Cost–Short vs. Long Run Cost Function Analysis–Opportunity Cost Analysis–Learning Curve and Modern Cost Theory–Internal and External Economies and Diseconomies of Production and Consumption.

6. Market Structure: Market and Market Structure–Conditions of Wide Market–Revenue and Equilibrium of the Firm–Determination of Equilibrium Level of Output–Equilibrium of Firm and Industry under Different Market Conditions–Price Determination under Different Market Condition.

7. Theory of Distribution: Factor Pricing and Income Distribution–Marginal Productivity Theory and Modern Theory of Distribution–Labor Supply and Wage Determination–Theory of Rent, Interest and Profit.

8. Externalities and Public Goods: Social Marginal Cost, Social Marginal Benefit, Market Failure, Government Intervention, Private Goods, Public Goods, Merit Goods.

Books Recommended:

1. Deweet. K.K. : Modern Economic Theory
2. Parkin. M. : Microeconomics
3. Ahuja. H.L. : Business Economics
4. I. Lpesy : An Introduction to positive Economics
5. Pal. A. Samuelson : Economics
6. Hendorson : Micro Economic Theory

MKT- 114: Business Communication

Course Objectives: This course is designed to give learners a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside-the-firm environment, as well as an effective internal communications program. In the competitive job market effective communication ability creates competitive advantage. Besides, communication plays an important role in the effective operations and successful management of business organizations. In the above context, this course incorporates basic communication theory, applications of functional English in speaking and writing, and techniques of communication through business letters, reports Internet and other electronics media. Successful completion of the course would make students familiar with the modern practices in oral and written communication and the use of information technology in effective communication.

1. **Introduction to Communication:** An Overview-Definition-Nature–Scope–Principles of Communication–Business and Social Communication- The Role of Communication in

Business–Barriers to Communication- Managing Barriers to Improve Communication - Different Forms/ perspectives of Communication – The Communication Process.

2. **Adaptation & the Selection of Words:** The Basic Need for Adaptation – Suggestions for Selecting Words – Suggestions for Nondiscriminatory Writing – Foundation of Adaptation.
3. **Construction of Clear Sentences & Paragraphs:** Writing Sentences and Paragraphs that Communicate- Emphasis on Short Sentences – Care in Paragraph Design.
4. **Writing Skills:** Introductory Situation – You-View Point’s Uses – Transformation of Negative Sense in Positive Form – Accent on Positive Language – Courtesy, Role of Coherence.
5. **Introduction to Message & Writing Process:** Memorandums – Traditional Letters and E-mails - The Process of Writing – Business Messages – Writing Skills for Good News and Neutral Messages – Adjustments in The Messages – Communicating Bad News in a Positive Way – Use of Direct Message.
6. **Indirectness in Persuasion and Sales Messages:** Determining the Persuasion – Getting Attention in the Opening – Making the Request Clearly & Positively – Summarizing the General Plan – Persuasive Message – Sales Message – The Art of Refusal of Requests in Modest Form and Adjustment of Refusal.
7. **Strategies in the Job Search:** Job Search – Targeting Career – Career Planning and Development - Writing Cover Letter - Writing Resumes - Constructing Resume – Writing Cover Message.
8. **Informal Oral Communication and Public Speaking:** Conducting and Participating in Meetings- Types of Meeting–Notice–Agenda and Minutes–Points of Information–Points of Order–Motions-Using the Telephone- The Role of Non Verbal Communication- Developing Listening Skill- Developing Speaking and Presentation Skill- Team Presentations- Guidelines for an Effective Presentation-Preparing PowerPoint Slides for Presentation- Reporting Orally.
9. **Technology Enabled Communication:** Tools for Electronic Communication- Choosing Electronic Media for Brief Messages -Effective Communication through Technology- Creating Content for Social Media-Treating E-Mail as a Professional Communication Medium-Adapting the Three-Step Process for Successful E-Mail-Creating Effective Instant Messages and Text Messages.
10. **Techniques of Cross-Cultural Communication:** Problems of Cultural Differences- A General Suggestion for Communication across Cultures.
11. **Report Writings:** Informal and Analytical Reports–Planning Business Reports–Preparatory steps of Writing Reports–Writing the Final Reports–Documenting Reports.

12. **Business English:** Fundamentals of Grammar–Composition–Translation and Comprehension.

Books Recommended:

1. Lesikar, Flatley, Rentz&Pande : Business Communication: Making Connections in a Digital World
2. M. Omar Ali : Business Communication: Theory and Application
3. Courtland L. Bovee, John V. Thill And Abha Chatterjee : Business Communication Today
4. Rajendar Pal, J.S. Karlahalli : Essentials of Business Communication

MKT – 115: Business & Society

Course Objectives: The relationship between business and society is changing in new and profound ways. People who understand the complex interplay of economic, political and social forces are better able to appreciate the impact of globalization of markets, advances in science and the changing relationships between human and nature. And because so many other things have changed in the new global economy, business leaders are required to think more carefully than ever about the effects of their actions on their company’s employees, customers, suppliers and investors. The actions of business are watched carefully by the media, government officials and the communities in which business is conducted. This course articulates the view that in a global community, where traditional buffers against change no longer protect business from external change, managers can create strategies that integrate stakeholder interests, respect personal values, support community development and are implemented fairly. Most important, these goals can be achieved while also being economically sound and successful.

1. **Interface of Business & Society:** Business in a Social World-Debate on Social Responsibility of Business-Pluralistic Society-Changing Business Role in Society.
2. **The Corporation in Society:** The Corporation and its Stakeholders-Business and Public Issues-Crisis Management-Strategic Management of Stakeholder.
3. **Corporate Social Responsibility:** The Meaning of Corporate Social Responsibility-Modern Forms of Corporate Social Responsibility-Corporate Social Responsibility around the World-Balancing Economic-Legal and Social Responsibilities.
4. **Business and the Ethical Environment:** The Meaning of Ethics-Business Ethics across Organizational Functions-Ethics in Global Economy.
5. **Sociology of Workers and Work Organization:** The Employee-Employer Relationship-Workplace Diversity-Employees’ Rights and Responsibility-The Status of Women in Society-Women in Management.

6. **Industry and Workers:** Emergence of Workers-Characteristics of Working Class-Historical Development of Industrial Workers in Bangladesh-Commitment of Workers to Industry.
7. **Industry and society:** Industry & Social Satisfaction-Community-Global Environmental Issues-Ecology & Social Changes.
8. **Business in an International World:** The Social Response of Multinational Business-Business Encouragement of International Development-Business and Economic Development of a Society-Looking Toward the Future.

Books Recommended:

1. Keith, Davis and Blomstrom, Robert : Business and Society: Environment & L. Responsibility
2. Archie B. Carroll, Jill Brown, Ann : Business & Society: Ethics, Sustainability & K. Buchholtz Stakeholder Management
3. James E. Post, Anne T. Lawrence & : Business and Society: Corporate Strategy, Public James Weber Policy and Ethics

MKT-121: Principles of Marketing-I

Course Objectives: Marketing deals with identifying and meeting human and social needs and is an organization function with a set of processes for creating, communicating, and delivering value to customers in ways that benefit the organization and its stakeholders. Marketing has developed as a field of study during the advent of the last century. Since then, there has been a tremendous development in Marketing. Marketing strategy becomes central to enterprise strategy. Competitive strategy and marketing strategy are synonymous. It is marketing that can make difference among the competing firms. To be successful, firms need to be creative in marketing with efficient operation of all other major value chain activities. In that case understanding marketing is very important in developing effective and creative marketing program. The course covers the contents creating and capturing value, developing marketing strategy, analyzing the marketing environment, consumer market, business market, product, services and brand strategies. The overall objective of this course is to introduce students with the substantive and procedural aspects of marketing strategy and implementation and to sharpen their skills for critical analytical thinking and effective communications.

1. **Creating and Capturing Customer Value:** Understanding Marketing, Marketplace and Customer Needs - Designing a Customer-Driven Marketing Strategy - Preparing an Integrated Marketing Plan and Program - Building Customer Relationships - Capturing Value from Customers - The Changing Marketing Landscape.
2. **Company and Marketing Strategy: Partnering to Build Customer Relationships -** Companywide Strategic Planning: Defining Marketing's Role - Planning Marketing:

Partnering to Build Customer Relationships - Marketing Strategy and the Marketing Mix – SWOT Analysis- Managing the Marketing Effort - Measuring and Managing Return on Marketing Investment.

3. **Analyzing the Marketing Environment:** The Company's Microenvironment - The Company's Macro environment - Responding to the Marketing Environment.
4. **Managing Marketing Information to Gain Customer Insights:** Marketing Research - Analyzing and Using Marketing Information - Other Marketing Information Considerations
5. **Consumer Markets and Consumer Buyer Behavior:** Model of Consumer Behavior - Characteristics Affecting Consumer Behavior - Types of Buying Decision Behavior - The Buyer Decision Process -The Buyer Decision Process for New Products.
6. **Business Markets and Business Buyer Behavior:** Business Markets - Business Buyer Behavior - Major types of buying situations- Participants in the Business Buying Process Institutional and Government Markets.
7. **Customer-Driven Marketing Strategy: Creating Value for Target Customers:** Market Segmentation – Bases of Market Segmentation-Segmenting Consumer Market-Segmenting Business Market and International Market- Market Targeting – Evaluating Market Segments-Selecting Market Segments-Differentiation and Positioning- Positioning Maps- Choosing a Positioning and Differentiation Strategy.
8. **Products, Services and Brands: Building Customer Values:** What is a Product? – Levels of Products- Classifications of Products- Marketing Considerations of Different Types of Consumer Goods–Product and Service Decisions- Individual Product Decision-Product Line and Mix Decision-Branding-Strategy: Building Strong Brands – Brand Equity-Services Marketing.

Books Recommended:

1. Philip Kotler : Principles of Marketing
2. William J. Stanton Michael J. Etzel& Bruce J. Walker. : Fundamentals of Marketing
3. Edarin H. Lewis : Marketing Channels: Structure and Strategy
4. Thomas C. Kinnear Kenneth L. Bernhardt : Principles of Marketing
5. N. Ranjan Nair : Marketing

MKT- 122: Financial Accounting

Course Objectives: To work effectively in the organization, executives should have the basic knowledge about accounting. In this course, students will get a thorough grounding on basic accounting principles and concepts including accounting equation, recording of financial transactions, preparation of financial statement and worksheet etc. The objectives of this course are to make students familiar with the preparation of accounting reports and applications of accounting information intelligently.

- 1. Introduction:** Concept of Accounting- Terms of Accounting-The Accounting Process-Accounting Information-Accounting Systems-Financial Accounting Information-Basic Function of Accounting Systems-Designing and Installing Accounting System-Users of Accounting Information-External Financial Reporting.
- 2. Management Accounting Information:** Internal Users of Accounting Information-Objectives of Management Accounting-Integrity of Accounting Information-Institutional Features-Professional Organizations-Ethical Issues in Accounting.
- 3. Basic Financial Statements:** The Accounting Equation-The Effects of Business Transactions on the Equation-Income Statement-Statement of Cash Flow.
- 4. The Accounting Cycle:** The Ledger-The Use of Accounts-Debit and Credit Entries-Recording Transactions in Ledger Accounts.
- 5. The Journal:** Net Income-Retained Earnings-Revenues-Expenses-The Accrual Basis of Accounting Dividends-Recording Revenues and Expenses-The Trial Balance.
- 6. Reporting Financial Results** Adjusting Entries-Converting Assets to Expenses-The Concept of Depreciation-Converting Liabilities to Revenue-Accruals -Final Adjusting Entries -Adjusting Entries and Accounting Principles.
- 7. Preparing Financial Statements:** Closing Temporary Accounts-Summary of the Closing Process-After Closing Trial Balance-The Worksheet.
- 8. Accounting for Merchandising Activities:** Income Statement-Balance Sheet-Correction of Errors- Income Statement of a Merchandising Company-General Ledger Accounts-Perpetual Inventory Systems-Periodic Inventory Systems.
- 9. Accounting of Plant Assets:** Concepts and Nature of Plant Assets-Depreciation-Factors Affecting Depreciation-Methods of Depreciation.
- 10. Inventory Accounting:** Concept of Inventory-Types of Inventory-Methods of Inventory Calculation.

Books Recommended:

1. Jerry J. Weygandt, Kieso & Kimmel : Accounting Principles
2. Meigs, Williams, Haka and Beltner. Financial Accounting
3. Philip E. Fess & Carl S. Warren : Accounting Principles, South Western Publishing Company, Cincinnati, 1984
4. M. Khan : Advanced Accounting Vol. 1

MKT- 123: Business Statistics-I

Course Objectives: Aim of this course is to equip students with the knowledge of statistical tools and techniques used in business and research. It deals with the basic concepts of statistics, measures of central tendency, measures of dispersion, correlation and regression and sampling. This course would help the students in making better business decision with the aid of statistical tools. Moreover, it would make the students capable of doing business research using statistical tools.

1. **Introduction:** Definition-Nature, Scope & Functions-Types of Statistics-Descriptive vs. Inferential Statistics-Limitations-Use of Statistics in Business.
2. **Data Collection and Presentation:** Collection of Data-Classification & Tabulation of Statistical Data-Frequency Distribution and Graphical Representation of Data.
3. **Measures of Central Tendency:** Mean, Median & Mode-Computation and Properties-The Weighted Mean-Geometric Mean.
4. **Measures of Dispersion:** Absolute and Relative Measures of Dispersion-Computation and Properties-Standard Deviation-Variance-Quartiles, Deciles & Percentiles.
5. **Skewness, Moments and Kurtosis:** Moments from Arbitrary Value-Moments from Mean-Relation between Moments-Measures of Skewness & Kurtosis and their Uses.
6. **Correlation:** Significance of the Study of Correlation and Causation-Coefficients of Correlation-Rank Correlation Coefficients.
7. **Linear Regression:** Difference between Correlation and Regression Analysis-Regression Line-Scattered Diagram- Regression Equation,- Regression Coefficients.
8. **Probability:** Meaning-Addition and Multiplication Theorems-Events-Conditional Probability-Statistical Independence of Events-Bayes's Theorem.
9. **Index Number:** Construction of Price, Quantity-Value and Cost of Living Index Numbers-Problems of Construction-Ideal Index-Tests and Uses of Index Number.
10. **Sampling:** Sampling and Census-Advantages and Disadvantages of Sampling over Complete Counting-Different Types of Sampling-Different Methods of Sampling.

Books Recommended:

- | | | |
|--------------------------------------|---|--|
| 1. S.P. Gupta & M.P. Gupta | : | Business Statistics |
| 2. Richard I. Levin & David S. Rubin | : | Statistics for Management |
| 3. Yule and Kendall | : | Introduction to Theory of Statistics |
| 4. A.L. Buddington | : | Statistics and their Application in Commerce |

MKT-124: Principles of Management

Course Objectives: The course Principles of Management is planned to discuss management theories, concepts, techniques, and practices in the context of complex, dynamic, changing and global business world. A broad awareness and understanding of the principles, concepts, theories and techniques of modern management in the contemporary environment is very important to be an effective business leader and executive. The main objective of the course is to get students accustomed with the classical, neo classical concepts and scientific methods of management. The course covers management theory and its historical development, transition from classical management theories to contemporary management theories, principles, functions, and techniques. This course will let the students know about the issues of scientific management theory in the field of business and will enable them to lead an organization efficiently.

1. **Introduction to Management:** Management- Managers- Nature of Management- Management Functions and Processes; Management Roles; Management Skills- Why Study Management- Concepts of Productivity–Effectiveness and Efficiency–Is Management a Science or Art? –Is Management a Profession?
2. **Historical Background:** Scientific Management-Important Contributions-Frederick W. Taylor, Frank and Lillian Gilbreth- Managers Use Scientific Management-General Administrative Theorists- Important Contributions- Henri Fayol, Max Weber- Managers Use General Administrative Theories- Quantitative Approach- The Systems Approach- The Systems Approach and Managers- The Contingency Approach.
3. **The Environment and Organizational Culture:** External and Internal Environment and Their Effect-Managing Environment-Organizational Culture-Strong versus Weak Culture-Source of Culture-Continuity of Culture-How Employees Learn Culture- Effect of Culture on Manager-Ethical Culture.
4. **Social Responsibility and Managerial Ethics:** Social Responsibility-View of social Responsibility Arguments For and against social Responsibility- Managerial Ethics.
5. **Objectives:** Nature of Objectives – Management by Objectives – The Process of MBO – Setting Objectives – Benefits and Weakness of MBO.
6. **Basics Elements Planning and Decision Making:** Planning-Why do Managers Plan-Purpose and Performance of Planning-How do Managers Plan-Goals Setting- and Approaches to Attain Goals; Developing Plans and Contemporary Issues for Plan- The Nature of Decision making-

Decision Making-Defines, Types of Decisions, Decision-Making-Conditions, Rational Perspective on Decision Making- Steps in Rational Decision Making-Behavioral Aspects of Decision Making -Administrative Model and Their Elements-Forms of Group and Team Decision Making.

7. **Organizing:** Meaning–Nature–Purpose–Types of Organization–Organizational Structure–Span of Management– Chain of Command- Span of Control- Departmentation– Delegation of Authority–Centralization and Decentralization–Coordination’s.
8. **Motivating Employees:** Motivation-Theories of Motivation-Maslow’s Hierarchy of Needs Theory-McGregor’s Theory X and Theory Y- Goal Setting Theory-Reinforcement Theory-Equity and Expectancy Theory- Integrating Contemporary Theory of Motivation.
9. **Leadership:** Leader and Leadership-Leadership Theories-Trait Theory-Behavioral Theory-Contingency Theory-The Fiedler Model-Leadership Issues-Becoming an Effective Leader.
10. **Controlling:** Controlling-Process of Controlling-Measuring, Comparing, Taking Suitable Action- Organizational Performance-Measures and Tools for Measuring of Performance-Feed forward-Concurrent and feedback Control.

Books Recommended:

1. Robbins, Stephen P., Coulter, Mary., Vora, Neharika : Management
2. Harold Koontz and Heinz Weihrich : Management, A Global Perspective
3. R. W. Griffin : Management
4. Samuel C. Certo S. Trevis Certo : Modern Management Concepts and Skills.

MKT- 125: Introduction to Computer

Course Objectives: Understanding computer basics and the applications of packages is must for matching with today’s office environment and for better carrier. The course introduces students with the basic knowledge of computer, some important packages i.e. Microsoft Word, Excel, PowerPoint, Internet Applications, Access and basic Programming Language. Learning from this course would enable students to gain necessary skills for handling computer and to make proper use of their skills in discharging managerial responsibilities.

1. **Introduction to Computers:** Characteristics of Computers- Basic Application of Computer-Different Types of Computers- Advantages & Disadvantages of Computerization- Effects of Computers in Business.
2. **Components of Computer System:** Central Processing Units (CPU) - Input Devices-Output Devices- Memory Devices- Storage Devices.

3. **Computer Codes & Arithmetic:** Number System- Bits and Bytes- Binary- Binary Arithmetic- Octal- Decimal- Hexadecimal- Conversion of Number System.
4. **Computer Hardware:** Input Hardware- Processing hardware- Storage Hardware- Output hardware.
5. **Computer Software:** Software- Types of Software- System Software- Application Software- High Level Languages- Assemblers- Compilers- Interpreters- System Utilities.
6. **Data Processing:** Purpose of Data Processing- Operation Structure- Concepts- Modern Techniques.
7. **Application of Packages:** Word Processing Programs (Text Creation, Formatting and Proofing, Table Manipulation and Printing)- Spreadsheet's Programs (Elements, Manipulation of Cells, Function and Formulas, Printing)- Workbook (Editing and Viewing) - Presentation Programs (Basics, Creation of Presentation, Preparation Slides, Provides Aesthetic and Presenting Slides)- Database- Working with a Database- Users of Database- Common Corporate Database Systems- Statistical Packages (SPSS, PLS and AMOS).
8. **Computer Communication and Internet:** Computer Networks- Concept of Internet- Application of Internet- Service on Internet- Web Browsing Software- Email- Basic of Electronic mail- Using of Email and Document Handling- Online Shopping, Banking and Finance.
9. **Protecting Privacy, Computer and Data:** Understanding the Needs for Security Measure- Basic Security Concept- Threats to Users- Threats to Hardware- Threats to Data- Virus- Antivirus- Antivirus Packages- Cyber crime- Cyber terrorism.
10. **Purchasing and maintaining Microcomputer systems:** purchasing a computer: What to consider? - Maintaining a System- The environmentally aware computer user.
11. **Computer in Bangladesh:** Application - Problems - Prospects.

Books Recommended:

1. Pradeep K. Sinha and Priti Sinha : Computer Fundamentals
2. Sanders D. Donald : Introduction to Information Processing
User's Manuals for word, Excel and Access
3. Hutchinson, SE and Sawyer SC : Computers & Information System
4. William S. Davis : Computers and Business Information
Processing
5. M Lutfar Rahman & M Alamgir : Computer Fundamentals
Hossain

MKT-211: Financial Management

Course Objectives: The main goal of this course is to develop a foundation of financial management concepts. This will enable the student to understand how corporations make important investment and financing decisions, and how they establish risk-return policies. The course also lays a foundation for more complex financial topics that arise in additional elective courses in finance. This course in financial management describes the corporation and its operating environment; it will help any future manager to understand how the finances of a company work, and how they will be interfacing with finance.

- 1. Introduction:** Concept of Financial Management-Function of Financial Management-Goals and Objectives of Financial Management- Agency Theory. Agency Problem-Agency Cost-Financial Institutions & Markets-Review of Time Value of Money
- 2. Financial Statement Analysis:** Concept of Financial Statement -Financial Report & Financial Statement Analysis-Ratio Analysis-Concepts of Financial Ratio and its Analysis-Users of Financial Ratios-Types of Financial Ratios-Du Pont System-Limitations of Financial Statement Analysis/Ratio Analysis-Problem regarding Ratio Analysis
- 3. Risk and Return:** Concept of Risk and Return-Risk Assessment and Measurement-Portfolio Return and Standard Deviation-Correlation-Diversification.
- 4. Capital Budgeting:** Concept of Capital and Capital Budgeting-Procedure of Capital Budgeting-Estimation of Cash Flows-Techniques of Capital Budgeting (NPV,IRR, MIRR,ARR,PB) .
- 5. Cost of Capital:** Concepts of Cost of Capital-Importance-Sources of capital-Cost of Equity Capital-Cost of Debt Capital-Cost of Preferred Stock Capital-Cost of Retained Earnings-WACC, Factors affecting WACC-Marginal COC-Factors Influencing Cost of Capital Determination-Computation of Cost of Capital-Weighted Average Cost of Capital
- 6. Leverage:** Concept of Leverage-Types of Leverage-Effects of Leverage-Total Leverage-Breakeven Analysis.
- 7. Capital Structure:** Concept of Capital Structure-Types of Capital-Business & Financial Risk-Capital Structure Theory-Factors that Influence Capital Structure-Optimum Capital Structure- The EBIT-EPS Approach to Capital Structure-Choosing the Optimal Capital Structure.
- 8. Dividend Policy:** Concept of Dividend-Forms of Dividend-Determinants of Dividend-Factors Affecting Dividend Policy-Theory of Dividend Policy.
- 9. Working Capital:** Working Capital & its Management-Classification-Determinants of Working Capital-Working Capital Cycle-Cash Conversion Cycle.

10. Lease Financing: Definition and Provisions of Lease Financing-Types of Leasing-Methods of Leasing-Purchase and Lease Decision.

11. Financial Markets: Concepts-Role Types-Stock Exchange and Its Operations-Problems and Prospects of Bangladesh Capital Market-Securities and Exchange Commission-B.O account and Depository System-Special Topics in Managerial Finance: Hybrid and Derivative Securities-Mergers-LBOs-Divestures and Business Failures.

12. International Financial Management: International Financial Management- Concepts and Issues

Books Recommended:

1. Lawrence, J. Gitman : Principles of Managerial Finance
2. J. C. Van Horne : Financial Management and Policy
3. E. F. Brigham : Financial Management: Theory and Practice
4. I. M. Pandey : Financial Management

MKT- 212: Business Statistics-II

Course Objectives: Aim of this course is to equip students with the knowledge of statistical tools and techniques used in business and research. It deals with the basic concepts of statistics with some more advanced learning than Business Statics I. The discussion topics of this course are mainly probability distribution, sampling distribution, Hypothesis testing, ANOVA, Chi-square Test, Business Forecasting & Time series analysis. This course would help the students in making better business decision with the aid of statistical tools. Moreover, it would make the students capable of doing business research using statistical tools.

- 1. Introduction to Probability:** Concepts of Probability Approaches-Complementary Rules-Rules of Addition and Multiplication Theorems, Marginal Conditional Probability-Statistical Independence of Events-Baye's Theorem-Expected Value.
- 2. Probability Distribution:** Concept of Probability Distribution-Random Variables-Mean-Standard Deviation & Variance of a Probability Distribution-Binominal Probability Distribution-Distribution & Its Application-Concept of Poisson Probability Distribution and Its Application.
- 3. Sampling & Sampling Distribution:** Concept of Sampling-Sampling Methods-Sampling Distribution & Its Mathematical Applications-Central Limit Theorem-Sampling & Non-sampling Error.
- 4. Estimation:** Point Estimates-Basic Concepts of Interval Estimates-Interval Estimates & Confidence Intervals-Interval Estimates using the t Distribution-Determining the Sample size in Estimation.

5. **Hypothesis Testing:** Concept of Hypothesis-Testing of Hypothesis-One Tail & Two Tail Test-P Value-One Sample & Two Sample Test of Hypothesis.
6. **Analysis of Variance (ANOVA):** F Distribution-Application of ANOVA.
7. **Chi-Square Test:** Chi-Square and Its Application-Good of Fit Test.
8. **Business Forecasting & Time Series Analysis:** Concept-Forecasting Steps & Methods-Components & Trends of Time Series Analysis-Methods & Application.

Books Recommended:

1. S.P. Gupta & M.P. Gupta : Business Statistics
2. Richard I. Levin & David S. Rubin : Statistics for Management
3. Md. Ali Mian and Alimullah Miyan : Introduction of Statistics
4. A.L. Buddington : Statistics and their Application in Commerce

MKT- 213: Cost Accounting

Course Objectives: Cost accounting provides key data to managers for planning and controlling, as well as data on costing products, services, Comprehensive knowledge on Cost and Management Accounting is critical for the managers in planning and controlling organizational activities. The course contains elements of costs, costing methods, cost-volume-profit relationship, budgets, standard cost, direct costing, process costing, material planning, performance measurement and management control etc. The objectives of this course are to equip students with adequate skills and knowledge about concepts and techniques of cost and management accounting necessary for efficient and effective managerial decisions.

1. **Nature and Scope:** Meaning, Objects, Importance & Advantages of Cost Accounting - Essentials of a Costing System - Relationship Between Cost & Financial Accounting - Methods of Costing: Limitations of Cost Accounting.
2. **Basic Cost Concepts:** Concept of Cost and Expenses - Elements of Costs - Classification of Cost – Cost Unit and Cost Center - Method of Costing - Installation of Costing System-Preparation of Cost Sheet- Determination of Profit.
3. **Costing and Control of Materials:** Store Keeping and Control-Material Control and Objectives of Material Control-Bin Card Vs. Store Ledger-Store Management (Level of Stocks), Valuation of Material Issues: FIFO, LIFO and Average Method-Economic Order Quantity (Without and with Discount).
4. **Costing and Control of Labor:** Meaning of Labor Control-Idle Time-Variou Types of Idle Time and Causes of Idle Time- Labor Turnover and Causes of Labor Turnover-Time Keeping-Labor Control and Remuneration-Methods-Accounting for Wages-Labor Turnover.

5. **Overheads:** Classification of Overheads – Comments on Certain Items of Overheads – Overhead Distribution Stages – Distribution of Different Overheads – Actual Vs. Predetermined Overhead Rates – Over and Under-absorption Overheads – Control over Overheads Cost.
6. **Process and Job Costing:** Definition of Process Costing and Job Costing-Difference Between Process and Job Costing-Where Job Costing and Process Costing Is Used-Accounting Applications
7. **Cost Accounting Cycle:** Double Entry System in Cost Accounting - Control Account - Integrated System - Separated System.
8. **Reconciliation of Cost and Financial Accounting:** Causes of Difference – Preparation of Reconciliation Statement or Memorandum Reconciliation Accounts.
9. **Cost Behavior in Decision Making:** Fixed and Variable Costs - Behavior of Fixed Cost - Classification of Fixed Cost, Behavior of Variable Cost - Classification of Variable Cost - Mixed Cost - Behavior of Mixed Cost - Segregation of Mixed Cost. Total Cost - Cost per Unit - Behavior of Cost per Units, Product Cost and Period Cost - Relevant and Irrelevant Cost.
10. **Management Accounting Techniques and Profit Planning:** Marginal Costing, Direct Costing, Absorption Costing, Budgeting & Budgetary Control & Standard Costing – Pricing Decisions – Product Pricing Methods – Contribution – Key Factor – Profit Planning – Break-even Analysis – Break-even Chart.

Books Recommended:

1. Banarjee, B. : Cost Accounting.
2. Matz, Curry and Usry : Cost Accounting.
3. Basu& Das Theory and Practice of Cost Accounting.
4. Garrison, Noreen and Peter Managerial Accounting.
5. Horngren, C.T. : An Introduction to Management, Accounting.
6. Batty. J. : Management Accounting.
7. S. N Maheshwari : Cost and Management Accounting

MKT- 214: Macro Economics

Course Objectives: Upon successful completion of the course, the student should be able to demonstrate a basic understanding of news relating to the economy as a whole as reported in such publications as The Wall Street Journal; the economic implications of changes in government fiscal or monetary policy; how interest rates are determined and the role of interest rates in personal and corporate decision-making; and critically apply economic concepts when participating as a citizen in a democratic society. In particular, the students should be able to

calculate equilibrium national income levels, calculate and use various multipliers, convert nominal values to real values, and use a graph to explain the impact of changes in fiscal and/or monetary policy on income and price levels. In addition, students should be able to use simple models of international trade to study the flow of goods between countries and discuss the costs of protectionism within the context of such models.

1. **Introduction:** Defining Macroeconomics – Importance of Macroeconomics – Variables of Macro Economics- Limitations – Function and Utility of Micro and Macroeconomics – Need for Integrating Micro and Macroeconomics – Major Economic Problems.
4. **National Income Accounting:** Definition and Calculation of Gross National Product (GNP) – Gross Domestic Product (GDP) – Net National Product (NNP) – National Income (NI) – Personal Income (PI) – Disposable Income (DI). Income Approach & Output Approach of Income Accounting-, Keynesian Cross Model of National Income- Difficulties to Measure National Income in Developing Countries.
5. **Theories of Income and Employment:** Classical Theory of Employment – Say’s Law and Wage-Price Flexibility Theory of Full Employment- Savings- Investment- Money & Price Impact in Full Employment- Keynesian Theory of Income & Employment – Principles of Keynes Theory of Employment- Money-Wage Rigidity Model of Involuntary Unemployment, Depression and Involuntary Unemployment- Implications of Keynes Theory of Income & Employment.
6. **Aggregate Demand:** Aggregate supply and demand model – Behavior of the supply and demand curve – Keynesian aggregate supply curve – Fiscal and monetary policy under alternative supply assumptions – Impact of short and long run fiscal policy – Classical monetary policy – Ongoing money growth and inflation – Supply-side economics.
7. **Aggregate Supply, Wage, Price and Unemployment:** Limitation of The Short Run Growth Model – Aggregate Supply Curve and The Price Adjustment Mechanism – Wages, Prices and Output – Phillips Curve – Effects of a Monetary Expansion on Unemployment and Inflation – Inflation and Price – Price Indexes – GDP Deflator – Producer Price Indexes – Neutrality of Money – Supply Shocks – Adverse Supply Shock – Stagflation – Expected Inflation – Inflation-Expectations.
8. **Consumption and Savings Functions:** Concept of Consumption Function- Saving Function- Consumption-Saving-Interest Relation- Keynes Theory of Consumption- Determinants of Propensity to Consume- Relative Income Theory of Consumption- Life Cycle Theory of Consumption- Permanent Income Theory of Consumption
9. **Investment Functions:** Meaning of Investment, Fixed Investment – The Neoclassical Approach- Business Fixed Investment – Alternative Approach- Residential Investment- Inventory Investment- Derivation of Investment Multiplier.
10. **Economic Growth and Inflation:** Neoclassical Growth Theory, Economic Growth – The View of Supply Side Economics, Estimates of the Sources of Economic Growth- The Growth Rate & Environmental Quality- Definition of Inflation-Measures of Inflation-

Economic Effects of Inflation, Demand & Supply Side of Inflation- Inflation & Unemployment.

11. **Growth Policy:** Endogenous Growth – The Deeper Economics of Endogenous Growth – Convergence of Economies – Growth Traps and Two Sector Models – Growth Policy – Lessons from the Asian Tigers – Reforms and Growth in Eastern Europe and in the Poor Countries – Natural Resources and Limits to Growth.
12. **Monetary and Fiscal Policy:** Monetary Policy – Transition Mechanism – Liquidity Trap – Fiscal Policy Fiscal Policy and Crowding Out – Composition of Output and Policy Mix.

Books Recommended:

1. Dornbusch& Fischer : Macroeconomics
2. Parkin, Michael : Macroeconomics
3. Edward Shapiro : Macroeconomics Analysis
4. H. L. Ahuza : Macroeconomics Theory and Policy

MKT- 215: Legal Aspects of Business

Course Objectives: Understanding the laws relating to business and trade are very important for smooth functioning of business enterprises. This course is designed to provide the students with legal provisions related to business. It contains law of contract, laws related to partnership, sale of goods, carriage of goods, insolvency, and general principles of company law relating to formation, management & winding up etc. Learning from this course will provide students enough knowledge to handle the matters related to legal provisions favorably and run the company activities smoothly.

1. **Law of Contract:** Definition- Essential Elements of Contract- Classification of Contracts- Offer and Acceptance- Consideration- Capacity to Contract- Free Consent- Contract Made Through Agents- Remedies for Breach of Contracts.
2. **Partnership Act:** Definition of Partnership- Essential Elements of Partnership- Formation of Partnership- Relation of Partners and Their Powers- Rights and Duties- Dissolution of Partnership and Its Consequence.
3. **Sale of Goods Act:** Definition- Essential Elements of Contract for the Sale of Goods- Stipulation of Sale- Transfer of Ownership.
4. **Negotiable Instrument Act:** Definition and Nature of Negotiable Instrument- Types of Negotiable Instruments- Rights and Liabilities of Different Parties of Negotiable Instruments- Dishonor of Negotiable Instruments.
5. **Carriage of Goods Act:** Carriage of Goods by Road- Sea and Air- Laws Relating to Goods by Road- Sea and Air.
6. **Insolvency Act:** Insolvent and Its Nature- Effects of Insolvency and Discharge of Liability.

7. **Companies Act:** Definition- Features and Classification of Companies' Formation, Memorandum and Articles of Association- Commencement of Business- Winding Up of Company.
8. **Other Important Acts:** Agricultural Produce Markets Regulation Act- 1964, Hats and Bazar Ordinance- 1959, Pure Food Ordinance- 1969, Trade Marks Act- 1940, Patent Design Act- 1911, Standards of Weights and Measure Ordinance- 1982, Drug Policy Act- 1982 and The Payment of Wages Act- 1936.

Books Recommended:

1. Mofizul Islam : Principles of commercial Law
2. Arun Kumar Sen and Jitendra Kumar Mitra : Commercial Law and Industrial Law
3. Govt. of Bangladesh : Contract Act, Partnership Act. Sales of goods Act, Carriage of goods Act, Companies Act-1994.
4. M.C. Kuchhal : Mercantile Law

MKT-221: Principles of Marketing-II

Course Objectives: The course Principles of Marketing-II covers the contents new product development, product life cycle strategies, pricing strategies, marketing channel, marketing communications, retailing, whole selling, personal selling, public relations and direct marketing. Learning from this course would help the students to develop new product, strategies for product life cycle, pricing strategies, design integrated marketing communication for survival, growth and sustainability of their organizations.

1. **New Product Development and Product Life-Cycle Strategies:** New-Product Development Strategy - The New-Product Development Process -Managing New-Product Development - Product Life-Cycle Strategies - Additional Product and Service Considerations.
2. **Pricing Products: Understanding and Capturing Customer Values:** What is a Price? – Pricing Objectives-Factors to Consider when Setting Prices- Value Based Vs Cost Based Pricing- Break Even Pricing- Target Profit Pricing.
3. **Pricing Strategies:** New-Product Pricing Strategies - Product Mix Price Strategies - Price-Adjustment Strategies – Initiating and responding to Price Changes - Public Policy and Pricing.
4. **Marketing Channels: Delivering Customer Value:** Supply Chains and the value Delivery Network - The Nature and Importance of Marketing Channels - Channel Behavior and Organization - Channel Design Decisions - Channel Management Decisions - Public Policies Distribution Decisions - Marketing Logistics and Supply Chain Management.

5. **Retailing and Wholesaling:** Retailing – Types of Retailers – Retailer Marketing Decisions-Types of Wholesalers – Wholesalers Marketing Decisions.
6. **Communicating Customer Value: Integrated Marketing Communications Strategy:** The Promotional Mix - Integrated Marketing Communications - A View of the Communication Process - Steps in Developing Effective Marketing Communication - Setting the Total Promotion Budget and Mix - Socially Responsible Marketing Communication - Advertising and Public Relations.
7. **Personal Selling and Sales Promotion:** Personal Selling - Managing the Sales Force - The Personal Selling Process -Sales Promotion.
8. **Direct and Online Marketing: Building Direct Customer Relationships -** The New Direct Marketing Model - Growth and Benefits of Direct Marketing - Customer Databases and Direct Marketing - Forms of Direct Marketing - Online Marketing - Public Policy Issues in Direct Marketing.
9. **Sustainable Marketing:** Social criticisms of Marketing, Consumerism and Business Actions toward Socially Responsible Marketing- Towards Sustainable Marketing.

Books Recommended:

1. Philip Kotler : Principles of Marketing
2. William J. Stanton Michael J. Etzel& Bruce J. Walker. : Fundamentals of Marketing
3. Edarin H. Lewis : Marketing Channels: Structure and Strategy
4. Thomas C. Kinnear Kenneth L. Bernhardt : Principles of Marketing
5. N. Ranjan Nair : Marketing

MKT- 222: Insurance and Risk Management

Course Objectives: This course covers managing risk faced by business as well as in personal life also. It includes insurance as the device for handling and managing all types of risks. Life insurance, marine and fire insurance and various other types of emerging insurance and their organization and management in practices will be major focus of the course.

1. **Introduction:** Definition and Nature of Insurance- Role and Importance of Insurance- Insurance Contract- Functions of Insurance- Principles of Insurance- Reinsurance- Double Insurance- Insurance Marketing- Insurance and Society- Philosophy of Insurance- Loss, Peril and Hazard in Insurance.
2. **Life Insurance:** Definition- Elements–Characteristics- Life Insurance Contract- Classification of Policies- Selection of Risk- Measurement of Risk and Mortality Table- Policy Conditions- Profit and Bonus- Life Insurance Salesmanship.

3. **Marine Insurance:** Nature of Marine Insurance Contract- Marine Insurance Policies Conditions- Premium Calculations- Marine Losses- Payment of Claims- Warranties and Guaranties.
4. **Fire Insurance:** Nature of Fire Insurance- Contract- Kinds of Policies- Policy Conditions- Rate Fixation in Fire Insurance Payment of Claim.
5. **Reinsurance:** Types of reinsurance- Application of reinsurance to various branches of insurance- Problems of promotion of reinsurance business in Bangladesh.
6. **Miscellaneous Insurance:** Export Credit Guarantee Scheme- Peoples Personal Accident Insurance- Crops Insurance- Live Stock Insurance- Health Insurance- Automobile Insurance- Burglary Insurance- Group Insurance- Postal Life Insurance- Education Insurance.
7. **Insurance Business in Bangladesh:** Present scenario of Bangladeshi insurance industry- Jibon Bima Corporation- Sadharan Bima Corporation- Private Insurance Companies- Future of Insurance Business in Bangladesh.
8. **Risk Management:** Definition- Function and Nature of Risk- Classification and Evaluation of Risk- Determination of Risk- Perquisites of an Insurable Risk- Measures Regarding Care should be taken in taking the Risk for Indemnification- Elimination and Spreading of Risk- Methods of Risk Management.

Books Recommended:

1. Azizul Huq Chawdhury : Elements of Insurance
2. M.N. Mishra : Insurance principles and Practices
3. Frederick G Grone : Insurance Principles and Practices
4. Azizul Huq Chawdhury : Risk & Insurance
5. M.A. Samad : Life Insurance Selling in Action

MKT- 223: Human Resource Management

Course Objectives: Sound human relations and work environment is essential for organizational success. This course deals with human resource planning, recruiting, training and development, motivating, job, evaluation, remuneration policies, employee relations and productivity. Understanding human resource management will enable students to maintain sound human relations, favorable work environment in the organization and to ensure best performance.

1. Introduction to HRM: Definition of HRM- Characteristics- Importance- Function- Purpose- Challenges faced by HRM- Structure of HRM department.

2. Human Resource Management Policy: HRM policy- Policy areas- Influencing factors of HRM policy- Quality of HRM policy.

3. Human Resource Planning: Meaning- Importance- Planning process- Determine job needs.

4. Recruitment and selection: Definition of Recruitment- Purpose of recruitment-process- Internal sources & external sources- Selection Process.

5. Training and Development: Importance of training- Objectives- Principles- Process for effective training program- Approach of evaluation- Types of evaluation instruments- Reasons for failure- Relationship between training and education.

6. Job analysis: Importance: Process- Methods- Problems of job analysis.

7. Remuneration policy: Methods of remuneration- Fringe & benefit- Morale- Grievance- Steps in handling grievance.

8. Trade union: Principle of trade union- Why workers join- How objectives achieved by trade union- Why trade union not effectively participated- Essential for successfulness- Trade union in Bangladesh.

9. Job evaluation: process of Job evaluation- Merit rating- Methods- Reward or incentive- Promotion.

10. Developing Human Resources: Scope and cost human resources development- Model of training cycle- Design of training program- Level of evaluation- design.

11. International Human Resources management: Approaches- factors affecting to HRM.

Books Recommended:

1. Gary Dessler : Human Resource Management
2. Michael J. Jucius : Personnel Management
3. Edwin B Flippo : Personnel Management
4. Charles J. Coleman : Personnel-An open system Approach
5. Maurice W. Cuming : The theory and practice of Personnel Management
5. Georrs S. Odiorance : Personnel Policy

MKT-224: Elementary Psychology

Course Objectives: This course introduces the content and methods of psychology as a basic science, with emphasis on the social bases of behavior. After an initial review of the historical foundations for the scientific study of human behavior, several specific topics related to the social aspects of human behavior are discussed. Specific topics covered in this course include: sensation, perception, learning, theories of personality and social influences on behavior. In addition, this course will help to understand the human mind which will ultimately help the managers or executives to better satisfy the customers, employees or respected concerns.

1. **Introduction:** Nature of Psychology – Scope of Psychology- Historical Origin of Psychology-Subject Matter of Psychology – Contemporary Psychological Perspectives- Relationship between Psychology and Sociology- Significance of Psychology in Business.
2. **Sensory Process:** Characteristics of Sensory Modalities – Vision and Light-Visual Systems- Audition- Sounds and Waves- The Auditory Systems- Olfaction-Gustation- Pressure and Temperature-Pain.
3. **Perception:** Meaning of Perception- Use of Perception- Attention- Localization- Recognition- Perceptual Constancies, Perceptual Development- Theories of Perception- Illusion Vs Perception.
4. **Learning:** Classical Conditioning: Pavlov’s Experiments-Cognitive Factors- Biological Constraints- Instrumental Conditioning- Learning and Cognition-Observational Learning- Prior Beliefs.
5. **Attitude:** Influence of Attitudes – Attitude Organization – Tri – Component Attitude Model – How Attitudes are Measured – Cognitive Dissonance Theory – Multi Attribute Theory.
6. **Memory:** Meaning of Memory- Important Distinctions of Memory- Stages in Memory- Sensory Memory- Working Memory- Long Term Memory- Implicit Memory- Constructive Memory-Improving Memory
7. **Motivation:** Definition –Needs and Drives- The Dynamics of Behavior – Motivated Behavior – Characteristics of Motivated Behavior – Theories of Motivation.
8. **Emotion:** Components of Emotion– Cognitive Appraisal and Emotion- Subjective Experiments and Emotion- Relationship between Thought- Action Tendencies and Emotion.
9. **Personality:** Definition of Personality – Developmental Theories of Personality – The Psycho- Analytical Theory of Freud – The Behavioral Theory – The Reinforcement Theory.
10. **Social Behavior:** Group and Family Behavior-Social Influence and Attitude Change- Societal Ideology.

Books Recommended:

1. Hillgard R. Emest : Introduction to Psychology
2. Fayer D.H. : General Psychology
3. Schiffman, Leon G. & Kanuk, Leslie L., : Consumer Behavior

MKT- 225: Bangladesh Economics

Course Objectives: Economic profile of a country indicates the purchasing power, demand for goods and services, and opportunities for business community. Business graduates must pay careful attention to the economic affairs. The purpose of this course is to provide an outline of the economy of Bangladesh and its changing socioeconomic environment. It deals with various aspects including population, labor, agricultural development, industrial growth and provision of social and physical infrastructure, economic planning in Bangladesh. After studying this course students will be able to get an overview of the economic conditions in Bangladesh. Better understanding of the economy of Bangladesh will be helpful for better business decision and maximization of opportunities.

- 1. Introduction:** Main Characteristics of Bangladesh Economy-Basic Economic Problems-Causes of Low Per Capita Income and Low Standard of Living-Measures to Increase Per Capita Income-Non-Economic Problems-Growth and Structure of Output-Demographic Transition-Change in the Structure of Employment.
- 2. Macroeconomic Accounts:** Concepts of Development and Underdevelopment-Rising Rates of Savings and Investments-Foreign Capital Inflow-Capital Outflow-Selected Macroeconomic Issues Concerning Prices-Budget-Money and Banking-Structural Change of the Bangladesh Economy in the Historical context and the emerging pattern of Change.
- 3. Agricultural Sector of Bangladesh:** Declining Importance of Agriculture-Production Performance-Factors behind the Growth of Agriculture-Future Direction.
- 4. Structure, Growth and Direction of Manufacturing Industries:** The Size and Structure of Manufacturing Industry-Changing Structure of Manufacturing-Labor Productivity-Factor Intensity and Profitability-Gender Distribution of Employment, Cottage Industries-Incentives and Obstacles.
- 5. Trade and Global Links:** Trade Regime and Development-Export-led Development-Merchandise Imports-Remittances-FDI-Foreign Debt and Exchange rate.
- 6. Infrastructure & Environment:** Introduction-Transport-Energy-Skill Development and Environment.
- 7. Income Distribution, Poverty and Living Standard:** Introduction-Measuring Income, Measuring Inequality and Its Sources-Poverty Reduction-Indicators of Living Standard.
- 8. Credits, Constraints and Prospects:** Factors behind the achievements-Failures, reasons thereof and Challenges-Governance and The Future.

Books Recommended:

1. Azizur Rahman Khan : The Economy of Bangladesh: A Quarter Century of Development
2. Farland, J. & J.R. Parkinson : Bangladesh: Test Cases of Development

3. First, Second and Third, Fourth & Fifth Five Year Plans of Bangladesh

MKT- 311: Agricultural Produce Marketing

Course Objectives: As an agro-based economy agricultural produce marketing has an immense of importance in Bangladesh. In this regard, agricultural production theory, market structure, marketing functions and pricing of agro-cultural products are extremely important aspects for the agricultural produce marketers. This course will enable the student to set insight into the above mentioned theories and aspects of APM. In addition the course will help the students empower applying theories while marketing agricultural produces.

1. **Aspects of agricultural Marketing:** Definition- Evolution- Branches or Areas- Importance and Approaches to the Study of Agricultural Marketing- Market Structure and Product Market Features- Consumption Structure- Basic Problems of Agricultural Marketing- Sub-Systems- Roles Ideal System- Flow of Agricultural Marketing- Scientific Marketing for Farm Products.
2. **Agricultural Production Theory:** Types of Agricultural Farm and their Advantages and Disadvantages- Agricultural Surplus and Factors Affecting Marketable Surplus- Production Functions and its Analysis- Basic Problems and Factors of Production- Cost Concepts and Diminishing Return.
3. **Agricultural Market Structure:** Components and Dimensions of Market- Types and Dynamics of Market- Factors Affecting Market and Market Structure- Difference between Agro Product Marketing and Industrial Product- Industrial Income vs. Agricultural Income- Agro Based Industry- A Promising Sector for Our Economy- Categories and Prospects of Agro Business- Areas and Problems of Agro Business in Bangladesh.
4. **Agricultural Marketing Function:** Primary Function- Assembling- Processing and Value Addition- Grading & Standardization- Physical Function- Packaging- Storage - Warehousing- Transportation and Types- Development of Physical Function- Exchange Functions- Buying and Selling Functions- Objectives of Buying and Selling- Demand Creation- Different Buying Methods and Types- Facilitative Functions- Risk Taking and Risk Reducing Strategy- Hedging and Future Trading- Financing for Agriculture- Market Information and Its Necessity.
5. **Marketing Agencies:** Distribution Participants their Types and Characteristics- Marketing Channels- Middlemen Engaged in Agricultural Marketing in Bangladesh- Experience in Contract Farming and their Merits and Demerits- State and Group Marketing and Their Objectives And Limitations.
6. **Agricultural Marketing Cost and Pricing:** Distinguish Character of Marketing Costs- Elements of Marketing Costs- Efficiency Dimensions- Factors Affecting Marketing Costs- Factors Affecting Price Decision- Demand & Supply Analysis- Causes of Price Fluctuations and their Effects.
7. **Cooperative in Agricultural Marketing:** Characteristics- Functions Types- Structure of Cooperative In Bangladesh- Slow Growth of Cooperative in Bangladesh- Cooperation Under

Capitalism & Socialism- Need- Practices- Motives- Principles of Cooperation- Collective Farming.

8. **Agricultural marketing Dimensions:** Need for Training and Research in Agricultural Marketing- Marketing Extension and Dimensions of Market Statistics- External- Methods- Forms and Problems of External Marketing Necessities- Roles- Policies- Control and Participations of Government in Agricultural Marketing in Bangladesh.
9. **Marketing of Selected Agricultural Products:** Chemical and Organic Fertilizer- Fruits and Vegetables- Poultry and Egg- Livestock and Meat- Milk and Dairy Products- Tobacco and Tobacco Products- Mushroom- Tea.

Books Recommended:

1. N.L. Agarwal : Agricultural Marketing
2. Akramul Hoque : Agricultural Marketing in Bangladesh
3. Anishure Rahman : Agricultural Economics
4. Ramkishen Y. Rural : Agricultural Marketing
5. Richard L. Kohles : Marketing of Agricultural Products
5. Theodore Mackling : Efficient Marketing for Agriculture

MKT 312: Organizational Behavior

Course Objectives: Most managers say that managing people is the most dynamic, challenging and rewarding activity they face. People and the organizations they work in are changing faster than ever before. We are all working harder, facing increasing societal pressures for success, experiencing different types of family pressures, and, as a total workforce, becoming more diverse than we have ever been. Keeping this in mind, this course is designed to give the students overall idea about the behavior of the people, organization, and the interface between human behavior and the organization. It also focuses to improve the interpersonal skills of the future managers, which is closely tied to the need for organizations to get and keep high-performing employees.

1. **Fundamentals of Organizational Behavior:** The Dynamics of People and Organizations- Understanding OB- Elements of OB- Goals/ Objective of OB-Elements of OB- Fundamental Concepts or Assumption of OB- Disciplines That Contribute to the OB Field- Levels of Organizational Behavior- Challenges and opportunities of OB.
2. **Models of Organizational Behavior:** An Organizational Behavior System- Different Models of OB- The Autocratic Model- The Custodial Model- The Supportive Model- The Collegial Model- The System Model- Conclusions about the Model
3. **Organizational Structure and Culture:** Definition of Organizational Structure- Organizational Hierarchy- Definition of Organizational Culture- Cultural Diversity- Characteristics of Organizational Culture- Factors Affecting Organizational Culture- Types of Organizational Culture- How Employee Learn Culture/How a Culture Begin- Creating an Ethical Organizational Culture- Barriers to Organizational Culture.
4. **Motivation & Reward System:** Definition of Motivation- Model of Motivation- Drives of Motivation- Methods of Motivation- Hierarchy of Needs Theory- Theory X and Theory Y of Motivation- Herzberg's Two-Factor Theory of Motivation- Comparison

between Two-Factor Theory and Hierarchy of Needs- Theory of Motivation- Goal-Setting Theory of Motivation.

5. **Employee Attitudes and Job Satisfaction:** Nature & Types of Major Employee Attitudes- The Main Components of Attitudes- the Major Job Attitudes- Job Satisfaction- Causes Job Satisfaction & Dissatisfaction- The Impact of Job Satisfaction and Dissatisfaction- Ways to Show Job Dissatisfaction- Relationship between Job Satisfaction & Customer Satisfaction
6. **Leadership:** Definition of Leadership- Management Versus Leadership- Characteristics of Leader- Sources of Leadership power- Leadership Skill- Leadership style/ Pattern- Trait Theory of Leadership- Behavioral Approaches to Leadership Style- Contingency Approaches to Leadership (Fiedler's Contingency Model- Path Goal Model)- Emerging Approaches to Leadership
7. **Empowerment and Participation:** The Nature of Empowerment and Participation- How Participation Works- Programs for Participation- Important Considerations in Participation
8. **Foundations of Group Behavior & Group Dynamics:** Definition of Group- Why Do People Form Groups- Stages of Group Development- Group Properties- Group Decision Making- Strengths of Group Decision Making- Weaknesses of Group Decision Making- Groupthink and Group shift- Group Decision-Making Techniques- Differences between Group & Team.
9. **Teams and Team Building:** Organizational Context for Teams-Classical Concepts and Matrix Organization- Ingredients of Effective Teams- Potential Team Problems- Team Building Process- Team Building process- Specific Team Building issues- Skills Useful in Team Building
10. **Conflict and Resolution:** Definition of Conflict- Functional Versus Dysfunctional- Types of conflict- A model of Conflict Resolution /The Conflict Process- Conflict Resolution Techniques- Outcomes of Conflict.
11. **Stress and Counseling:** Employee Stress- Causes of Employee Stress- Frustration- Stress and Job Performance- Approaches to Stress Management- Employee Counseling and Types of Employee Counseling: Directive- Nondirective and Participative Counseling
12. **Managing Organizational Change and Resistance to Change:** Definition of organizational change- Types of organizational Change-Forces for Change/ Factors Affecting Organizational Change- Reasons for Resistance- Forms of Resistance- The Sources of Resistance to Change- Overcoming Resistance to Change for Change / Building Support for Change.

Books Recommended:

1. John W. Newstrom & Keith Davis : Organizational Behaviour-Human Behaviour at work
2. Stephen P. Robbins and Timothy A. Judge : Organizational Behaviour
3. Edgar N. Schein : Organizational Psychology
4. R.S. Dwivedi : Human Relations & Organizational Behaviour
5. M.E. Heilman & H. A. : Managing Human Forces in Organization

- Homsterin
6. Fred Luthans : Organizational Behaviour

MKT- 313: Supply Chain Management

Course Objectives: In order to provide highest possible value to customers it is imperative to have knowledge about the value creation and delivery network. This course includes logistics and global logistics, inventory management, and logistic system design. Learning from this course would enable students to enhance organizational competitiveness through delivering highest possible value to customers at a lowest possible cost and time.

- 1. Understanding the Supply Chain:** Definition-Decision Phases-Process View Importance of Supply Chain Flows.
- 2. Designing the Distribution Network in a Supply Chain:** Role of Distribution in the Supply Chain-Factors Influencing Distribution Network Design-Design Options for a Distribution Network and Value of Distribution in the Supply Chain.
- 3. Network Design in the Supply Chain:** Role of Network Design in the Supply Chain-Factors Influencing Network Design-Framework for Network Design Decisions-Making Network Design Decision in Practice.
- 4. Demand Forecasting in a Supply Chain:** Role of Forecasting-Characteristics of Forecasts-Components of Forecast-Basic Approaches of Demand Forecasting-Forecasting in Practice.
- 5. Aggregate Planning in the Supply Chain:** Role of Aggregate Planning-Aggregate Planning Problem-Aggregate Planning Strategies-Implementing Aggregate Planning in Practice.
- 6. Planning and Managing Inventories in Supply Chain:** Role of Cycle Inventory in the Supply Chain-Safety Inventory in the Supply Chain-Determining Appropriate Level of Safety Inventory-Determining Optimum Level of Product Availability.
- 7. Sourcing Decisions in Supply Chain:** Role of Sourcing-Supplier Scoring and Assessment-Supplier Selection and Contracts-Design Collaboration-Procurement Process-Making Sourcing Decisions in Practice.
- 8. Transportation:** Role of Transportation-Basic Transport Economics and Pricing-Factors Affecting Transportation Decisions-Transport Decision Making-Routine and Scheduling in Transportation.
- 9. Technology in Supply Chain:** Role of it in Supply Chain Management-Customer Relationship Management-Internal Supply Chain Management-Supplier Relationship Management.

Books Recommended:

1. Sunil Chopra & Peter Meindl : Supply Chain Management: Strategy, Planning and Operation
2. Bowersox, Smykuy & Lalbode : Physical Distribution Management
3. Douglas M. Lambert & James R. Stock : Strategic Physical Distribution

MKT- 314: Tourism & Hospitality Management

Course Objectives: The primary purpose of this course is to familiarize the students with the strategies, concepts, theories, that deal with the tourism and hospitality industry to effectively manage an organization for achieving its goal. It covers issues like growth, development, scope and nature of tourism; the tourism industry, its products, markets, infrastructure and superstructure; marketing mix, communications mix, tourism management strategies; hospitality service strategies; and ethics.

- 1. Introduction:** Definition-Components of Tourism and Tourism Management-Basic Approaches to the Study of Tourism-Economic Importance of Tourism-Benefits and Cost of Tourism.
- 2. The impacts of Tourism:** Economic Impacts on Tourism-Socio-Cultural Impacts, Environmental Impacts on Tourism etc.
- 3. World, National, Regional and Other Organizations:** International Organizations Development-National Organizations-Regional Organizations-State and Community Organizations.
- 4. Hospitality and Related Services:** The Lodging Industry-The food Service Industry-Meeting Planners-Meeting and Conventions.
- 5. Tourism Destination Management:** Definition of DMO-Basic Elements-Destination Marketing-Why Manage the destination-Destination Lifecycle.
- 6. Tourism Policy, Strategy, Formulation and Implementation:** Definition of Tourism Policy-The Purpose of Tourism Policy-Importance of Tourism Policy-Area Addressed by Tourism Policy-The Structure and Composition of Tourism Policy.
- 7. Tourism Marketing:** Significance of Market Environment-Marketing Segmentation in Tourism-Tourist Decision Making Process.
- 8. Tourism Promotion:** The Concept of Tourism Promotion-The Importance of Tourism Promotion-The Criteria of Tourism-Tourism and Globalization-Understanding of Tourism Promotion and Marketing.
- 9. Tourism Components:** Supply Components-Natural Resources-Built Environment-Operating Sectors-Spirit of Hospitality and Cultural Resources.

10. Future in Tourism: Technology and Future of Global Tourism-Different Dimensions and Variations of Future Tourism-Tourism Forecasting-Future of Travel Distribution Channel-Ways of ensuring Future growth of Tourism.

Books Recommended:

1. C. R. Goeldner and J. R. B. Ritchie : Tourism: Principles, Practices, and Philosophies

MKT- 315: Taxation and Auditing

Course Objectives: Business people must have familiarity with the individual & corporate taxation policies and auditing. This course will make students familiar with the types of taxes, principles of taxation, tax assessment procedures, provisions of income tax, wealth tax, VAT, functions of Tax authorities, audit planning and control, errors and frauds, internal control, vouching, verification and valuation of assets and liabilities. From this course students will be able to understand the impact of taxation and auditing on the financial and non-financial objectives of the organization. The learning from this course will enable the graduates to handle the tax and audit related affairs effectively.

Taxation:

1. **Introduction:** Definition of Taxation-Principles of Taxation-Objectives of Taxation-Characteristics of Taxation-Types of Taxation-Principles of Taxation Incidence-Taxation structure of Bangladesh.
2. **Income Tax:** Incomes and Exemptions-Location of Income-Assesses Types and Status-Heads of Income-Assessment of Individuals-Double Taxation-Relief and Avoidance's Super Tax-Tax on Tax-Authorities-Assessments Procedures-Appeal, Revision, Recovery, Refund and Penalties.
3. **Income Sources:** Salary Income-Interest on Securities-Income From House Property-Agricultural Income-Capital Gains-Income from Business or Profession-Income from Other Sources-Methods of Computing Income and Allowable Deductions Under Each Source.
4. **Tax Evasion and Tax Avoidance:** Definition-Distinction-Socio-Economic Effects-Common Methods of Tax Avoidance and Evasion-Prevention Measures Adopted in Bangladesh.
5. **Value Added Tax:** Meaning of VAT-Reasons for Introducing VAT in Bangladesh-Arguments for and Against VAT-Computation Of VAT-Goods and Services Subject to and Exempted from VAT in Bangladesh.

Auditing:

6. **Introduction:** Definition-Objectives-Advantages-Procedures-Techniques-Types of Auditing-Auditors' Qualifications and Qualities-Audit Program-Audit Working Papers-Audit Notebook-Test Checking-Audit Planning and Control.

7. **Errors and Frauds:** Nature-Types-Auditors Duties-Preventive Measures.
8. **Internal Control:** Internal Check-Internal Audit and Internal Control: Objectives, Procedures-Auditors Position.
9. **Vouching:** Vouching of Cash Transaction.
10. **Verification and Valuation of Assets and Liabilities.**
11. **Audit of a Limited Company:** Appointment-Removal-Duties of an Auditor-Audit Report and Management Audit.

Books Recommended:

- | | | | |
|----|-------------------------|---|--------------------------------------|
| 1. | Govt. of Bangladesh | : | Income Tax Ordinance and Finance Act |
| 2. | M. Nurunnabi | : | Income Tax: Law and Practice |
| 3. | Khaja Amjad Sayeed | : | Income Tax |
| 4. | Monjur Morshed | : | Income Tax |
| 5. | Tandon, B.N. and et al. | : | Practical Auditing |
| 6. | Syed, Khawaja Amjad | : | Auditing Principles and Procedures |

MKT- 321: Business Marketing

Course Objectives: Commercial enterprises institutions and all levels of government constitute a large market that needs to be analyzed properly by the marketers related with business or industrial marketing. This course will enable students to identify challenges and opportunities while serving the needs of organizations. Furthermore, the course will help students provide on ideal plat form to deepen their knowledge of the competitive realities of the national and global market place, relationship management between buyers and sellers of business market, cross-functional decision-making processes, product quality business market demand and supply issues and related areas.

1. **The Significance of B2B Marketing:** Definition-The Significance of Supply/Demand & Value Chain-Some Characteristics of Organizational Markets-The Significance of Relationships & Networks-Supply/Demand Chain Ethics.
2. **Organizational Buying Behavior:** Types of Organizational Markets-Learning from Organizational & Consumer Buyer Behavior-Influences on Organizational Demand-Organizational Decision Making-Buying Decisions in Relationship.
3. **Inter-Organizational Relationships:** From Market Transactions to Relational Exchange-Customer Relationship Management (CRM)-Partnerships & Alliances.

4. **Marketing Channels & Supply Chains:** Structure & Role of Marketing Channels-Flows & Blockages in Channels-From Channels to Chains-Marketing Logistics.
5. **B2B Marketing Planning & Analysis:** The planning Process & Supply/Demand Chain Management (S/DCM)-The Marketing Planning Process-Situation Analysis-Information Sources & Assessing Market Potential- B2B Market Segmentation.
6. **B2B Marketing Strategies & Implementation:** Market Positioning-B2B Branding Strategy-Making B2B Strategy Decisions-Issues of Implementation.
7. **Business Products & Services:** Classifying Business Products-Managing Business Products-New Product Development-Classifying Business Services-Characteristics of Business Services-B2B Services Marketing Management.
8. **Value & Pricing in B2B Markets:** Notions of Value in Organizational Markets-Making Pricing Decisions-B2B Pricing Strategies.
9. **B2B Marketing Communications:** Communication Strategies-Elements of Communications Mix-Relative Effectiveness of B2B Media-Personal Selling & Sales Management-Organizing the Sales Force.

Books Recommended:

1. Nick Ellis : Business-to-Business Marketing: Relationships, Networks & Strategies
2. Hutt. Michel & Spch. Thomas : Business Marketing Management–A Strategic View of Industrial and Organizational Markets W.

MKT- 322: International Business

Course Objectives: There is no longer any such thing as a purely national economy. The rest of the world is just too big to ignore, either as a market or as a competitor. In addition, people like it or not, the process of globalization is going on all over the world. Business people around are experiencing the challenges and excitement of globalization. With the emergence of market economy and globalization, the enormous changes in political, social, economic and environmental events, is increasing complexities and opportunities in international business operation. In order to ensure the survival and sustainable growth, business enterprises need executives for mastering the incoming changes and utilizing the opportunities favorably. This course is designed to equip the graduates with a new mind-set, a different paradigm, skills and competence, which might help them to handle the situation favorably and operate marketing activities successfully in the global settings.

1. **Introduction to International Business:** Historical Background for International Business-Reasons for International Business-Modes of International Business-International Business & Domestic Business.

2. **The Environmental Forces:** Forms & Changes of Culture-Behavioral Practices Affecting Business-Dealing With Cultural Differences-Political Ideologies, Trends in Political System-Legal Environment-Legal Issues in Business-Elements of Economic Environment-Economic Systems.
3. **International Trade & Factor-Mobility Theory:** Interventionist Theories-Free Trade Theories-Trade Pattern Theories-Statics & Dynamics of Trade-Factor Mobility Theories.
4. **Government Influence on Trade:** Economic Rationales of Intervention-Noneconomic Rationales of Intervention-Instruments of Trade Controls-Dealing with Government Trade Influences.
5. **Cross-National Cooperation and Agreements:** WTO-IMF-EU-NAFTA-ASEAN-Other Treaties and Local Alliances.
6. **Designing Entry Strategy:** Elements and Classification of Foreign Market Entry Mode-Factor Influencing the Choice of Entry Mode-Dynamics of Entry Mode Decisions-Foreign Marketing Plan.
7. **Export Entry mode:** Determining Direct and Indirect Export Channel-Factors Considering the Choice of Foreign Agent/Distributor-Export Operations.
8. **Contractual Entry Mode:** Protecting Industrial Property Rights Abroad-Profitability Analysis of Each Entry Mode-Negotiating the Licensing Agreement-Differences among Various Contractual Entry Modes.
9. **Investment Entry Mode:** Factors Influencing the Choice of Investment Entry Modes-Analyzing the Foreign Investment Climate-Assessing Profitability of Various Investment Projects-The Investment Decision in a Target Country.
10. **Managing Business Functions Internationally:** Where to Manufacture? Make-or-Buy Decisions-Global Manufacturing Systems-Sourcing Globally-Global Supply Chain Management-Market Segmentation-Product Attributes-Distribution Strategy-Communication Strategy-Pricing Strategy-R&D and New Product Development.

Books Recommended:

- | | | |
|---|---|------------------------|
| 1. John D. Daniels, Lee H. Radebaugh and Daniel P. Sullivan | : | International Business |
| 2. Charles W.L. Hill | : | International Business |
| 3. Don Ball and Wendell McCulloch | : | International Business |

MKT-323: Entrepreneurship Development

Course Objectives: The Entrepreneur Development course provides the students with a clear understanding of the processes of new venture creation and the critical knowledge necessary to manage the business. As a part of this course, students will be asked to prepare a comprehensive business plan for starting a new business or acquiring any business. One of the serious problems Bangladesh has been facing is the huge unemployment. Every year graduates are coming out from universities and looking for jobs. But limited opportunities resulted in chronic unemployment and huge loss of its most important human resource. To address the issue this course is designed to provide the students a sense self-employment through identifying opportunities, generating business ideas and developing effective business plan. It is true that this little learning on entrepreneurial process is not enough to make the graduates ready to take risks involved in starting a new venture. But the learning from this course might help them to change their typical mindset from searching job to creating jobs and self-employment, which is badly needed at this moment for the sustainable socioeconomic development of Bangladesh.

- 1. Fundamentals of Entrepreneurship:** Concept of Entrepreneur & Intrapreneur- Evolution of the Entrepreneurship Concept-Who is an Entrepreneur and Who is not?- What is Entrepreneurship-Traits- Assessing Entrepreneurial Characteristics-Functions of an Entrepreneur-Difference between Entrepreneurial styles and Managerial Styles-Risks of an Entrepreneur- Ethical and Legal Issues Related to Entrepreneurship – Social Responsibilities of Entrepreneur.
- 2. Entrepreneurship Development:**What is Entrepreneurship Development?-Benefits of Entrepreneurship Development-Process of Entrepreneurship Development-Entrepreneurship Development Model-Ways of Creating and Developing New Business- and Creative Problem Solving Techniques That Can be Used for Generating Creative Product Ideas and Innovations.
- 3. Entrepreneurship Environment:**Environment for Entrepreneurship Development – Economic Factors – Non-Economic Factors – Government Actions-Model of Entrepreneurship Environment and Research Findings around the World.
- 4. Recognizing Business Opportunities and Defining Products/ Services:**Researching Opportunities- Assessing Opportunities- Assessment Process-Shaping the Product or Services.
- 5. Model Feasibility Checklist:** Model Business- and Evaluating the New Plan with the Help of Model Feasibility Checklist- Product Feasibility-Market Feasibility and Financial Feasibility.
- 6. Business Planning:** Business Plan- Major Benefits of Business Plan-Components of Business Plan- Product Plan- Market Plan (Market and Industry analysis)-Marketing Plan- Organizational Plan – Financial Plan – Finalizing the Business Plan.
- 7. Entrepreneurship Development in Bangladesh:** Entrepreneurship Development Program (EDP) – Objectives and Needs of EDP – Government Policy and Institutional Support for Entrepreneurship Development in Bangladesh.

8. **International Aspects of Entrepreneurship:** International Business-Entry Strategies in International Markets- Factors Affecting in the Choosing Entry Strategies-Export Performance and Trends of Small Enterprises – Major Constraints – Measures to Handle the Constraints.
9. **Preliminary Preparation to Become an Entrepreneur:** Innovative Idea-Determination-Capital Building-Family Support-Value Experience-Financing-Redundancy-Marketing Challenge-Technology & Networking- Target Revenue- Personal Branding-From Zero to Hero-Overcoming Failure-Ownership-Fight Challenge-Involvement-Demand of the Product-and Business Trend.

Books Recommended:

1. Robert D. Hisrich : Entrepreneurship
2. Ewing Marion Kauffman : Planning the Entrepreneurial Venture
Foundation, USA
2. S. S. Khanka : Entrepreneurial Development
3. Rahmen. A. H. M. H. et al. : Entrepreneurship and Small Enterprise Development in
Bangladesh
4. Md. Sabur Khan :Hand book of Entrepreneurship
Development
5. Gupta Dr. C.B. et al. : Entrepreneurship and Small Business Management

MKT- 324: Integrated Marketing Communication

Course Objectives: The objectives of the course are to provide an understanding of how the major types of marketing communication messages are created and delivered, the knowledge to know how to integrate different media to communicate a clear message to the stakeholders, and the tools for measuring the effectiveness of different advertising campaigns. Finally, this course will help students to know how the integrated marketing communications (IMC) process is applied to global or international operations, creating a globally integrated marketing communications (GIMC).

1. **Introduction to IMC:** The concept of IMC- Theories of marketing communication- Role of IMC understanding communication mix- Marketing mix vs. Communication mix- Benefits of and barriers to IMC- IMC planning process-Ethical and social responsibilities of IMC.
2. **Advertising Dimension:** Definition-Goals/objectives of advertising-classification of advertising- Differences between communications goals and marketing goals a- DAGMAR approach-characteristics and criticisms of DAGMAR approach-Need for promotion at different stages of PLC.
3. **Advertising Agency:** Participation in the IMC process- Types of advertising agencies- Organizational diagrams of agencies- Agency compensation- The client- Agency relationship.

4. **Communication Budget:** Approaches to communication budgeting- Top down approaches to budgeting- Buildup approaches of budgeting- Relationship of advertising to sales and profit.
5. **Creative copywriting:** Meaning of copywriting- Elements of copywriting-Developing the copy platform- Advertiser's pyramid vs. copywriter's pyramid –pitfalls in copywriting- Checklist for effective copywriting-formats of copywriting.
6. **Media planning:** Concept of media planning- Terminologies of media planning- Media planning process- creating indices to determine where to promote- Methods of scheduling.
7. **Sales promotion:** Definition-Objectives-Tools- Strategies- Strengths-Limitations- Consumer promotion vs. Trade promotion.
8. **Personal selling:** objectives-strategies- process- Strengths- Limitations-Managing the sales force.
9. **Publicity and Public Relations:** Definition of publicity- Tools of publicity-Strengths of publicity and limitations of publicity- Definition of public Relations- Types of public Relations activities- Public Relation Mix.
10. **Direct Marketing:** Definition- Objectives- Strengths- Components- Strategies- Media- Advantages and disadvantages of direct marketing- Database marketing.
11. **Other Communication Tools:** Packaging- Sponsorships- Exhibitions Merchandising- word of Mouth- E-Marketing- Corporate identity.
12. **Evaluation of Media:** Advantages and disadvantages of television advertising-Types of television sponsorships- Measuring the TV audiences- Advantages and disadvantages of radio-Measuring Radio audiences- Advantages and disadvantages of print media- Measuring the CPM in print media.

Books Recommended:

1. Smith, P.R. and Jonathan Taylor : Marketing communications-and Integrated Approach, 4th edition, Kogan page India Private Limited, New Delhi.
2. Duncan and Tom : Principles of Advertising & IMC, 2nd edition, Tata McGraw-Hill publishing Company Limited, New Delhi.
3. Kenneth E. Clow and Donald E. Baack : Integrated Advertising, Promotion, and Marketing Communications, 6th edition, Pearson Education Inc.

MKT- 325: Quantitative Business Analysis

Course Objectives: This course provides an introduction to quantitative analysis tools most commonly deployed in optimizing strategic planning and decision making. It focuses on mathematical modeling techniques for decision making as applicable to the management. The course also addresses quantitative analysis tools applicable to operations management settings. It covers probability, decision theory, regression models, linear programming, distribution models, network models, waiting-line models, utility and game theories.

- 1. Introduction:** Define Management Science-Models-The Management Science Approach-The Utilization of Decision Support Systems in the Context of Management Science-Break-even Analysis-The Importance and Impact of Management Science.
- 2. Forecasting:** Introduction-Quantitative Forecasts-Forecasts That Use Time Series Data-Explanatory Models-Accuracy and Control-Selecting a Forecasting Approach.
- 3. Linear Programming-Basic Concepts and Graphical Solution:** Introduction-Formulating LP Models-Graphical Method-Finding the Optimal Solution-Slack and Surplus-Some Special Issues.
- 4. Applications and Solutions of Linear Programming:** Product Mix Problems-Diet Problems-Blending Problems-Marketing Applications-Financial Applications-Production Applications-Agriculture Applications-Data Envelopment Analysis.
- 5. Transportation, Transshipments and Assignment Problems:** Transportation Problems-Other Applications-Linear Programming Formulation of the Assignment Problems.
- 6. Decision Theory:** Introduction-The Payoff Table-Decision Making Under Certainty-Decision Making Under Complete Uncertainty-Decision Making Under Risk-Decision Trees-Decision Making with Additional Information-Sensitivity Analysis.
- 7. Waiting-Line Models:** Introduction-Goals of Queuing System Design Elements and Characteristics of Waiting-Line Systems-Measures of System Performance-Queuing Models-Cost Considerations-Other Queuing Models-The Psychology of Waiting-The Value of Waiting Line Models.
- 8. Simulation:** The Nature of Simulation, Developing a Model-Flow Charts-Performing a Simulation-Monte Carlo Method-Generating Inputs with a Mechanical Device-Random Number Table-Computer Simulation-Pseudorandom Numbers-Decision Making-Advantages and Limitations.
- 9. Utility and Game Theories:** Utility Analysis-Measuring Utility-Using Utility for Decision Making-Attitudes towards Risk-Limitations-Multiple Criteria-Priority Systems-Transformations-Multiattribute Utility Theory-Limitation-Conflict Situations-Characteristics-Dominance-Pessimistic Criterion-Mixed Strategy-Extensions.

Books Recommended:

1. William J. Stevenson : Management Science
2. E. Turban & J.R. Meredith : Fundamentals of Management Science

MKT- 411: Marketing Management

Course Objectives: Marketing strategy becomes central to enterprise strategy. Competitive strategy and marketing strategy are synonymous. It is marketing that can make difference among the competing firms. After completion of the course the graduates would be able to develop the distinctive marketing program and contribute in survival, growth and sustainability of their organizations. The intended learning objectives of this course are to gain ability to critically analyze and identify the environmental elements affecting marketing decisions; ability to identify and analyze market opportunities; ability to design balanced marketing program, implementing and managing marketing activities favorably.

1. **Introduction:** Definition- Core Concepts- Company orientation toward the market place - Demand States and Marketing Tasks- Creating customer value, satisfaction and loyalty - Attracting and retaining customer-Customer relationship management.
2. **Market Oriented Strategic Planning:** Strategic marketing planning- Corporate and Division Strategic Planning- Establishing Strategic business units- The BCG approach -The GE model- Planning new businesses & Downsizing the older business.
3. **Dealing with the Competitors:** Competitive forces- Identifying competitors- Analyzing competitors- Designing competitive strategies- Market leader strategies- Market challenger strategies- Market follower strategies- Nicher strategies.
4. **Segmenting, Targeting and Positioning:** Level and pattern of market segmentation- Market segmentation procedure- Identifying & Selecting market segments– Positioning strategies.
5. **Developing New Market Offerings:** Definition of new product– Challenges in developing new product– Organizational arrangements– Managing the new product development process– Product line decisions- Differentiation- Product lifecycle and marketing strategies- Branding strategies- Creating, and measuring brand equity– Packaging and labeling.
6. **Designing Global Market Offering:** Competing on a global basis– Deciding whether to go abroad– Deciding which market to enter– Regional free trade zones– Evaluating potential markets– Deciding how to enter the market.
7. **Pricing:** Consumer psychology and pricing- Setting the price–Cost Based Pricing- New Product Pricing- Pricing over Product Life Cycle- Pricing for Export Marketing- Adapting Price- Initiating and Responding to Price Changes- Legal Aspects of Pricing- Price Promotion.

8. **Marketing Channel:** Channel design decisions– Channel management decisions– Channel conflict, cooperation– E-commerce practices.
9. **Marketing Communications:** Marketing communication mix– Factors in setting the marketing communication mix- Managing integrated marketing communication process (IMC)– Developing and managing advertising program– Major decisions in public relations.
10. **Managing Sales Force:** Designing Sales Force- Recruiting, Training, Motivating and Evaluating Sales Representatives.
11. **Organizing, Implementing and Controlling:** Managing holistic marketing organization - Marketing implementation- Evaluation and control– Types of marketing control– Marketing audit.

Books Recommended:

1. Kotler, Philip & Keller, Kevin : Marketing Management, 13th edition, Pearson Education Inc. New Jersey, 2010
Lane
2. Kenneth R. Davis : Marketing Management
3. Martin Zober : Marketing Management
4. Philip Kotler : Marketing Management: Analysis, Planning
Implementation and Control

MKT- 412: Project Management

Course Objectives: This course is designed to give the students an understanding of the basic concepts and techniques of project management. The course includes project identification, project formulation, appraisal, and resource mobilization for project, planning, implementation, monitoring and evaluation of project. The techniques like network analysis, resource loading and leveling are examined. Learning from this course would help the graduates to develop management skills in handling job related to project management.

1. **Introduction:** The definition of a Project- Project Management- The project Life Cycle Elements of a Project- Key characteristics of a project- Importance of projects- Project life cycle- Stages of project life cycle- Determinant of project success.
2. **The Organizational Context:** Strategy- Structure and Culture- Project and Organization Strategy- Stakeholder Management- Organizational Structure- Forms of Organizational Structure- Project Management Offices- Organizational Culture.
3. **Projects Selection and Portfolio Management:** Project Selection- Approaches to Project Screening and Selection- Financial Models- Project Portfolio Management- Models types- Project portfolio process- Project Proposals.
4. **Leadership and Project Manager:** Leader Vs Managers- How the Project Manager leads- Traits of Effective Project leaders- Project champions- The New Project

Leadership- Project Management Professionalism.

5. **Scope Management:** Conceptual Development- The Scope Statement- Work Authorization- Scope Reporting- Control Systems- Project Closeout.
6. **Project Team Building, Conflict and Negotiation:** Building the Project Team- Characteristics of Effective Project Teams- Reasons Why Teams Fail- Stages in Group Development- Achieving Cross- Functional Cooperation- Virtual Project Teams- Conflict Management- Negotiation.
7. **Risk Management:** A four Stages of Process- Project Risk Management and Integrated Approach.
8. **Cost Estimation and Budgeting:** Cost Management- Cost Estimation- Creating a Project Budget- Developing Budget Contingencies.
9. **Project Scheduling:** Project Scheduling- Key Scheduling Terminology- Developing Network- Duration Estimation- Construction the Critical Path.
10. **Resource Management:** The Basics of Resource Constraints- Resource Loading- Resource Leveling- Resource Loading Charts- Managing Resources in Multiproject Environment.
11. **Project Evaluation and Control:** Control Cycles- A general Models- Monitoring Project Performance- Earned Value Management- Using Earned Value Manage a Portfolio of Projects- Issues in the Effective use of Earned Value Management- Human Factors in Project Evaluation and Control.
12. **Project Closeout and Termination:** Types of Project Termination- Natural Termination- The Closeout Process- Early Termination for Projects- Project Research in Brief- Preparing the Final Project Report.
13. **Managing Projects in Bangladesh:** Management of Development Projects in Bangladesh- Project Processing Procedure in Bangladesh; Formulation, Appraisal, Approval and Implementation– Organizations/Institutions Involved in Project Processing in Bangladesh- Project Success- Monitoring and Evaluation in Bangladesh.

Books Recommended:

1. Pinto, Jeffrey K. : Project Management (Achieving Competitive Advantage) 4th Impression, 2012.
2. Jack R. Meredith & Samuel J. Mantel. : Project Management (A managerial approach) 7th edition.
3. Chadha, Skylark : Managing Projects in Bangladesh, University Press Ltd., Dhaka, 1989.
4. Prasanna, Chandra : Projects–Planning Analysis Selection Implementation &

Review. Tata McGraw– Hill Publishing Company Limited, New Delhi, Fourth Edition, 1998.

5. Bangladesh Government or any other Publications relating to Project Management.

MKT- 413: Sales and Retail Management

Course Objectives: The aim of this course is to provide students with an understanding of the applications of sales and retailing. This course will enable the students to face the potential & existing customers and to develop decision making skills related to retailing by which students can identify various retail opportunities in the market. The first part of this course is covering the personal, economic, and social aspects of sales persons; personality, knowledge, and obligations of salesperson; selling process; managing the sales force; and sales territory & sales quota management to develop and execution of sales management of an enterprise. The second part of this course include current retailing trends based on consumer, legal and competitive environments.

Sales Management:

- 1. Introduction:** Meaning of Selling, Sales Force Management and Retail Management– Sales Management vs. Marketing Management– Positions of Sales Force Management in the Marketing Mix– Types of Selling Jobs– Personal, Economic and Social Aspect of Salesperson– Duties, Responsibilities and Qualities of a Sales Manager– Defects of Modern Selling in Bangladesh.
- 2. Personality, Knowledge and Obligations of Salesperson:** Physical, Mental, Social and Character Qualities of Salesperson– Knowledge of Goods and Selling Points– Knowledge of the Customer’s Psychology– Knowledge about the Company– Obligations of a Sales Person– Customer Development Process.
- 3. Selling Process:** Prospecting– Pre-approach– Approach– Presentation and Demonstration– Handling Objections– Closing the Sales and Follow-up.
- 4. Designing the Sales Force:** Sales Force Objectives and Strategy– Sales Force Structure– Sales Force Size.
- 5. Managing the Sales Force:** Major Steps in Sales Force Management– Recruiting and Selecting Salespeople– Training Salespeople– Compensating Salespeople– Motivating Salespeople– Supervising and Controlling Salespeople– Evaluating Sales People.
- 6. Assigning Sales Territory and Sales Quota:** Reasons for Establishing Sales Territories– Factors Determining the Size of Sales Territories– Procedures for Setting up Sales Territories– Important Factors for Fixing Sales Quota– Methods of Setting Sales Quota.

Retailing Management:

- 7. Introduction to Retailing:** Concept of Retailing- Functions of Retailing- Retail Formats and Types-Retailing Channel-Retail Industry in Bangladesh-Importance of Retailing- Changing Trends in Retailing.
- 8. Understanding the Retail Consumer:** Retail Consumer Behavior- Factors Influencing Retail Consumer- Customer Decision Making Process- Type of Decision Making.
- 9. Merchandise Management:** Meaning of Merchandising- Factors Influencing Merchandising-Functions of Merchandising Manager- Merchandise Planning- Merchandise Buying-Analyzing Merchandise Performance
- 10. Retail Operations and Retail Pricing:** Store Administration- Premises Management- Inventory Management- Store Management-Receipt Management- Customer Services- Retail Pricing-Pricing Strategies- Controlling Costs
- 11. Retail Space Management and Marketing:** Definitions of Space Management-Store Layout and Design-Visual Merchandising-Promotions Strategy- Relationship Marketing Strategies- CRM- Retailing Marketing Mix-Retail Communication Mix- POP Displays.
- 12. Emerging Trends in Retailing:** Changing Nature of Retailing-Organized Retailing- Modern Retail Format- E- Retailing-Challenges faced by the Retail Sector

Books Recommended:

1. Bertrand R. Confield : Salesmanship: Practices and Problems
2. C.A. Kirkpatrick : Salesmanship
3. Still, Cundiff & Govoni : Sales Management-Decisions, Strategies & Cases.

4. Douglas J. Dalrymple & William L. Cron : Sales Management-Concepts & Cases
5. Michael Levy & Barton A. Weitz : Retailing Management
6. Philip Kotler : Marketing Management

MKT- 414: Management Information Systems

Course Objectives: Information has become the lifeline of public & private sector enterprises all over the world. Without timely and accurate information, many businesses would come to a screeching halt, because information is one of the key factors in good decision making. Since we live in an information-driven society, all students, regardless of their major, must have a good understanding of information systems and their potential impact on our personal and professional lives. The course focuses on the MIS structure, contemporary issues, computer & information processing, decision support system and managerial decision-making. Completion of this course would meet up the basic requirements in working life and would help the graduates in enhancing the capabilities of organizations to meet their objectives and goals.

- 1. Introduction to Information System:** Definition Information System–Classification of IS–Definition of Management Information System–Fields of MIS–Features of MIS–Limitations of MIS–MIS services–Types of MIS–Information System and Information Technology–Inevitability of IS & IT–Role of IS & IT–Activities of IS–Information System Resources–Computer Literacy and Information Literacy.
- 2. Data and Information:** Data and Information–Distinction between Data and Information–Qualities of Sound Information–The Process of Converting Data into Information.
- 3. Information System and Organizational Structure:** Information System and Organizational Structure–Organizations Need of IS–Risks of IS–Contributions of IS to Individuals, Work-Group, and Organization-wide Decision Making.
- 4. Technical Foundations of Information Systems:** Fundamentals of Data Representation–The Components of Computer–Types of computer–Program–Programming Language–Types of software.
- 5. Database Design and Management:** Concept of Database–Data Hierarchy–Methods of Organizing Data in Files–DBMS–Components of DBMS–Models of Database.
- 6. Management Support System:** Types of Business Problem–Types of Managerial Decision Making–Steps in Processing a Transaction–Characteristic of TPS–Characteristics of DSS & EIS–Office Automation System–What includes OAS–Types of OAS–Steps in Problem Solving–Functions of DSS–Application of DSS–Critical Success Factor of DSS & EIS–Difference between TPS, MIS, DSS & EIS.
- 7. Telecommunications and Networks:** Telecommunications–Components of a Telecommunications Network/ A Telecommunications Network Model–Functions of a Telecommunications System–Types of Telecommunication Signal–Telecommunication Media/Channel–Types of Telecommunication Media–Characteristics of Communication Channel/Media–Types of Telecommunication Networks–Advantages of LAN–Business Value of Telecommunication.
- 8. Business Information Systems:** Business Information System–Functional Information System–Marketing Information System–Electronic Business System.
- 9. Information System for Strategic Advantage:** Strategic Information System vs. Information Support System–Strategic Information System and Classification–Fundamentals of Strategic Advantage–Competitive Strategy Concepts–Competitive Forces and Strategies–Strategic Roles for Information System–Strategic Applications and Uses in Information Technology.
- 10. Information System Security and Control:** Meaning of Computer Security–Reasons of Computer Security Vulnerability–Types of Computer Security Breaches–Security Controls–Disaster Recovery Plan–Steps Involved in Developing a Disaster Recovery.

Books Recommended:

1. Prentice Hall Gupta, Uma G. : MIS–A Managerial Perspective
2. Laudon, K.C. and Laudon, J.P. : MIS–Managing the Digital Firm
3. Davis, G.B. and Olsan, M.H. : MIS–Conceptual Foundations, Structure and Development
4. Schutheis, R. And Sumner : Management Information System
5. Shahjahan Sajib : MS ACCESS

MKT- 415: E – Business

Course Objectives: Successful completion of this course should lead to the following learning outcomes: Knowledge and understanding: understand e-commerce and e-Business and their types, understand the e-Marketplaces, Understand the main e-Business models, understand some innovative e-Business systems: e- Learning, e- Government, e-Tourism, Understand the requirements for starting an online business.

1. **An Overview of Electronic Business:** The root of Electronic Business-Concept-Revolution-Types of E-Business-E-commerce Vs. E-business.
2. **Internet Infrastructure:** World Wide Web-Internet works- The Internet Service Provider business- Global Impact of the Internet Service Provider.
3. **Electric Commerce:** Service and Products Internet Payment Mechanism- Financial Service and Electronic Commerce.
4. **Electronic Marketing:** Online Marketing- The Costs and Benefits of Online Marketing- the Website as a Marketing communication Tool- Business to Business (B2B) Commerce- Business to Consumer (B2C) Commerce and Virtual Organization. Research: Knowing your Customer.
5. **Security and Encryption:** The E-commerce Security environment- Security Threats in the E-Commerce Environment.
6. **Online Service Industries:** The Service Sector- Offline and Online- Online Financial Services- Online Travel Services- Career Services- B2B E-commerce and Supply Chain Management- Net Marketplaces- Private Industrial Networks.
7. **Ethical and social- and Political Issues in E-commerce:** Understanding Ethical and Social- and Political Issues in E-commerce- Privacy and Information Rights- Intellectual Property Rights- Governance- Public Safety and Welfare.
8. **Critical Success factors for Electronic Commerce & the Applicability** in Business Sectors of Bangladesh.

Books Recommended:

1. Buffam, W. J. : E-Business and IS Solutions
2. Haris, L. and Dennis, C. : Marketing the E-Business
3. Greenstein, M. Feinman, T. : Electronic Commerce: Security Risk Management and Control

MKT- 421: Research Methodology

Course Objectives: Business Research Methodology comprises one of the most important and fascinating facets of business education and, for the most part, it focuses on how a researcher can make better decisions based on objective facts and information. This course will also introduce the techniques of problem identifications, the tools of data analysis, the methods of evaluating possible alternative decisions and the process of selecting the best alternative for making the best decisions, reducing the risk of uncertainty to a marked extent. This course will introduce students to the tools and skills necessary to solve business problems and exploit business opportunities and application of statistical software SPSS. In addition, this course will prepare the students to design research proposal, conduct the research and writing dissertation destined for use in resolving specific business problems or for critical strategic decisions useful for both entrepreneurs and managers.

- 1. Introduction to Research:** Concept of Research- Objectives of Research- Types of Research- Stages in the Research Process- Basic Research and Applied Research- Classification of Business Research- Criteria of Good Research-Determinants of Business Research- Significance of Research to Managers.
- 2. Problem Identification:** Opportunity and Problem- Identification of a Research Problem- Defining a Research Problem- Source of a Problem- Technique of Problem Identification-Review Related Literatures- Objectives and Research Questions Development- Theoretical/ Conceptual Framework Development-Hypotheses Development- Research Proposal.
- 3. Hypothesis:** Meaning of Hypothesis-Functions-Formulation of Hypothesis; Types of Hypothesis; Verification and Proof of Hypothesis.
- 4. Research Design:** Research Design Concepts-Features of a Good Research Design- Research Design Process Research Design-Classification: Experimental Design-Pilot Survey Sampling Design- Observational Design-Statistical Design-Operational Design- Selecting the Appropriate Research Design
- 5. Sampling Design:** Census vs. Sample- Sampling-Why Sample-Sampling Process-The Sampling Frame- Probability and Non-Probability Sampling Techniques, Determination of Sample Size- Sampling Technique- Sampling Error.

6. **Measurement and Scaling Techniques:** What is measurement?- Types of Measurement Scale- Three Criteria of Good Measurement – i) Reliability ii) Validity iii) Sensibility Rating Scale-Types of Rating Scale-Attitude Scale- Technique for Measuring Attitude- Different type of Attitude Scale.
7. **Data Collection and Processing:** Methods of Data Collection- Data Source-Primary and Secondary Data, Methods of Collecting Primary Data, Sources of Secondary Data- Evaluation of Secondary Data- Observation Method- Interview Schedule, Brief Description of Survey and Observation Method-Data- Editing, Coding, and Tabulation.
8. **Questionnaire Design:** Definition and Relevancy of a Questionnaire-Questionnaire Accuracy-Wording Questions-Types of Questions-Guidelines for Constructing Questions- Best Question Sequence, Questionnaire Pretesting and Layout-The Art of Asking Question.
9. **Testing Hypothesis:** Testing Process-Parametric Test-Non Parametric Test-SPSS Output Analysis of the Test-Multivariate Analysis-SPSS Output Interpretation.
10. **Interpretation and Writing Research Report:** What Is a Report-Characteristics of a Good Research Report-Report Format, Precautions to Prepare the Report, Effective Use of Graphic Aids- Referencing Styles- Common Abbreviation Used in Foot Notes and Bibliography-Bibliography versus Footnote
11. **Application of SPSS:** T-Test- Z-Test-Significance of Error, Hypothesis Testing- Regression Analysis-Graphical presentation- Use of AMOS Software with SPSS.

Books Recommended:

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|----------------------|--|
| 1. Uma Sekaran | : Research Methods for Managers. |
| 2. C.R. Kothari | : Research Methodology. |
| 3. Davis and Cosenza | : Business Research for Decision Making. |
| 4. W.G. Zikmund | : Business Research Methods. |

MKT- 422: International Marketing

Course Objectives: This course introduces students with the export-import management techniques. The course contains international trade theory, environment analysis, export-import procedure, export pricing, communication, shipping, and supporting organizations. After completion of the course students would be able to know, the procedure of export and import, legal aspect of international trade, which ultimately will help them to manage the export-import operations effectively as well as to become a good exporter or importer in future.

- 1. International Marketing:** Introduction-Increasing Competitive Demands on Business Worldwide-The Nature and Practice of International Marketing-The Impact of Technology-Entrepreneurial Approaches to International Marketing.
- 2. Bases of International Marketing:** Introduction-Potential Benefits from Export Marketing-International Trade Theories-Export Behavior Theories and Motives-The Internationalization Stages-Exporting and the Network Model-Ethical/Moral Issues-Social Responsibility and the Business Environment.
- 3. The International Environment:** Culture and the Socio-Cultural Environment-Economic Forces-Competition-Role of Government-Economic Integration.
- 4. Market Selection:** Market Definition and Segmentation-Market Selection Process-Procedure and Strategy-Foreign Market Portfolios: Technique and Analysis.
- 5. Market Entry Strategies:** Entry as a Channel Decision-Importance of the Entry Decision-Factors Influencing Choice of Entry Mode-Selecting the Entry Mode-Indirect & Direct Export-Foreign Sales Branch-Online Technologies-Grey Market Exporting-Manufacturing Facilities-Assembly Operations-Strategic Alliances.
- 6. Product Decisions:** Product Policy-Product Planning and Development-Product Mix Decisions-Standardization vs. Adaptation-Packaging and Brand Image-International Consumer Behavior and Origin.
- 7. Pricing decisions:** Fundamental Export Pricing Objectives and Strategies-Determinants of an Export Price-Relation of Export to Domestic Price Policies-Exchange Rate Changes-Currency Issues & Hedging-the Price Quotation-Transfer Pricing.
- 8. Promotion and Marketing Communication:** Export Marketing Promotion and Communication Decisions-Alternative Techniques of Promotion-Promotional Programs and Strategy-Standardization or Adaptation-Advertising Transference.
- 9. Supply Chain Management/Logistics and Handling Export Orders:** Handling the Export Order-Physical Distribution-Logistics and the Systems Concept-Structure of International Physical Distribution.

Books Recommended:

1. G. Albaum, E. Duerr & A. Josiassen : International Marketing and Export Management
2. P. R. Cateora : International Marketing

MKT- 423: Service Marketing

Course Objectives: Today's business world is getting more dependent on services signifying greater importance of service marketing. Service marketing requires concentration on customers, particularly about their expectations, perceptions and behavioral patterns regarding services; creation, retention and recovery of customer relationships; strategic, systematic approaches in developing and implementing customer focused services; and financial and economic effectiveness as well. After studying this course, students will understand properly all these inter-related topics of service marketing and hence will be able to apply the knowledge with expertise.

1. Introduction to Services Marketing: Why Study Services? Categories of Services- The Scope of Services Marketing- The Gaps Model of Services Quality- Focus on the Customer- What Do Customers Expect? Focus on the Customer- Customer Perceptions in Services.

2. Services Marketing: Understanding the Customer- Listening to Customers through Research- Building Customer Relationships- Service Recovery.

3. Positioning Service in Competitive Markets: What is required for Positioning Service Effectively- Service Attributes- Positioning Distinguishes a Brand from its Competitors- Competitive positioning.

4. Promotions and Pricing Strategies in Services Marketing: Integrated Services Marketing Communications- Pricing of Services- the Financial and Economic Impact of Service.

5. Designing and Managing Service Process: Customer Service Processes- Service Process Redesign- Blueprinting Service to Create Value- Self Service Technologies.

6. Standardizing and Aligning the Delivery of Services: Service Innovation and Design- Customer- Defined Service Standards- Physical Evidence and the Service scape.

7. The People Who Deliver and Perform Services: Employees' Roles in Service Delivery- Customers' Roles in Service Delivery- Managing Demand and Capacity.

8. Managing People for Service Advantage: Service Employees- Cycles of Service Failure and Success- Human Resource Management- Service Leadership and Culture.

9. Improving Service Quality and Productivity: Integrating Service Quality and Productivity Strategies- Service Quality- Measuring and Improving Service Quality- Improving Service Productivity.

10. Service Leadership: Striving for Service Leadership- Service Profit Chain- Integrating Marketing Operations and Human Resource- Creating a Leading Service Organization- Human Leadership.

11. Major Case Study on Service Marketing.

Books Recommended:

1. V. A Zeithaml, M. J. Bitner, D. Gremler : Integrating customer focus across the firm
2. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee. : Service Marketing
3. Hoffman, K. & Bateson, J. : Service Marketing: Concepts, Strategies & Cases.
4. Lovelock, C.(2011) : Service Marketing, 7/e. Pearson Education India.

MKT- 424: Consumer Behavior

Course Objectives: The study of consumer behavior enables the consumers to become better and wiser consumers, enables the marketers to make better marketing strategies and decisions and enables the students to gain insight into ‘why consumers behave as they do’. This course has been designed to impart knowledge to the students about the important issues and concepts relating to consumer behavior. Understanding consumer is one of the key success factors in marketing. Marketing Manager’s prime concerns are to keep customers satisfied and to ensure the survival and sustainable growth of the company. In getting things done well marketing manager has to make a good fit between the market requirements and market offerings. Analysis of consumer behavior will uncover so many important aspects of complex human behavior, which undoubtedly are very critical in selecting target market(s) and knowing market requirements better. The course provides an overview of the determinants of consumer behavior, consumer decision process using models, analytical tools and conceptual framework with practical applications. The objective of this course is to make students knowledgeable about various aspects of consumer behavior with special focus on the analysis of demographic, sociological, psychological and cultural factors affecting consumer behavior. Hopefully, Learning from the course consumer behavior would help the graduates in building profitable customer relationship through an effective marketing program offering highest value for the consumers.

1. **Understanding Consumer Behavior:** An Overview of Consumer Behavior- Development of Marketing Concepts and the Discipline of Consumer Behavior- its Origin and Strategic Applications- Changes in the marketing system to serve better to customers- Why Study CB- Characteristics of consumer behavior- Factors affecting CB- Dynamics of consumer behavior- Multi-disciplinary/interdisciplinary nature of CB- Consumer Decision Making Process.

2. **Consumer Analysis:** Conceptual Frame Work – Levels of Consumer Analysis – Wheel of Consumer Analysis – Cognitive Processing – Model of Consumer Decision Making – Consumer Product Knowledge and Involvement – Means-End Chains of Product Knowledge – Felt Involvement – Attitudes and Intentions – Problem Solving Process in Purchase Decision.
3. **Segmentation- Targeting and Positioning:**Market Segmentation and Effective Targeting- Basis of Market Segmentation- Behavioral Targeting- Positioning and Repositioning: Umbrella to Perceptual Mapping
4. **Consumer Motivation and Personality:** DynamicsofMotivation– MotivationTheory– Motivation ResearchMethods–TheConcept ofPersonality.
5. **Consumer Perception:** Elements of Perception- Theories of Perception –Model of Perception –Factors Determining Perception– Features of Perception Affecting Consumer Behavior- Consumer Imagery and perceived Quality.
6. **Consumer Learning:** The Elements of Consumer learning- Classical Conditioning- Instrumental Conditioning- Observational Learning- Cognitive learning- Consumer involvement and hemispheric learning- outcomes and Measures of consumer learning
7. **Consumer Attitude:** Influence of Attitudes–Attitude Organization– Tri–Component Attitude Model–How Attitudes are Measured–Cognitive Dissonance Theory– Multi attribute Theory.
8. **Consumer Environment:** The Environments and Its Types-Reference Group and Family Influences-Sub Culture and Social Class-Cultural Influences: Cultures’ Roles and Dynamics- learning Cultural Values- Measuring Cultural Values- Changing Cultural trends in markets- Cultural Aspects of Emerging Market
9. **Cross Cultural CB: An International Perspective:** Cross Cultural Analysis and Acculturation- Localization vs Standardization- Global Marketing opportunities and Cross Cultural Segmentation.
10. **Communication and Consumer Behavior:** The communication process- Designing persuasive message- Persuasive Advertising Appeal- from print and broadcast advertising to social and mobile media- Measuring effectiveness.
11. **Consumer Behavior and Marketing Strategy:** Consumer Behavior and Product Strategy – Product Affect and Cognitions – Product Behavior – Product Environment – Consumer Behavior and Promotion Strategy – Consumer Behavior and Pricing Strategy – Consumer Behavior and Channel Strategy.
12. **Consumer Research:** Developing Research Objectives- The Consumer Research Process- Scope of Quantitative research- Quantitative Research Data Collection instruments- Combining Qualitative and Quantitative Research- ConsumerResearchParadigms– Quantitativeand QualitativeResearch— EthicsinConsumerResearch.

Books Recommended:

1. J. Paul Peter & Jerry C. Olson : Consumer Behavior and marketing strategy
2. Leon J. Schiffman&Loslie Layer : Consumer Behavior
3. James F. Engle & Roger D. Black : Consumer Behavior
4. William L. Wikie : Consumer Behavior
5. David L. Loudon : Consumer Behavior Concepts and Applications
6. Thomas S. Robertson : Consumer Behavior

MKT- 425: Brand Management

Course Objectives: This course is designed to develop the necessary knowledge and skills for creating and managing brands which resonate with customers and allow the marketing organization to build and maintain a loyal and profitable customer base. A range of branding theories, concepts, strategies and practices designed to build, measure and sustain brand equity will be addressed across a range of real world contexts, product types and industries.

- 1. Concept of Brand:** Definition of Brand- Brands and Products- Forces affecting Brand- Why does brand matter- Can anything be branded- Brand bonds- Conditions for Brand loyalty.
- 2. Competition and Brand:** Branding challenges and opportunities- Strategic Brand management process- Brand perspectives- Anatomy of a Brand.
- 3. Brands and Consumers:** Making Brands succeed- Attributes of a strong Brand- Conditions for Brand loyalty- Process of building superior Brand.
- 4. Brand Positioning:** Positioning guideline- Establishing Brand values- Perceptual map.
- 5. Consumer Based Brand Equity:** Benefits from Brand Equity- Brand image/components and Brand Equity- Sources/key elements of Brand Equity- Assets and Liabilities of Brand Equity- Considerations underlie customer perception of Brand Equity- Steps of Brand building- Brand building implications.
- 6. Marketing Program and Brand Equity:** Criteria for choosing Brand elements- Options and tactics for Brand elements. Critique of Brand elements- New perspectives in marketing- Marketing strategies to build Brand Equity- Integrated marketing communication (IMC) to build Brand Equity- Leveraging Secondary Brand Associations to Build Brand Equity, Conceptualizing the Leveraging Process, Country of Origin and Other Geographic Areas.
- 7. Extensions:** Advantages and disadvantages of Brand extensions- Types/Strategies of Brand extensions- Pitfalls of Brand extensions- Line extension strategies- Why line extensions- Line extension risks.
- 8. Designing and Managing Brand Strategies:** Branding strategies/Hierarchy- Designing a Branding strategy- Factors to be considered for choosing brand strategy- Methods of Brand valuation- Brand revitalization measures.
- 9. Measuring and Interpreting Brand Performance:** The Brand Value Chain- Designing Brand Tracking Studies-Establishing a Brand Equity Management System.
- 10. Personal Branding:** Concept of Personal Branding, The foundation of your personal brand, The power of passion, Relationships & mentoring, Social media & your career

11. Nation Branding: Concept of Nation Branding- Techniques of Nation Branding, Brand Hexagon

Books Recommended:

1. Kevin Lane Keller : Strategic Brand Management: Building, Measuring and Managing Brand Equity. 2nd Edition, International edition 2003, Prentice Hall, 2005.
2. Verma V Harsh : Brand Management, 1st edition, 2006.
3. J. Wind : Product Policy-Concepts, Methods and Strategy

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- 4) Bmjvfg nvjv | nvivfgi weeiY Ges Aciva `gfb| weavb |
- 5) Bev`Zt (K) dihmgt mvjvZ, hvKvZ, mlg | n% (L) lqvwrE mg~n, (M) mybæZ mg~n, (N) gy`—vnve mg~n |
- 6) Bmjvgx AvPvi AvPiYt (K) gyÔAvgvjvZ - Bmjvfgi `„wófZ cvi`úvwiK tjbfb, kãwgK | gvwjK mxcK© (L) gyÔAvevivZ FY`vZv | MÖnxZv, wefμZv, gvZv-wcZv, tQvU-eo, QvÍ-wkflK Gi gfa` Ges cÖwZfekxi mwnZ mxcK© (M) Bmjvfg fvZ...Zi | Rbkj`vYg`jK KvR |
- 7) Bmjvgx AvLjvKt ZvKlqv, mei, Av`j, Bn&mbv, wmk, j%v, wkóvPvi, aygcvb, gv`K`æe` MÖnb, c`v©, AvgvbZ | tLqvbZ |
- 8) Abyev` t K) myiv Avj& gyÔwgbvbyb Gi 1g i`Kz, L) myiv wdj t`fK myiv bvm, M) wekwU nv`xm (1995-96 mvfji wmfjevM Abyhvqx) |
- 9) Bmjvgx wkflv | ms`c...wZt `^i`c, ^ewkó`, j`Zi | cÖfve |
- 10) A_@bxwZt `vwi`a wefgvPfb cyuwRev`, mgvRev` | Bmjvfgi f,wgKv |
- 11) Bmjvgx ivóat msÁv, `^i`c, ^ef`wkK bxwZ | AwaKvi |
- 12) Bmjvfg wePvi e`e`vt Bmjvgx AvBfb| Drm mg~n, AvaywbK | Bmjvgx wePvi e`e`v, wePviKf| thvM`Zv | ,bvejx, Bmjvgx wePvi cxwZ, mvfg`i wfwE`Z b`vq wePvi cÖwZôv, gnvbex (mt) | Lwjdv MfYi wePvi e`e`v |
- 13) Bmjvfg mvgwiK e`e`vt wRnvfb`i msÁv, cÖKvi f` | j`Zi, Bmjvfgi mgi bxwZ, AvaywYK mf`Zvq hyx |
- 14) Bmjvg cÖPvit Bmjvfg ZvewjfbMi cÖfqrBbxqZv | j`Zi, Bmjvg cÖPvi - Gi cxwZ | cÖPviKf| ,bvejx, evsjvfb`k Bmjvg cÖPvi, evsjvfb`k Gb.wR.l. Ges L„óvb wgkbvixfb`i ZrciZv, Bmjvg cÖPvi cÖPvi gva`g mg`fni f,wgKv |
- 15) gvbevwaKvit Bmjvg | cvðvZ` |

wek!we`vjq tKvm© t evsjvfb`k óvwWR

(GKvWwgK KvDwYfji 56Zg mfvq | wmwUfKfUi 46Zg mfvq Abyfgvw`Z)

1. evsjv`#ki Af,`qt mvgvwrK, ivRbxwZK, A_@bxwZK I mvs`<...wZK tCÖ¶vcU, evqvbbg&i fvlv Av#>`vjb, Pzqvbcæi hy³d«>U wbe@vPb I MYZvwš¿K Av#>`vjb, tQlwÆi Qq `dv Av#>`vjb, AvMiZjv lohš¿ gvgjv I e½eÜz, DbmË#ii MYAf,`lvb, mË#ii mvaviY wbe@vPb, 7B gv#P@i fviY Ges GKvË#ii gyw³hyx|
2. evsjv`#ki t fXMwjK cwiwPwZ t evsjv`#ki t fŠMwjK Ae`vb I mxgv#iLv, b`-b`x, cvnvo-ce@Z, mg~ª-DcK,j, ebvÂj, Rjevqy I e,,wócvZ, eb`v I Ab`vb` cÖvK...wZK `y#hv@M, cÖvK...wZK mæú` (ebR, cÖvbxR, grm` I LwbR), RbmSL`v, bMi I bMivqY, cwi#ek I cwi#ek e`e`vcbv|
3. evsjv`#ki f,-cÖK...wZ I Awaevmx t f,wg (cÖK...wZ, cÖKvi#f` I e`envi), evOvwj, DcRvwZ I Awfevmx Ges Zv#`i b,,ZvwËjK I mvs`<...wZK cwiwPwZ|
4. evsjv`#ki A_@bxwZ t cÖavb Drcv`b LvZmg~n I Zv#`i A_@bxwZK ,i`Zi (K...wl, wkí, evwYR`, t#vMv#hvM, e`vswKs I ivR`^), Drcv`b e`e`v I Av_@-mvgvwrK AeKvVv#gv, RbmSL`v I teKvi mgm`v, RvZxq A_@bxwZ#Z bvix I wbæeMx@q#`i Ae`vb, RvZxq A_@bxwZK cwiKibv I ev`—evqY|
5. evsjv`#ki ivRbxwZ t evsjv`#ki msweavb I Zvi weeZ@b, evnvË#ii msweav#bi mwbæ#ewkZ RvZxq g~jbxwZ I tğŠwjK AwaKvi mg~n, msweav#bi ms#kvabx I Aa`v`k mg~n, kvmb I wePvi e`e`v, ivR%bwZK `j I Zv#`i Abym,,Z gZev`mg~n|

Recommended Book:

1. Gg, Avi, AvLZvi gyKzj	: evnvbcæi fvlv Av#>`vjb
2. #gRi iwdKzj Bmjvg	: GKvË#ii gyw³hyx
3. Wt tgvnv#š` nvbœvb	: evsjv`#ki gyw³hy#xi BwZnvm
4. %ok#jkKzgvi e#>`vcva`vq	: wRbœvn I cvwK`—vb
5. G`v>Ubx g`vmKv#ibnvm	: evsjv`#k i#³i FY
6. tgvv wmivRyj Bmjvg	: evsjv`#ki BwZnvm 3 LÛ
7. Avãjvvn dvi`K	: evsjv`#ki A_@%bwZK BwZnvm
8. Rahim, A.M.A	: Current Issues of Bangladesh Economy
9. Haroon-ar-Rashid	: Geography of Bangladesh
10. Mahad Khan	: Bangladesh Society Politics and Bureaucracy
11. Ahad, M. A	: Bangladesh Economy

Appendix- A

The GPA and CGPA will be computed as under:

$$\text{GPA} = \frac{\Sigma (\text{Credit} \times \text{Grade Points})}{\text{Total Credits}}$$

$$\text{CGPA} = \frac{\text{Total Grade Points Secured}}{\Sigma \text{ Credit of all courses attempted}}$$

Example: First Year

Course Code	No. of Credits	Grade Awarded	Corresponding Grade Point	Points Secured
	Col. 1	Col. 2	Col. 3	Col. 4 = (Col. 1 x Col. 3)
111	3	A	3.75	11.25
112	3	B+	3.25	09.75
113	3	C+	2.50	07.50
114	3	A -	3.50	10.50
115	3	B	3.00	09.00
121	3	A+	4.00	12.00
122	3	B	3.00	09.00
123	3	C+	2.50	7.50
124	3	F	0	0.00
125	3	B	3.00	09.00
Total	30			85.50

Credits taken	= 3 + 3 + 3 + 3 + 3 + 3 + 3 + 3 + 3 + 3 = 30
EC (Earned Credit)	= 3 + 3 + 3 + 3 + 3 + 3 + 3 + 3 + 0 + 3 = 27
GPA (Grade Point Average) = 85.50 ÷ 30 = 2.85 (Result: Promoted)	

Example: Second Year

Course Code	No. of Credits	Grade Awarded	Corresponding Grade Point	Points Secured
	Col. 1	Col. 2	Col. 3	Col. 4 = (Col. 1 x Col. 3)
211	3	A	3.75	11.25
212	3	B+	3.25	09.75
213	3	F	0	00.00
214	3	B	3.00	09.00
215	3	A -	3.50	10.50
221	3	A+	4.00	12.00
222	3	B	3.00	09.00
223	3	C+	2.50	07.50
224	3	F	0	00.00
225	3	C+	2.50	07.50
Total	30			76.50

Credits taken	3 + 3 + 3 + 3 + 3 + 3 + 3 + 3 + 3 + 3	30
EC (Earned Credit)	3 + 3 + 0 + 3 + 3 + 3 + 3 + 3 + 0 + 3	24
GPA (Grade Point Average) = 76.50 ÷ 30 = 2.55 (Result: Promoted)		
AGPA = $\frac{\text{Total Grade Points Secured}}{\Sigma \text{Credit of all courses attempted}} = \frac{85.50+76.50}{30+30} = \frac{162.00}{60} = 2.70$ (Results: Promoted)		

Example: Third Year

Course Code	No. of Credits	Grade Awarded	Corresponding Grade Point	Points Secured
	Col. 1	Col. 2	Col. 3	Col. 4 = (Col. 1 x Col. 3)
311	3	A+	4	12

312	3	B+	3.25	9.75
313	3	F	0.00	0
314	3	B	3	9
315	3	A -	3.5	10.5
321	3	A+	4	12
322	3	B	3	9
323	3	C+	2.5	7.5
324	3	F	0.00	0
325	3	C+	2.5	7.5
Total	30			77.25

Credits taken	3 + 3 + 3 + 3 + 3 + 3 + 3 + 3 + 3 + 3	30
EC (Earned Credit)	3 + 3 + 0 + 3 + 3 + 3 + 3 + 3 + 0 + 3	24
GPA (Grade Point Average) = 77.25 ÷ 30 = 2.58 (Result: Promoted)		
AGPA = $\frac{\text{Total Grade Points Secured}}{\Sigma \text{Credit of all courses attempted}} = \frac{85.50+76.50+77.25}{30+30+30} = \frac{239.25}{90} = 2.66$ (Results: Promoted)		

Example: Fourth Year

Course Code	No. of Credits	Grade Awarded	Corresponding Grade Point	Points Secured
	Col. 1	Col. 2	Col. 3	Col. 4 = (Col. 1 x Col. 3)
411	3	A+	4	12
412	3	B+	3.25	9.75
413	3	F	0.00	0.00
414	3	B	3	9
415	3	A -	3.5	10.5
421	3	A+	4	12
422	3	B	3	9
423	3	C+	2.5	7.5
424	3	F	0.00	0.00

425	3	C+	2.5	7.5
Total	30			77.25
Viva-Voce	6	A	3.75	22.50
Internship	3	A	3.75	11.25
Total	39			111

Credits taken	3 + 3 + 3 + 3 + 3 + 3 + 3 + 3 + 3 + 3 + 3 + 6 + 3	39
EC (Earned Credit)	3 + 3 + 0 + 3 + 3 + 3 + 3 + 3 + 0 + 3 + 6 + 3	33
GPA in Fourth Year (Grade Point Average) = 77.25 ÷ 30 = 2.58 (Result: Promoted)		
CGPA = $\frac{\text{Total Grade Points Secured}}{\Sigma \text{Credit of all courses attempted}} = \frac{85.50+76.50+77.25+111}{30+30+30+39} = \frac{350.25}{129} = 2.72$ (Results: Compulsory Redo)		

Cumulative Data		Elaboration	
Total Credits Attempted	: 129	EC	Earned Credit
Earned Credit	: 108	GPA	Grade Point Average
GPA in 1st year	: 2.85	AGPA	Accumulated Grade Point Average
GPA in 2nd year	: 2.55	CGPA	Cumulative Grade Point Average
GPA in 3rd year	: 2.58		
CGPA (up to 4th year)	: 2.72		

[The EC, GPA, AGPA and CGPA will be calculated using the formula as shown in ‘Appendix A’ of this Ordinance. The elaboration of the abbreviations is: LG = Letter Grade; GP = Grade Point; GPA = Grade Point Average; AGPA = Accumulated Grade Point Average; CGPA = Cumulative Grade Point Average; EC = Earned Credit].