

BANGLADESH UNIVERSITY OF PROFESSIONALS

Faculty of Business Studies

COURSE OUTLINE

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| COURSE TITLE: Business Mathematics COURSE CODE: ALD 1205 BATCH & SECTION: MKT-2016, A&B SEMESTER & YEAR: 2 nd Semester 2016 DURATION: July-December 2016 | COURSE TEACHER: Professor Dr. Md. Showkat Ali Email: msa317@yahoo.com Cell No: 01552-433663 |
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COURSE DESCRIPTION:

The course is designed to equip the students with mathematical tools and concepts to be used in the business decision processes. It includes business applications of functions, sets, analytical geometry, logarithm, limit, differential and integral calculus, matrix and linear programming problem. Elements of probability are also covered.

LEARNING OBJECTIVES:

This course includes primary mathematic concepts and tools and is designed to achieve the following objectives:

- (i) develop understanding of basic concepts and principles of mathematics used in the area of business and economics;
- (ii) equip students of accounting with mathematical tools used in the analysis of business and accounting problems;
- (iii) develop an understanding of theories and practices of mathematical approach to decision making; and
- (iv) Stimulate interest of students in accounting and business regarding implications of mathematics.

DISTRIBUTION OF WEIGHTAGE:

| Remarks | Distribution |
|--|--------------|
| Final Exam | 35% |
| One Mid-term | 15% |
| Six Class Tests | 12% |
| Term Paper (Individual) including Presentation | 10% |
| Assignments and Case Studies (Individual/Group) including Presentation | 10% |
| Regular Class Participation and Presentation | 5% |
| Class attendance | 10% |
| Attitude/Conduct/Manner | 3% |
| Total: | 100% |

GRADING:

| Numerical Grade | Letter Grade | | Grade Point |
|-----------------|--------------|-------------|-------------|
| 80% and above | A+ | (A Plus) | 4.00 |
| 75% to < 80% | A | (A Regular) | 3.75 |
| 70% to < 75% | A- | (A Minus) | 3.50 |
| 65% to < 70% | B+ | (B Plus) | 3.25 |
| 60% to < 65% | B | (B Regular) | 3.00 |
| 55% to < 60% | B- | (B Minus) | 2.75 |

| | | | |
|--------------|----|-------------|----------------------|
| 50% to < 55% | C+ | (C Plus) | 2.50 |
| 45% to < 50% | C | (C Regular) | 2.25 |
| 40% to < 45% | D | - | 2.00 |
| < 40% | F | - | 0.00 |
| ----- | I | - | Incomplete |
| ----- | W | - | Withdrawal/Withdrawn |

REFERENCES:

TEXT BOOK(S): Mathematics with Applications in Management & Economics By Gorgon D. Prichett and John C. Saber.

REFERENCE BOOK(S): (1) Business Mathematics. By D.C. Sanchetti and V. K. Kapoor. (2) Business Mathematics for Commerce and Economics By P. N. Arora and P. C. Bagga. (3) Applied Mathematics for Business, Economics, Life Sciences and Social Sciences By Barnett, R.A., Zeigler, M.R. and Byllen, K.E.

OTHERS:

LECTURE PLAN

| Weeks | Classes | Chapter | Topics | Discussion Points |
|-------|---------|---|--|---|
| 1. | 1. | Essential concepts of Mathematics | Concepts of Natural numbers, Types of Numbers, Rational numbers, Properties of rational numbers, Irrational numbers, Properties of Real numbers. | 1. Introduction by students. 2. Integer. 3. Imaginary Numbers. 4. Complex numbers. |
| | 2. | Theory of Sets | Definition of set, Methods of describing of a set, Types of sets. | 1. Elements of set. 2. Operations on sets. 3. Venn Diagrams. 4. Formation. |
| 2. | 3. | Theory of Sets | Intersection of sets, Union of sets, Complement of a set. | 1. Propositions of intersection. 2. Propositions of union. 3. Properties of complementation. 4. Preparation of theory. |
| | 4. | Applications of Sets in Business | De-Morgan's laws of sets, Difference of two sets, Number of elements in finite set. Uses of set theory in Business. | 1. Law of sets. 2. Differentiate between two sets. 3. Symmetric difference. 4. Application of set theory in business. |
| 3. | 5. | Linear Relationships and Its Applications | Linear Equations, Linear Inequalities and its applications. Cartesian Coordinate System. | 1. Introducing the concepts. 2. Inequalities in linear equations. 3. Description on Relationships. 4. Examples of Distance = rate*time. |
| | 6. | Linear Relationships and Its Applications | Graphs of $Ax + By = C$. Horizontal and Vertical Lines, Slope of a line, Point slope form, Slope Intercept Form and its Applications. | 1. Developing the concept. 2. Steepness of slope. 3. Direction of slope. 4. Use of slope. |
| 4. | 7. | Linear Relationships and Its Applications | Horizontal and Vertical Lines, Slope of a line, Point slope form, Slope Intercept Form and its Applications. | 1. Positive slope. 2. Negative slope. 3. Zero slope. 4. Undefined slope. |
| | 8. | Linear Relationships and Its Applications | Slope as a Rate of Change, Linear Regression and its Business Applications. | 1. Solving two-step linear equations. 2. Interpretations of linear graphs. 3. Modeling of linear equations. 4. Comparing linear functions. |
| 5. | 9. | Introduction to | Definition of Matrix, Types of Matrices, Addition, Subtraction. | 1. Introducing the concept of matrix. |

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| | | Matrix and Determinants | | <ol style="list-style-type: none"> Properties. Methods of Matrices. Use the concept. |
| | 10. | Introduction to Matrix and Determinants | Scalar Multiplication, Multiplication, Determinants, Minor, Cofactor. | <ol style="list-style-type: none"> Transpose of matrix. Determinants of square. Determinants of order two. Cramer's Rule. |
| 6. | 11. | Introduction to Matrix and Determinants | Inverse Matrix, Rank of matrix, Properties of rank matrix. | <ol style="list-style-type: none"> Determinants of order three. Properties of determinants. Rule of Sarris of determinants. Simultaneous equations. |
| | 12. | Applications of Matrices in Business | Application of matrix solution in business and economics. | <ol style="list-style-type: none"> Types of Matrix. Matrix operation. Properties of matrix. Cramer's rule of matrix. |
| 7. | 13. | Introduction to the Mathematics of Finance | Simple Interest, Sequences, Arithmetic sequences. Compound Interest, Geometric Sequences. | <ol style="list-style-type: none"> Concepts of time value of money. Use of finance. Simple Vs Compound Interest. Arithmetic Vs Geometric sequences. |
| | 14. | Introduction to the Mathematics of Finance | Future Values of Annuities, Ordinary annuities, Annuities due. | <ol style="list-style-type: none"> Future value. Depreciate. Annuities. Compound Interest. |
| 8. | 15. | Introduction to the Mathematics of Finance | Present Values of Annuities, Ordinary annuities, Annuities due. | <ol style="list-style-type: none"> Type of present value. Present value annuities. Annuities due. Compound annuities. |
| | 16. | Linear Programming Problem | Meaning of Linear Programming, Concert, Model Development. | <ol style="list-style-type: none"> Introduction to concepts. Importance of linear programming. Three Typical Problems. Advantage and Limitations. |
| 9. | 17. | Linear Programming Problem | Maximization, Graphical Solution. | <ol style="list-style-type: none"> Use of Graphic method. Graphical presentation. Maximization. Graphical solutions. |
| | 18. | Linear Programming Problem | Minimization, Graphical Solution. | <ol style="list-style-type: none"> Simplex Method. Graphical representation. Minimization. Graphical solutions. |
| 10. | 19. | Linear Programming Problem | Applications of Linear Programming in Business and Economics. | <ol style="list-style-type: none"> Dual Problem. Procedure of method. Pivotal table. Steps in solving linear program. |
| | 20. | Linear Programming Problem | Applications of Linear Programming in Business and Economics. | <ol style="list-style-type: none"> Forms of Equations. Breaks events points. Cord reading equations. Marginal concepts analysis. |
| 11. | 21. | Introduction to Differential Calculus | Definition, Limits, Continuous Functions, Limits at Infinity. | <ol style="list-style-type: none"> Introduction to concepts. Differentiation. Process. Use of limits. |
| | 22. | Introduction to Differential Calculus | Average and Instantaneous Rates of Change, The Derivative, Derivative Formulas. | <ol style="list-style-type: none"> Derivatives of one variable. Derivatives of power functions. Derivatives of constant with a function. Derivatives of sum function. |
| 12. | 23. | Introduction to Differential Calculus | The Product Rule and the Quotient Rule, The Chain Rule and the Power Rule. | <ol style="list-style-type: none"> Derivatives of the product rule. Derivatives of the quotient. Derivatives of the function of a function. Derivatives of the exponential |

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| | | | | and logarithmic functions. |
| | 24. | Applications of Differential Calculus | Applications of Derivatives in Business and Economics. | <ol style="list-style-type: none"> 1. Properties of Derivatives. 2. Differentiations. 3. Concept of Derivatives. 4. Chain of rule. |
| 13. | 25. | Applications of Differential Calculus | Relative Maxima and Minima, Concavity. | <ol style="list-style-type: none"> 1. Maxima point. 2. Minima point. 3. Concavity. 4. Points of inflexion. |
| | 26. | Applications of Differential Calculus | Optimization in Business and Economics, Applications of Maxima and Minima. | <ol style="list-style-type: none"> 1. Maxima & Minima. 2. Equilibrium. 3. Calculus. 4. Types of Calculus. |
| 14. | 27. | Introduction to Integral Calculus | The Indefinite Integral, The Power Rule, Integrals Involving Exponential and Logarithmic Functions. | <ol style="list-style-type: none"> 1. Introducing the Concepts. 2. Rules of Integration. 3. Integration by substitutions. 4. Integration by functions. |
| | 28. | Applications of Integral Calculus | Applications of the Indefinite Integral Business and Economics. | <ol style="list-style-type: none"> 1. Integration by parts. 2. Integration by fractions. 3. Definite Integral. 4. Properties. |
| 15. | 29. | Applications of Integral Calculus | Applications of Definite Integrals in Business and Economics. | <ol style="list-style-type: none"> 1. Differentiation. 2. Definite. 3. Indefinite. 4. Rule of integration. |
| | 30. | Counting Techniques | Concept and their use in business, Permutations, Factors notation, Permutation of n-different things, Permutations of things not all different. | <ol style="list-style-type: none"> 1. Introducing the concepts. 2. Fundamental rule of counting. 3. Factorial notations. 4. Restricted permutations. |
| 16. | 31. | Counting Techniques | Combination, Complementary theorems, Restricted combinations, Combinations of things not all different. | <ol style="list-style-type: none"> 1. Introducing the concepts. 2. Complementary theorems. 3. Restricted combinations. 4. Practice Problems. |
| | 32. | Counting Techniques | Applications of Permutation and Combination. | <ol style="list-style-type: none"> 1. Permutation. 2. Combination. 3. Factional notation. 4. Circular Permutation. |
| 17. | 33-36 | | Presentation | Presentation |

Special Instructions If Any:

Conclusion:

Signature of the Course Teacher

Signature of the Concerned Department Head

Signature of the Dean

BANGLADESH UNIVERSITY OF PROFESSIONALS

Faculty of Business Studies

COURSE OUTLINE

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| COURSE TITLE: Principles of Accounting COURSE CODE: ALD 1203 BATCH & SECTION: MKT-2016, A&B SEMESTER & YEAR: 2 nd Semester 2016 DURATION: July-December 2016 | COURSE TEACHER: Md. Sohel Rana Email: soheldu122@gmail.com Cell No: ----- |
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COURSE DESCRIPTION:

This course is an introduction to the basic concepts and standards underlying financial accounting system. Several important concepts will be studied in detail, including: revenue recognition, inventory, long-lived assets, present value, and long term liabilities. The course emphasizes the construction of the basic financial accounting statements - the income statement, balance sheet, and cash flow statement - as well as their interpretation.

LEARNING OBJECTIVES:

The objectives of this course are:

- To gain an understanding of basic accounting and the relation between GAAP and financial accounting concepts (the Conceptual Framework)
- To develop basic skills using financial accounting information, which include the accounting model and procedures used by businesses to provide financial information
- To learn the principles of accounting control, theft prevention, and safeguarding of assets
- To prepare students for careers in business and for upper-level accounting and management courses, including development of problem-solving abilities as well as oral and written communication skills

DISTRIBUTION OF WEIGHTAGE:

| Remarks | Distribution |
|--|--------------|
| Final Exam | 35% |
| One Mid-term | 15% |
| Six Class Tests | 12% |
| Term Paper (Individual) including Presentation | 10% |
| Assignments and Case Studies (Individual/Group) including Presentation | 10% |
| Regular Class Participation and Presentation | 5% |
| Class attendance | 10% |
| Attitude/Conduct/Manner | 3% |
| Total: | 100% |

GRADING:

| Numerical Grade | Letter Grade | | Grade Point |
|-----------------|--------------|-------------|----------------------|
| 80% and above | A+ | (A Plus) | 4.00 |
| 75% to < 80% | A | (A Regular) | 3.75 |
| 70% to < 75% | A- | (A Minus) | 3.50 |
| 65% to < 70% | B+ | (B Plus) | 3.25 |
| 60% to < 65% | B | (B Regular) | 3.00 |
| 55% to < 60% | B- | (B Minus) | 2.75 |
| 50% to < 55% | C+ | (C Plus) | 2.50 |
| 45% to < 50% | C | (C Regular) | 2.25 |
| 40% to < 45% | D | - | 2.00 |
| < 40% | F | - | 0.00 |
| ----- | I | - | Incomplete |
| ----- | W | - | Withdrawal/Withdrawn |

REFERENCES:

TEXT BOOK(S) : Principles of Accounting. Accounting. Accounting: A Very Short Introduction. Accounting Best Practices. Accounting Handbook.

REFERENCE BOOK(S) : Weygandt, Kaieso& Kimmel. Peter J. Eisen. Christopher Nobes. Stephen M. Bragg. Joel G. Siegel & Jae K. Shim.

OTHERS:

LECTURE PLAN

| Weeks | Class | Chapter | Topics | Discussion Topic |
|-------|-------|--------------------------|--|--|
| 1 | 1 | Background of Accounting | Introduction, Distribution of Course outlines Book references & Materials, Background of Accounting. | <ol style="list-style-type: none"> 1. Why do we need to study accounting? 2. Why have you chosen accounting as your Discipline? 3. "Debit & Credit"—are these all about accounting? 4. Effects of accounting in day to day life. |
| | 2 | Accounting in Action | Accounting, The basic Accounting Equation, Financial Statements, Ethical considerations in accounting. | <ol style="list-style-type: none"> 1. Accounting equation. 2. The effects of business transactions on the accounting equation. 3. Transaction analysis. 4. Summary of transactions. |
| 2 | 3 | Conceptual Framework | Objective of financial reporting, Underlying assumptions and principles, The qualitative characteristics of information, Elements of Financial Statements. | <ol style="list-style-type: none"> 1. Basic assumptions. 2. Core principles. 3. Qualitative characteristics of Information. 4. Asset, Liability, Expense, Revenue. |
| 3-4 | 4-6 | Recording process | Journalizing, Posting and Trial Balance Preparation. | <ol style="list-style-type: none"> 1. Double-entry system. 2. Compound entry. 3. Core F/Ss. 4. Limitations. |
| 5 | 7 | Recording process | Chart of Accounts and other additional concepts of Recording Process. | <ol style="list-style-type: none"> 1. The basic steps in the recording process. 2. The purpose of different accounts. 3. T account. 4. Errors in the recording process. |
| | 8 | Adjusting the Accounts | Need for adjustments, Prepayments. | <ol style="list-style-type: none"> 1. Explaining the concept. 2. Timing is everything. 3. Items that need adjustments. |

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| | | | | 4. Accounting years. |
| 6-7 | 9 | Adjusting the Accounts | Accruals, Adjusted Account Balances, Financial Statements. | 1. Time period assumption. 2. Accrual basis of accounting. 3. Need for adjusting entries. 4. The basics for adjusting entries. |
| | 10-11 | Completing the Accounting cycle | Preparation of Financial Statements. | 1. Adjusted trial balance. 2. Contra asset account. 3. Revenue recognition. 4. Matching principle. |
| | 12 | Completing the Accounting cycle | Classified Statement of Financial Position, Closing Entries, Post Closing Trial Balance. | 1. Work sheet preparation. 2. Process of closing the books. 3. Content. 4. Purpose of post-closing trial balance. |
| 8 | 13 | Completing the Accounting cycle | Using worksheets to overview financials. | 1. Correcting entries. 2. Reversing entries. 3. Sections of a classified balance sheet. 4. Summary of the accounting cycle. |
| | 14 | Application of the Accounting Cycle | Journal, Ledger, Trial balance, Adjustments, Adjusted trial balance, Financial Statements. | 1. Journalize. 2. Ledger. 3. Trial balance and adjusted trial balance. 4. Preparing financial statements. |
| 9-10 | 15-17 | Merchandising Operation | Trading operations, Recording purchases, Recording Sales, Adjusting Accounts, Multiple step Income Statement, Periodic and perpetual inventory systems. | 1. Entries under Perpetual inventory system. 2. Periodic inventory system. 3. Preparing an income statement. 4. The going concern concept. |
| | 18 | Inventory Valuation | Inventory classification, Inventory ownership, Cost flow assumptions. | 1. Different phases of Inventory. 2. Financial statement effects. 3. Tax effects of LIFO/FIFO. 4. LCM method of costing inventories. |
| 11 | 19 | Inventory Valuation | Market valuation of inventory, Inventory errors and shrinkages, Inventory estimation. | 1. Effects of inventory errors on the financial statements. 2. Interpreting inventory turnover. 3. Safety stock. 4. Statement presentation and analysis. |
| | 20 | Fraud, Internal control and cash | Internal Controls & Accounting for Liquid Assets, Cash and Bank Balances, Cash & bank book. | 1. Principles of internal control. 2. Applications of internal control principles to cash receipts. 3. Cash disbursements. 4. Limitations. |
| 12-13 | 21 | Fraud, Internal control and cash | Internal Controls & Accounting for Liquid Assets, Cash and Bank Balances, Cash & bank book. | 1. Reporting of cash. 2. Bank reconciliation technique. 3. Need for bank recon. 4. Writing checks. |
| | 22-23 | Accounting for Receivables | Accounts Receivables, Notes Receivables, Journal, Aging Schedule, Balance Sheet Preparation. | 1. Methods to value A/R. 2. Disposition of A/R. 3. Statement presentation and analysis of receivables. 4. Write off vs Allowance Method. |
| 14-15 | 24-25 | Plant Assets, Natural Resources and Intangible Assets | Valuation of Different Non-Current Assets and Different Methods of Depreciation. | 1. Application of cost principle to plant assets. 2. Concept of depreciation. 3. Different methods used. 4. Types of non-current assets. |
| | 26-27 | Plant Assets, Natural Resources and Intangible Assets | Intangibles: Properties, Valuation and Reporting in the Financial Statements. | 1. Depletion of natural resources. 2. Reporting. 3. Analyzing intangibles. 4. Plant asset disposal. |
| | 28-29 | Plant Assets, Natural Resources and Intangible Assets | Other Intangibles. | 1. Gain treatment. 2. Loss treatments of Non-current assets. 3. Presentation in F/Ss. 4. R&D costs. |
| | 30 | Accounting Standard | IAS, BAS, IFRS, BFRS, IASB, FASB, SOX etc. | 1. Theories of regulation. 2. The political nature of setting accounting standards. |

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| | | | | 3. Rules based standard. 4. Principles based standard. |
| 16 | 31 | Practical Use of Accounting | Study of the annual report, Accounting basis followed by company. | 1. Uses of accounting in analyzing the Company. 2. Analyze the Income statement. 3. Analyze balance sheet. 4. Analyze the framework company followed. |
| | 32 | Scope and Concept of Different Accounting | Fair value accounting, Sustainability & Environmental accounting, International Accounting. | 1. Green Accounting 2. Corporate governance. 3. Earnings management. 4. Cost and Managerial Accounting. |
| 17-18 | 33-36 | | Presentation | ----- |

Special Instructions If Any:

Conclusion:

Signature of the Course Teacher

Signature of the Concerned Department Head

Signature of the Dean

BANGLADESH UNIVERSITY OF PROFESSIONALS

Faculty of Business Studies

COURSE OUTLINE

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|--|--|
| COURSE TITLE: Principles of Finance COURSE CODE: ALD 1204 BATCH & SECTION: MKT-2016, A&B SEMESTER & YEAR: 2nd Semester 2016 DURATION: July-December 2016 | COURSE TEACHER: Md. Mominul Hoq Email: mominulmumin@bup.edu.bd Cell No: 01769021738 |
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COURSE DESCRIPTION:

The aim of this course is to introduce the students to the basic concepts in finance and the analytical tools used in business finance. The course focuses on basic principles of corporate finance, analysis of risk & return, cost of capital, analysis of time value of money, various sources of finance available to business enterprise, capital structure & financial statement analysis and essentially Capital Budgeting. This course would facilitate the easy conceptualization of the basic areas of finance. This will also encourage the students to proceed towards the advanced issues in financial management.

LEARNING OBJECTIVES:

The basic objective of this finance foundation course is to summarize the fundamental theoretical aspects of finance relevant to the future study of finance and application within a range of profession including accounting and property valuation issues. By the end of this course students should be able to:

1. Explain the financial goal governing a firm's decisions
2. A deep understanding of the concepts of time value of money and its application to various valuation models to value long-term debt, preference shares and ordinary shares
3. Explain the importance, role and techniques of capital budgeting in a project or firm
4. Understand risk and return, diversifiable and non-diversifiable risk, and asset pricing models
5. Understand how to determine the cost of capital of a project or firm
6. Explain operating and financial leverage, and implications for the target capital structure
7. Discuss theories and issues related to dividend policy
8. Identify & apply ethical principles relevant to the finance profession

DISTRIBUTION OF WEIGHTAGE:

| Remarks | Distribution |
|--|--------------|
| Final Exam | 35% |
| One Mid-term | 15% |
| Six Class Tests | 12% |
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GRADING:

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| 50% to < 55% | C+ | (C Plus) | 2.50 |
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| 40% to < 45% | D | - | 2.00 |
| < 40% | F | - | 0.00 |
| ----- | I | - | Incomplete |
| ----- | W | - | Withdrawal/Withdrawn |

REFERENCES:

TEXT BOOK(S): Fundamentals of financial management. Fundamentals of Financial Management.

REFERENCE BOOK(S) : Van Horne, J. C., & Wachowicz. Eugene F. Brigham, Joel F. Houston.

OTHERS:

LECTURE PLAN

| Weeks | Class | Chapter | Topics | Discussion Points |
|-------|-------|-------------------------------|---|---|
| 1. | 1. | Introduction | Definition of finance, Functions of finance. | <ol style="list-style-type: none"> How is Finance in the organization? Why Finance evolved? Basic functions in Finance. Modern vs Traditional Finance. |
| | 2. | Introduction | Goal of a firm – Profit Maximization vs Value creation. | <ol style="list-style-type: none"> Firm of any business. Profit maximization. Value of the firm. Profit and Value of the firm. |
| 2. | 3. | Introduction | Management vs Shareholders. | <ol style="list-style-type: none"> Who runs the business? Agency Problem in the firms. Resolving Agency Problem. Challenges in Agency Problem solution. |
| | 4. | Financial Environments | Sole proprietorship-Partnership – Corporation. | <ol style="list-style-type: none"> Business forms in reality. Corporation the most dynamic form of business. Company act. Artificial entity. |
| 3. | 5. | Financial Environments | Income tax – Corporate tax – Capital gain tax Purpose of financial market. | <ol style="list-style-type: none"> Income tax. Capital Gain Tax. Functions of financial market. Price discovery. |
| | 6. | Financial Environments | Money and capital market - Primary and secondary market - Financial intermediaries and brokers. | <ol style="list-style-type: none"> Money and capital market. Dhaka Stock Exchange. Brokers in BD. The return of dealer and brokers. |
| 4. | 7. | Time Value of Money | Basic Concept of Time Value of Money, relationship between present and future value. | <ol style="list-style-type: none"> Present Value and Future Value. TVM in decision making. TVM and its importance. Fixed deposit and time value. |

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| | 8. | Time Value of Money | Simple and compound interest, Future value (FVN) and present value (PV0). | <ol style="list-style-type: none"> 1. Interest Rate and Consumption. 2. Simple and Compounding Interest. 3. The difference between simple and compound interest rate. 4. Impact of Frequencies of Compounding. |
| 5. | 9. | Time Value of Money | Discount rate – Annuities, Ordinary Annuity and Annuity Due. | <ol style="list-style-type: none"> 1. Uses of Annuity in Business. 2. Dynamics of interest rate in Annuity. 3. Annuity due and its application. 4. Impact of maturity on annuity. |
| | 10. | Time Value of Money | Compounding more than once a year, Semiannual and Other Compounding Periods, Effective Annual Interest Rate. | <ol style="list-style-type: none"> 1. Frequencies of compounding. 2. EAI with different nominal rates. 3. The return with more frequencies. 4. The value and the concept of frequencies of compounding. |
| 6. | 11. | Short Term Financing | Spontaneous Financing- Accounts Payable (Trade Credit from Suppliers), Accrued Expenses. | <ol style="list-style-type: none"> 1. Short Term Financing in Reality. 2. Trade Credit. 3. Other accrued expenses. 4. The more used sources of short term financing. |
| | 12. | Short Term Financing | Negotiated Financing- Money Market Credit, Unsecured Loans, Detour: Cost of Borrowing, Secured (or Asset-Based) Loans. | <ol style="list-style-type: none"> 1. Money market for short term financing. 2. Cost of borrowing in reality. 3. Compensating balance. 4. Commitment Fee. |
| 7. | 13. | Short Term Financing | Factoring Accounts Receivable- Factoring Costs, Flexibility, factors that affect the cost of short-term borrowing. | <ol style="list-style-type: none"> 1. Factoring in real world. 2. The cost of factoring. 3. Factors of cost of factoring. 4. Who are factors in Bangladesh? |
| | 14. | Mid Term Financing | Lease and its different ways of classifications. | <ol style="list-style-type: none"> 1. Different types of lease. 2. Implication of lease. 3. Rental Payment. 4. Interest rate and lease. |
| 8. | 15. | Mid Term Financing | Traditional lease – Sale and lease back system – Leveraged lease. | <ol style="list-style-type: none"> 1. Lease vs Purchase. 2. Capital lease. 3. Terms and conditions of lease. 4. Interest expense deductibility. |
| | 16. | Long Term Financing | The Capital Market- Public Issue, Privileged Subscription - Preemptive Right, Terms of Offering, Value of Rights , Standby Arrangement and Oversubscription Privilege, Privileged Subscription versus Public Issue. | <ol style="list-style-type: none"> 1. Public Issue and Private Placement. 2. Privileged Subscription. 3. Value of right offers. 4. How to finance long term fund need? |
| 9. | 17. | Long Term Financing | Project financing – Debenture – Bond – Equipment trust certificate. | <ol style="list-style-type: none"> 1. What is project financing? 2. Economics of Debenture. 3. Big project financing. 4. Impact of Interest rate. |
| 10. | 18. | Long Term Financing | Income bond under borrowed funds and their features. | <ol style="list-style-type: none"> 1. Income bond and its features. 2. Market demand for income bond. 3. How income bond is issued. 4. The return on income bond. |
| 11. | 19. | Long Term Financing | Features and rights of common & preferred stock under equity funds. | <ol style="list-style-type: none"> 1. Common Stock and its dominance. 2. Preferred Stocks. 3. The difference between CS and PS. 4. The Use of CS and PS in BD. |
| | 20. | Valuation of Long Term Securities | Distinctions Among Valuation Concepts - Liquidation Value versus Going-Concern Value, Market Value versus Intrinsic Value. | <ol style="list-style-type: none"> 1. Market value of Stocks. 2. Intrinsic Value of Stocks. 3. Liquidation value of firm. 4. Which is value is important? |
| 12. | 21. | Valuation of Long Term Securities | Bond Valuation Perpetual Bonds, Bonds with a Finite Maturity. | <ol style="list-style-type: none"> 1. Coupon rate and Bond Valuation. 2. Perpetual Bond. 3. Interest rate in Bond Valuation. 4. Maturity of Bonds. |

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| | 22. | Valuation of Long Term Securities | Common Stock Valuation- Are Dividends the Foundation?, Dividend Discount Models. | <ol style="list-style-type: none"> 1. Dividend Discount model of Common Stock valuation. 2. Economics of cost of equity. 3. Valuation without dividend. 4. How to calculate cost of equity? |
| 13. | 23. | Valuation of Long Term Securities | Preferred Stock Valuation, Rates of Return-Yield to Maturity (YTM) on Bonds, Yield on Preferred Stock, Yield on Common Stock. | <ol style="list-style-type: none"> 1. Yield in Valuation. 2. Preferred Stock and its valuation. 3. YTM calculation. 4. What impacts YTM? |
| | 24. | Risk and Return | Defining risk and return – Probability distribution to measure risk. | <ol style="list-style-type: none"> 1. Risk in business. 2. The probability of facing risk. 3. Risk defining return. 4. How to measure risk? |
| 14. | 25. | Risk and Return | Risk and Return in a Portfolio Context. | <ol style="list-style-type: none"> 1. Portfolio Risk Calculation. 2. Role of covariance of returns of assets. 3. What does risk says in portfolio? 4. Impact of number of securities in the portfolio. |
| | 26. | Risk and Return | Attributes towards risk – Diversification – Capital-asset pricing model (CAPM) and Efficient financial market. | <ol style="list-style-type: none"> 1. Diversification of Risk. 2. CAPM in Finance. 3. Efficient markets and Bangladesh. 4. The most common form of market. |
| 15. | 27. | Cost of Capital | Overall Cost of Capital of the Firm- Cost of Debt, Cost of Preferred Stock, Cost of Equity, Weighted Average Cost of Capital. | <ol style="list-style-type: none"> 1. Calculation of Cost of Equity. 2. WACC. 3. WACC and its use in valuation models. 4. Cost of debt for long term debt. |
| | 28. | Cost of Capital | The CAPM: Project-Specific and Group-Specific Required Rates of Return, Evaluation of Projects on the Basis of Their Total Risk. | <ol style="list-style-type: none"> 1. Total Risk. 2. Project Return. 3. Evaluation of projects. 4. Impact of risk. |
| 16. | 29. | Capital Budgeting | Capital budgeting and its process – Generating investment – Project proposals. | <ol style="list-style-type: none"> 1. Investment Decision Making. 2. Criteria for investing. 3. Application of Capital Budgeting in BD. 4. Impact of Cash flows. |
| | 30. | Capital Budgeting | Estimating project after tax incremental operating cash flow – Sunk cost and opportunity cost – Alternative methods for evaluation and selection of project – Payback period (PBP). | <ol style="list-style-type: none"> 1. Incremental Cash Flow. 2. Major Techniques to evaluate projects. 3. Payback period. 4. Discounted payback period. |
| 17. | 31. | Capital Budgeting | Internal Rate of Return (IRR) under interpolation – Net present value (NPV) – Profitability Index (PI). | <ol style="list-style-type: none"> 1. NPV Technique. 2. IRR in investment decision. 3. NPV decision rule. 4. IRR decision rule. |
| | 32. | Working Capital | Introductory Concepts on Working Capital, Financing Current Assets. | <ol style="list-style-type: none"> 1. WCM in BD firms. 2. How to finance the working capital need. 3. Factors impacting working capital. 4. How firms manage WC. |
| 18. | 33. | | Presentation | Presentation |
| | 34. | | Presentation | Presentation |
| 19. | 35. | | Presentation | Presentation |
| | 36. | | Presentation | Presentation |

Special Instructions If Any:

Conclusion:

Signature of the Course Teacher

Signature of the Concerned Department Head

Signature of the Dean

BANGLADESH UNIVERSITY OF PROFESSIONALS

Faculty of Business Studies

COURSE OUTLINE

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| COURSE TITLE: Principle of Management COURSE CODE: ALD 1202 BATCH & SECTION: MKT-2016, A&B SEMESTER & YEAR: 2 nd Semester 2016 DURATION: July-December 2016 | COURSE TEACHER: UMMYA SALMA Email: ummya.salma@yahoo.com Cell No: 01769-021744 |
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COURSE DESCRIPTION:

Management principles are guidelines for the decisions and actions of managers. They were derived through observation and analysis of events faced in actual practice. The Principles of Management are the essential, underlying factors that form the foundations of successful management

LEARNING OBJECTIVES:

The major objective of the course is to provide students with an opportunity to enhance their understanding of large and small organizational systems and how they get managed.

By the end of this course you should be able to:

1. Understand what is management and its implication in the business world. .
2. Identify different roles of managers and management in the organizations. .
3. Be well engaged with the principal activities of Management in the organizations
4. Understand leadership and communication in the management of any organization

DISTRIBUTION OF WEIGHTAGE:

| Remarks | Distribution |
|--|---------------------|
| Final Exam | 35% |
| One Mid-term | 15% |
| Six Class Tests | 12% |
| Term Paper (Individual) including Presentation | 10% |
| Assignments and Case Studies (Individual/Group) including Presentation | 10% |
| Regular Class Participation and Presentation | 5% |
| Class attendance | 10% |
| Attitude/Conduct/Manner | 3% |
| Total: | 100% |

GRADING:

| Numerical Grade | Letter Grade | | Grade Point |
|-----------------|--------------|-------------|----------------------|
| 80% and above | A+ | (A Plus) | 4.00 |
| 75% to < 80% | A | (A Regular) | 3.75 |
| 70% to < 75% | A- | (A Minus) | 3.50 |
| 65% to < 70% | B+ | (B Plus) | 3.25 |
| 60% to < 65% | B | (B Regular) | 3.00 |
| 55% to < 60% | B- | (B Minus) | 2.75 |
| 50% to < 55% | C+ | (C Plus) | 2.50 |
| 45% to < 50% | C | (C Regular) | 2.25 |
| 40% to < 45% | D | - | 2.00 |
| < 40% | F | - | 0.00 |
| ----- | I | - | Incomplete |
| ----- | W | - | Withdrawal/Withdrawn |

REFERENCES:

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| TEXT BOOK(S) :Management Principles & Practices by Ricky W. Griffin |
| REFERENCE BOOK(S) :Management: A Global & International Perspective by Heinz Wehrich, Mark V Cannice, Harold Knoontz |
| OTHERS: <i>Management</i> by James Arthur Finch Stoner, R. Edward Freeman, Daniel R., Jr. Gilbert |

LECTURE PLAN

| Weeks | Class | Chapter | Topic/Event | Remarks/Discussion Points |
|-------|-------|--|--|--|
| 1. | 1. | An Introduction to Management | Orientation with students, the concept of management: importance of management, management process, environmental context of management. | <ol style="list-style-type: none"> 1. Historical emergence of management. 2. Summary of the concepts. 3. Environmental context of management. 4. Management condition of Bangladesh. |
| | 2. | An Introduction to Management | The concept of management: importance of management, management process, environmental context of management. | <ol style="list-style-type: none"> 1. The scope of management. 2. Skills of manager. 3. Managing in different areas of the organization. 4. Discuss the science and the art of management. |
| 2. | 3. | Traditional & Contemporary Issues & Challenges | Social responsibility of management, evolution of management, scientific management school, classical management theory. | <ol style="list-style-type: none"> 1. Contribution of the behavioral management. 2. The quantitative management perspective. 3. Contemporary management challenges. 4. Characterize the new workplace that is emerging in organizations today. |
| | 4. | Essentials of Planning | Overview of planning: importance, types and steps of planning, planning strategy, decision making. | <ol style="list-style-type: none"> 1. Contingency planning. 2. Barriers in goal setting planning. 3. Initiative to overcome the barrier. 4. Crisis management. |
| 3. | 5. | Strategies, Policies and Planning Premises | Overview of planning: importance, types and steps of planning, planning strategy, decision making. | <ol style="list-style-type: none"> 1. Describe various types of operational plans. 2. Describe scope of planning. 3. Responsible personnel for |

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| | | | | organizational plan. 4. Time frames for each kind of organizational plan. |
| | 6. | Decision Making | Time and human relationships in decision making, problem and opportunity finding, the nature of managerial decision making, the rational model of decision making. | 1. Decision making conditions. 2. Which strategy should a firm develop first? Business level or corporate level? 3. Strategy relationship between businesses. 4. Corporate level strategy. |
| 4. | 7. | Decision Making | Time and human relationships in decision making, problem and opportunity finding, the nature of managerial decision making, the rational model of decision making. | 1. Discuss group and team decision making. 2. Advantages and disadvantages of group. 3. Team decision making. 4. How decision making can be managed effectively? |
| | 8. | The Nature of Organizing | Definition of organization: organization structure, type of organization structure, functional organization, product/market organization, matrix organization, power & the distribution of authority. | 1. Benefits of organization structure. 2. Limitations of specialization. 3. Alternatives of specialization. 4. How authority is distributed in Organization? |
| 5. | 9. | Organization Structure | Product/ market organization: matrix 10th organization, power & the distribution of authority. | 1. Situational influences on organization design. 2. Changes that occur as an organization grows in size. 3. Changes that occur as an organization grows ages over time. 4. Explain the differences of change over time and size. |
| | 10. | Organization Structure: Departmentation | Definition of organization: organization structure, type of organization structure, functional organization, product/market organization, matrix organization, power & the distribution of authority. | 1. Emerging issues in organization design. 2. Team organization. 3. Virtual organization. 4. Learning organization. |
| 6. | 11. | Line/Staff Authority | Types of authority: definition and sources of power, line and staff authority, delegation of authority, decentralization and centralization, job design, grouping of activities, departmentation. | 1. International business organization. 2. Describe the forms of core technology. 3. Organizational structure that occur in firms with each of the three types. 4. Tell about the differences in organizational structure that occur in firms. |
| | 12. | Line/Staff Authority | Types of authority: definition and sources of power, line and staff authority, delegation of authority, decentralization and centralization, job design, grouping of activities, departmentation. | 1. Organic organization. 2. What are some of the outcomes that company will experience as they become more organic? 3. What are some of the outcomes that Company will experience as they become less mechanistic? 4. Job design. |
| 7. | 13. | Empowerment & Decentralization | Decentralization and centralization, job design, grouping of activities, departmentation. | 1. Basic alternative approaches to designing jobs 2. Rationale for decentralization. 3. Most common bases for grouping jobs into departments. 4. Basic elements for establishing reporting relationships. |
| 8. | 14. | Empowerment & Decentralization | Decentralization and centralization, job design, grouping of activities, departmentation. | 1. Basic alternative approaches to designing jobs 2. Rationale for decentralization. 3. Most common bases for grouping jobs into departments. |

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| | | | | 4. Basic elements for establishing reporting relationships. |
| 9. | 15. | Human Resource Management | Recruitment selection: training & development, performance appraisal & compensation. | <ol style="list-style-type: none"> 1. Emergence of HRM. 2. Potential sources of recruitment. 3. Three sixty degree performance appraisal systems. 4. External environment and HRM. |
| | 16. | Human Resource Management | Recruitment selection: training & development, performance appraisal & compensation. | <ol style="list-style-type: none"> 1. How succession planning helps an organization to sustain? 2. Necessity of human resource management in an organization. 3. Social cultural elements of human resource environment. 4. Cultural elements of human resource environment. |
| 10. | 17. | Employee Placement | Transfer, promotion, demotion, separations and evaluation of human resources, organizational change. | <ol style="list-style-type: none"> 1. Types of placements. 2. Merits and demerits of different types of placements. 3. Barriers to change. 4. How to manage the change in an organization? |
| 11. | 18. | Human Factor & Motivation | Concept of motivation: basic assumptions about motivation, motivation process, importance of motivation in organizations. | <ol style="list-style-type: none"> 1. Historical perspectives on motivation. 2. Assumptions about motivation. 3. The human relations approach. 4. The human resource approach. |
| | 19. | Human Factor & Motivation | Concept of motivation: basic assumptions about motivation, motivation process, importance of motivation in organizations. | <ol style="list-style-type: none"> 1. Factors play important role in motivating people. 2. Role of motivation in job satisfaction. 3. Outcome of motivation. 4. Positive and negative aspects of Motivation. |
| 12. | 20. | Theories of Motivation | Motivational theories: Maslow's need hierarchy, REG and two-factor theory, motivation techniques, job satisfaction. | <ol style="list-style-type: none"> 1. Different theories. 2. Relationship amongst theories. 3. Implications of motivational theories in different organizations. 4. Weakness of theories. |
| | 21. | Theories of Motivation | Motivational theories: Maslow's need hierarchy, REG and two-factor theory, motivation techniques, job satisfaction. | <ol style="list-style-type: none"> 1. Alternative forms of work 2. Arrangements. 3. Maslow's Theories. 4. Motivational strategies. |
| 13. | 22. | Leadership | Defining leadership: the trait approach to leadership. | <ol style="list-style-type: none"> 1. Nature of leadership. 2. Leadership vs manager ship. 3. Ingredients of leadership. 4. Trait approach to leadership. |
| | 23. | Leadership | Defining leadership: the trait approach to leadership | <ol style="list-style-type: none"> 1. Different situational approaches to leadership. 2. Favorableness. 3. Leadership style. 4. Leadership theories and implications. |
| 14. | 24. | Styles of Leadership | Different Leadership styles. | <ol style="list-style-type: none"> 1. Leadership styles based on authority. 2. Managerial grid. 3. Liker's four styles of managerial leadership. 4. Leadership continuum. |
| 15. | 25. | Styles of Leadership | Different Leadership styles. | <ol style="list-style-type: none"> 1. Charismatic leadership. 2. Transformational leadership. 3. Transactional leadership. 4. Situational contingency of leadership. |
| | 26. | Communication | Concept, types, importance of communication. | <ol style="list-style-type: none"> 1. Role of communication in management. 2. Outcomes of interpersonal behavior. |

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| | | | | <ol style="list-style-type: none"> 3. Merits of better communication. 4. Communication as strength to development. |
| 16. | 27. | Communication | Communication process. | <ol style="list-style-type: none"> 1. Types of communication. 2. Different types of informal communication. 3. Effectiveness of informal. 4. Formal communication. |
| | 28. | Communication | Communication in organization, barriers to communication. | <ol style="list-style-type: none"> 1. Communication devices. 2. Role of technology in modern communication. 3. Barriers and negative aspect of communication process. 4. Solving the issues regarding miscommunication. |
| 17. | 29. | The System & Process of Controlling | Meaning and importance of controlling. | <ol style="list-style-type: none"> 1. Resistance to control. 2. Overcoming resistance. 3. Characteristics of effective control. 4. When to control. |
| | 30. | The System & Process of Controlling | Steps and characteristics in control process. | <ol style="list-style-type: none"> 1. Pros and cons of controlling. 2. Strategy and control. 3. Relationship between strategy and control. 4. International strategic control. |
| 18. | 31. | The System & Process of Controlling | Conditions for control. | <ol style="list-style-type: none"> 1. Need for control. 2. Improvement in control. 3. Different strategies for controlling. 4. How can the manager tell what type of control is needed (operations, structure, financial, strategy)? |
| | 32. | The System & Process of Controlling | Control techniques. | <ol style="list-style-type: none"> 1. Roles of technology in controlling. 2. Internet as tool of controlling. 3. Environmental changes. 4. The future of human resource management. |
| 19. | 33. | | Presentation | Presentation |
| | 34. | | Presentation | Presentation |
| 20. | 35. | | Presentation | Presentation |
| | 36. | | Presentation | Presentation |

Special Instructions If Any:

Conclusion:

Signature of the Course Teacher

Signature of the Concerned Department Head

Signature of the Dean

BANGLADESH UNIVERSITY OF PROFESSIONALS

Faculty of Business Studies

COURSE OUTLINE

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| COURSE TITLE: Micro-Economics COURSE CODE: ALD 1201 BATCH & SECTION: MKT-2016, A&B SEMESTER & YEAR: 2nd Semester 2016 DURATION: July-December 2016 | COURSE TEACHER: Dr. Md. Azam Khan Email: azamkhan_ba@yahoo.com Cell No: 01711187912 |
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COURSE DESCRIPTION:

The purpose of microeconomics is to develop the students' skill in the systematic analysis of the economic aspects of business decisions and to acquaint them with some relevant analytical methods and concepts. The course covers the following

LEARNING OBJECTIVES:

The major objective of this paper is to develop an understanding and appreciation of microeconomic theories.

DISTRIBUTION OF WEIGHTAGE:

| | Distribution |
|--|---------------------|
| Final Exam | 35% |
| One Mid-term | 15% |
| Six Class Tests | 12% |
| Term Paper (Individual) including Presentation | 10% |
| Assignments and Case Studies (Individual/Group) including Presentation | 10% |
| Regular Class Participation and Presentation | 5% |
| Class attendance | 10% |
| Attitude/Conduct/Manner | 3% |
| Total: | 100% |

GRADING:

| Numerical Grade | Letter Grade | | Grade Point |
|------------------------|---------------------|-------------|----------------------|
| 80% and above | A+ | (A Plus) | 4.00 |
| 75% to < 80% | A | (A Regular) | 3.75 |
| 70% to < 75% | A- | (A Minus) | 3.50 |
| 65% to < 70% | B+ | (B Plus) | 3.25 |
| 60% to < 65% | B | (B Regular) | 3.00 |
| 55% to < 60% | B- | (B Minus) | 2.75 |
| 50% to < 55% | C+ | (C Plus) | 2.50 |
| 45% to < 50% | C | (C Regular) | 2.25 |
| 40% to < 45% | D | - | 2.00 |
| < 40% | F | - | 0.00 |
| ----- | I | - | Incomplete |
| ----- | W | - | Withdrawal/Withdrawn |

REFERENCES:

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| TEXT BOOK(S) : K.K Dewtt, <i>MODERN ECONOMIC THEORY</i> , H.L Ahuja, <i>ECONOMICS</i> , M.L Jingan, <i>MICRO ECONOMIC THEORY</i> . |
| REFERENCE BOOK(S) : |
| OTHERS: |

Lecture Plan:

| Weeks | Class | Chapter | Topics | Discussion Points |
|-------|-------|--|---|--|
| 1. | 1. | Fundamental concepts of micro economics | Definition of economics, Nature of scope of economics. | <ol style="list-style-type: none"> 1. Definition of economics. 2. Nature of economics. 3. Scope of economics. 4. Subject matter of economics. |
| | 2. | Fundamental concepts of micro economics | Importance of economics. Scarcity of resources, Three fundamental problems of economics. | <ol style="list-style-type: none"> 1. Importance of economics. 2. Scarcity of resources. 3. Three fundamental problems of economics. 4. Difference of Micro and Macro economics. |
| 2. | 3. | Fundamental concepts of micro economics | Production possibility frontier, Marginal rate of substitution, Opportunity cost theory. | <ol style="list-style-type: none"> 1. Production possibility frontier. 2. Marginal rate of substitution. 3. Opportunity cost theory. 4. By example the above things would be illustrated. |
| | 4. | Elementary concepts of Mathematical Economics. | Basic concepts of mathematical economics. | <ol style="list-style-type: none"> 1. Basic concepts of mathematical economics. 2. Importance of mathematics in economics. 3. Operational aspects of mathematical economics. 4. Some mathematical example. |
| 3. | 5. | Elementary concepts of Mathematical Economics. | Functions, various demand and supply functions. | <ol style="list-style-type: none"> 1. Functions. 2. Various demands. 3. Supply functions. 4. Uses of functions in mathematics. |
| | 6. | Economic system. | Fundamental concepts of Primitive communal mode of production. Slave mode of production. Feudal mode of production. | <ol style="list-style-type: none"> 1. Primitive communal mode of production. 2. Slave mode of production. 3. Feudal mode of production. 4. Example of the above system. |
| 4. | 7. | Economic system. | Short discussion about capitalism and socialism. | <ol style="list-style-type: none"> 1. Capitalism. 2. Characteristics of capitalism. 3. Socialism. 4. Characteristics of socialism. |
| | 8. | Ten principals of economics. | Trade off, Opportunity costs, Marginal approach, Role of markets, Opportunity cost. | <ol style="list-style-type: none"> 1. Trade off. 2. Opportunity costs. 3. Marginal approach. 4. Role of markets. |
| 5. | 9. | Ten principals of economics. | Marginal approach, Role of markets, Externality, Property rights, Trade. | <ol style="list-style-type: none"> 1. Marginal approach. 2. Role of markets. 3. Externality. 4. Property rights. |
| | 10. | Theory of demand | Definition of demand, Law of demand and elasticity of demand. | <ol style="list-style-type: none"> 1. Demand. 2. Law of demand. 3. Elasticity of demand. 4. Kinds of elasticity. |
| 6. | 11. | Theory of demand | Demand equations, demand schedule and demand curve. | <ol style="list-style-type: none"> 1. Demand equations. 2. Demand schedule. |

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| | | | | 3. Derivation of demand curve. 4. Sifting of demand curve. |
| | 12. | Theory of supply | Definition of supply, Law of supply and elasticity of supply. | 1. Supply. 2. Law of supply. 3. Elasticity of supply. 4. Kinds of supply elasticity. |
| 7. | 13. | Theory of supply | Supply equations, supply schedule and supply curve. | 1. Supply equations. 2. Supply schedule. 3. Supply curve. 4. Sifting of supply. |
| | 14. | The theory of consumer behavior: Elementary discuss. | Definition of utility, Classification of utility, Total utility and marginal utility. | 1. Utility. 2. Classification of utility. 3. Total utility. 4. Marginal utility. |
| 8. | 15. | The theory of consumer behavior: Analysis of Marshalian utility., | Cardinal utility and ordinal utility, Law of diminishing marginal utility. | 1. Cardinal utility. 2. Ordinal utility. 3. Law of diminishing marginal utility. 4. Criticism of law of diminishing marginal utility. |
| | 16. | The theory of consumer behavior: Indifference curve | Budget line, construction of budget line from budget equation. Indifference curve, characteristics of indifference curve. | 1. Budget line. 2. Construction of budget line from budget equation. 3. Indifference curve. 4. Characteristics of indifference curve. |
| 9. | 17. | The theory of consumer behavior: Indifference curve | Consumer's equilibrium by using budget line and indifference curve. | 1. Definition of budget line. 2. Budget equation. 3. Indifference curve. 4. Consumer's equilibrium by using budget line and Indifference curve. |
| | 18. | Production theory | Meaning of production, difference of production and product. Factor of production, production function. | 1. Production. 2. Difference of production. 3. Product. 4. Factor of production. |
| 10. | 19. | Production theory | Short and long run production function, difference between short and long run production function. | 1. Short runs production function. 2. Long run Production function. 3. Difference between short. 4. Long run production function. |
| | 20. | Production theory | Return to scale, Equal product curve. | 1. Return to scale. 2. Constant return to scale. 3. Increasing return to scale. 4. Equal product curve. |
| 11. | 21. | Production theory | How optimum use of factors is determined. | 1. Meaning of Equilibrium. 2. Equilibrium of a firm. 3. Optimum use of factors. 4. Criticism of the theory. |
| | 22. | Cost theory | Production cost, nominal cost and real cost. TC, AC, MC. Fixed and variable cost. | 1. Production cost. 2. Nominal cost. 3. Real cost. 4. TC, AC, MC. |
| 12. | 23. | Revenue theory | Definition of TR, AR, MR and presentation by the help of graph. | 1. TR, AR, MR. 2. Derivation of TR. 3. Derivation of AR. 4. Derivation of MR. |
| | 24. | Market theory: | Definition and Classification of market, Condition of wide market. | 1. Market. 2. Classification of market. 3. Characteristic of market. 4. Condition of wide market. |
| 13. | 25. | Market theory: | Perfectly competitive market: Its conditions and equilibrium. | 1. Perfectly competitive market. 2. Imperfect competitive market. 3. Its conditions. 4. Equilibrium. |
| | 26. | Market theory: | Imperfect competitive market: Its conditions, monopoly and monopolistic market. | 1. Imperfect competitive market. 2. Its conditions. 3. Monopoly. 4. Monopolistic market. |

**Special
Instructions If
Any:**

Conclusion:

**Dr. Md. Azam
Khan.**

**Associate
Professor**

**Signature of the
Course Teacher**

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| 14. | 27. | Market theory: | Oligopoly and duopoly, characteristics of oligopoly and duopoly market. | 1. Oligopoly. 2. Duopoly. 3. Characteristics of oligopoly. 4. Duopoly market. |
| | 28. | Market theory: | Equilibrium of a firm under monopoly. | 1. Equilibrium of a firm under monopoly. 2. Its various aspects. 3. Difference of competitive market. 4. Which market is more desirable for common people? |
| 15. | 29. | Theory of firm | Definition of firm, concept of firm, plant and industry and difference among the term. | 1. Definition of firm. 2. Concept of firm. 3. Plant and industry. 4. Difference among the term. |
| | 30. | Equilibrium of a firm | A simple mathematical example of equilibrium of a firm. | 1. Simple mathematical example of equilibrium of a firm. 2. Equation of firm. 3. Equilibrium of a by diagram. 4. Its various aspects. |
| 16. | 31. | Recent concept related with economics | Globalization, Imperialism, mixed economy, socialism or any topic regarding micro economics. | 1. Globalization. 2. Imperialism. 3. Mixed economy. 4. Socialism or any topic regarding economics. |
| | 32. | Recent concept related with economics | Globalization, Imperialism, mixed economy, socialism or any topic regarding micro economics. | 1. Globalization. 2. Imperialism. 3. Mixed economy. 4. Socialism or any topic regarding economics. |
| 17. | 33. | | Presentation | Presentation |
| 18. | 34. | | Signature of the Concerned Department Head | |
| 19. | 35. | | Presentation | Presentation |
| 20. | 36. | | Presentation | Presentation |

Signature of the Dean