Areas of Concentration

- Marketing
- Finance
- Accounting
- Human Resource Management (HRM)
- Management Information System (MIS)
- Supply Chain Management (SCM)
  - Operations Management
  - Entrepreneurship

Bachelor of Business Administration (BBA)
2015
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BUP AT A GLANCE

1 Introduction

Bangladesh University of Professionals (BUP), which is one of the public universities of Bangladesh, was established on June 5, 2008. The aim was to facilitate professional degrees and to run undergraduate, graduate and post graduate degrees through its faculties, affiliated and embodied colleges, institutes, academy or organizations. BUP, with its own unique features, is set up in a green landscape of Mirpur Cantonment located in Dhaka Metropolitan City. The university provides a tranquil, pollution free and secured campus life and above all, a congenial academic atmosphere.

BUP deals with not only the education of the armed forces personnel but also the students of civilian community from home and abroad. It welcomes those students who intend to dedicate their total attention and devotion to serious academic pursuits to build up better tomorrow for the nation. BUP is dedicated to provide high quality education that delivers real benefits for the students. Thus, BUP is the unique academic entity in the country, where blending between the civilian and the armed forces students of diverse skills, experience, exposure and attitude is possible.

2 Motto

The motto of BUP is “Excellence through Knowledge”.

3 Mission

The mission of this University is to develop human capital of the military and civilian resources to respond to the knowledge based society of the present world.

4 Vision

The vision of the University is oriented towards enhancing professionalism in both military and civilian environments, through a need-based and time-sensitive education and training. The University envisions the responsibility of graduating intellectually enlightened, technologically advanced, academically competent, ideologically liberal and inspiring research-oriented resourceful citizens who are prepared to lead, promote and preserve the virtues of our great civilization. The University commits itself and all the resources to the accomplishment of this global trust and responsibility.

5 Affiliated Entities

The BUP acts as a regulatory body for the degrees offered by the following affiliated institutes, colleges, academies and organizations:

- National Defence College (NDC)
- Defence Services Command and Staff College (DSCSC)
- Military Institute of Science and Technology (MIST)
- Armed Forces Medical College (AFMC)
- Armed Forces Institute of Pathology (AFIP)
- Armed Forces Medical Institute (AFMI)
- Bangladesh Military Academy (BMA)
- Bangladesh Naval Academy (BNA)
- Bangladesh Air Force Academy (BAFA)
- Other organizations/institutes as affiliated with BUP

6 Embodied Faculties

The BUP offers and regulates degrees in multi-disciplinary dimensions in the field of science, technology, strategy, liberal education, business and social sciences, medical science, war and security studies and other fields of knowledge through its following 5 faculties:

- Faculty of Security and Strategic Studies (FSSS)
- Faculty of Technical and Engineering Studies (FTES)
- Faculty of Medical Studies (FMS)
- Faculty of Business Studies (FBS)
- Faculty of General Studies (FGS)
FACULTY OF BUSINESS STUDIES

7  Introduction

The Faculty of Business Studies (FBS) inherited the curriculum on business administration from the Military Institute of Science and Technology (MIST). This business school is the pioneer and foremost in-house faculty of the university, which started its academic activity from the early 2009 with renewed curriculum on MBA and Executive MBA. In 2010, the FBS expanded its academic offer to undergraduate level and enrolled the 1st batch of BBA program. Since then the student force of the faculty has increased gradually and now it hosts an extremely brilliant, agile, creative and intelligent group of young students, who are destined to provide leadership in the business world. The first batch of BBA students will be graduating in early 2014 to assert their pervasive presence in the business community.

To achieve the desired level of excellence, the FBS emphasizes on the followings:

- A meticulous admission and selection process for best possible screening
- Interactive sessions in the classroom and uninterrupted curriculum
- Effective teaching through innovative methods blended with latest trends and developments in the world and with its state of the art facilities
- Competent internal faculties with flexibility to outsourcing expert resource persons
- Regular guest lectures and visits to organizations
- Well thought-out and continuous feedback and assessment system
- A culture of discipline, punctuality and commitment
- Focus to develop students as a good human being with all possible attributes of a successful business leader.
- A tranquil, pollution free and secured campus life.

8  Academic Programs

8.1  Current Programs

The FBS offers undergraduate, graduate and post graduate programs. The programs those are currently run by the faculty are as follows:

<table>
<thead>
<tr>
<th>Programs</th>
<th>Duration</th>
<th>Total Courses</th>
<th>Credit on Courses</th>
<th>Internship/Dissertation Credit</th>
<th>Total Credit</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA</td>
<td>4 Years</td>
<td>40</td>
<td>120</td>
<td>3</td>
<td>123</td>
<td></td>
</tr>
<tr>
<td>MBA</td>
<td>2 Years</td>
<td>20</td>
<td>60</td>
<td>6 (internship)</td>
<td>66</td>
<td>Regular program (day)</td>
</tr>
<tr>
<td>Evening MBA</td>
<td>2 Years</td>
<td>18</td>
<td>54</td>
<td>6 (Dissertation)</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>MPhil</td>
<td>2 Years</td>
<td></td>
<td></td>
<td>32</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PhD</td>
<td>3 Years</td>
<td></td>
<td></td>
<td>42</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
8.2 Future Program

<table>
<thead>
<tr>
<th>Program</th>
<th>Duration</th>
<th>Internship</th>
<th>Regular MBA</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>2 Years</td>
<td>20</td>
<td>66</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>1 year 8 months</td>
<td>15</td>
<td>45</td>
</tr>
<tr>
<td>M Phil and PhD</td>
<td></td>
<td></td>
<td>Processed through Office of Higher Education and Research</td>
</tr>
</tbody>
</table>

9 Faculty Members

BUP employs highly qualified and competent faculty members from its integral source and from reputed public and private universities by outsourcing to maintain excellence in teaching and learning. Depending on the courses and learning objectives, professionals and experts from diverse disciplines are also engaged for the teaching purpose. The internal faculty members of FBS are listed below:

1. Lt Col Md Showkat Ali, psc, Engrs
   MBA (MIST, DU), MDS (DSCSC, NU)
   Head of Accounting and Information System Department

2. Asst. Professor Mohammad Zahedul Alam
   BBA, MBA (Marketing, DU), M Phil (RU)
   Asst. Professor Md. Ariful Rahman
   BBA, MBA (Management, RU)

3. Asst. Professor Farhana Zaman
   BBA & MBA (Accounting, DU)

4. Lecturer Priyabrata Chowdhury
   BBA & MBA (Marketing, CU)
   Asst. Professor Jannatul Mawa Nupur
   BBA & MBA (Marketing, DU)

5. Lecturer Sarabia Rahman
   B.Sc, MBA (Finance, BUP)

6. Lecturer Md. Tapan Mahmud
   BBA & MBA (Accounting, DU)

7. Lecturer Md Shamsul Arefin
   BBA & MBA (Management, DU)

8. Lecturer Charls Darwin
   B.sc & M.sc (Statistics, DU)

9. Lecturer Shariful Islam,
   (Economics, JU)

10. Lecturer Noor Nahar Begum
    BBA & MBA (Finance, BUP)
FBS is one of the embodied faculties of Bangladesh University of Professionals which functions under the umbrella of different authorities of the university and guided by relevant policies, rules and regulations of BUP. The faculty is headed by Dean and responsible for overall management and supervision of academic and other activities of the faculty.

10.1 Regulatory Bodies

The different bodies and committees, who regulate the faculty, are:

1) Senate: This is the highest policy and decision making body of the university.
2) Syndicate: The syndicate is the key executive body for general management and supervision.
3) Academic Council: Academic council is the key executive body on academic affairs of the university.
4) Faculty Executive Committee: This is the executive body of the faculty to define curriculum, syllabus, events etc and recommend the same to the academic council.

10.2 Vice Chancellor

Major General Sheikh Mamum Khaled, psc
Vice Chancellor
Bangladesh University of Professionals

10.3 Dean

1) Brigadier General Md Zahedur Rahman, ndc, psc
Dean
Faculty of Business Studies
Bangladesh University of Professionals

2) PS to Dean
   Major Md. Mosaddek Khan

10.4 Program Office

1) Program Coordinator: Major Md Rafiqul Islam

10.5 Faculty Advisors
1) MBA-14: Asst. Prof. Priyabrata Chowdhury
2) MBA-14: Lecturer Noor Nahar Begum
3) MBA-15: Lecturer M. Shahin Sarwar
4) BBA-2: Asst Prof Mohammad Zahedul Alam
5) BBA-3: Asst. Prof. Arifur Rahman
6) BBA -4: (section-A): Lecturer MD. Shariful Islam
7) BBA -4: (section-B): Lecturer Easnin Ara
8) BBA-5: (section-A): Lecturer Tapan Mahmud
10) BBA -5: (section-B): Lecturer Charls Darwin
11) BBA-5: (section-C): Lecturer Sarabia Rahman

11 Facilities

11.1 BUP Campus and Building
The FBS is located in the academic building of the purpose built campus of the university at Mirpur Cantonment. The academic building is the northern wing of BUP complex with 6 floors, which will ultimately be extended up to 14 floors. The classrooms, faculty chambers, program and administrative offices, library, computer lab and cafeteria are housed in the same building.

11.2 Library
The faculty and its students use the central library facility located on the 1st floor of the academic building. The library is growing fast with stock of books to meet the requirements of the teachers and the students. The library is focused to build its e-resources keeping in view the recent trend in publication of reading material in the e-platform. The library is spacious and provides computer work stations with internet facility, hard copies of text and reference books, e-book readers etc. It subscribes many journals, periodicals, newspapers, web resources etc.

11.3 WiFi Network
In order to provide dynamic access to the students to e-resources and to facilitate easy communication, BUP has installed high speed WiFi network, which has the coverage at both academic and administrative buildings.

11.4 Classrooms
The classrooms of FBS are spacious and well ventilated and equipped with state of the art audio-visual equipment, classroom aids and seating arrangements.

11.5 BUP Auditorium (VICTORY)
There is an auditorium at the 5th floor of the administrative building of BUP campus with 500 seat capacity, which can be used for central programs like seminar, workshop, central lectures and presentations, cultural events etc.
11.6 Student Accommodation

Pending the construction of purpose-built halls for the students, ad-hoc arrangements have been made to accommodate limited number of male and female students in two separate rented houses at Mirpur DOHS. The seats in the hall are allotted on the basis of need of the students and availability. The halls are fully furnished and there are administrative staffs to support the tenants. The students pay rent for accommodation and meet expenses for food, services, security etc.

11.7 Transport

BUP provide short distance transport facilities to the students with its integral bus service. The long distance service will be provided along 3 routes with hired bus, if adequate numbers of students register for the same.

11.8 Computer Lab

There is a computer lab facility for the students on the ground floor of the academic building. The lab computers are connected by both WiFi and broadband internet network. This facility has been established with a view to catering for enhancing computer literacy and skill of the students.

11.9 Cafeteria

A well decorated and air-conditioned cafeteria is located on the ground floor of the academic building, which is operated on contract basis. It provides quality food items at reasonable price. A stationery shop is also run by the café as an extension, which sells stationery, confectionery and gift items and also provide printing, reproduction and binding facilities.

12 Student Services

12.1 Guidance and Counseling

The guidance and counseling service is available to students on academic and other matters of interest. A faculty member is assigned as Faculty Adviser for each batch, who, as a routine matter, meets the batch at least once a week and also attends them whenever the students feel necessary. The faculty adviser keeps close contact with the students in understanding and solving the problems relating to their academic program, facilities and other issues, if any.

12.2 Scholarship

Each year scholarships and stipend are granted to a large number of students based on criteria set by the university. The aims are to rewarding the best performing students and also supporting the students who need financial assistance. The students are granted scholarships and stipends duly scrutinized by a committee.
12.3 Internship/Placement

There is a committee to provide required assistance to the students for placement in the organizations as part of internship program. The committee is comprised of Faculty Dean, Batch Faculty Adviser and Placement Officer.

12.4 Extra-Curricular and Club Activities

From the inception of FBS, the students of this faculty voluntarily participate in extra-curricular and club activities in order to enhance their physical, intellectual, moral and ethical development. The clubs are active and contribute successfully in arranging different events in the university. They organize inter-batch competitions, teams for inter-university and other competitions etc. They also organize different important events like cultural, sports, debate etc and participate in different events and competitions. The students of BUP are also connected with other universities through different clubs. The clubs that are functional in BUP are:

1) Cultural Club
2) Sports Club
3) Communication Club
4) Business Club
5) Debating Club

12.5 Study Tour/Excursion and Industrial/Organizational Visits

FBS organizes visits to different industries and organizations for all the programs of FBS and Study Tour/Excursion for the students of BBA final year as part of their academic curriculum.

12.6 Guest Lectures/Seminars

Seminars/workshops on important academic/business issues and lectures/presentations by eminent academician/professionals/experts are organized throughout the academic year for the students.

12.7 Alumni Association

Pending the formation of a BUP Alumni Association, the alumni of FBS is currently organized as BUPBGA, which is functioning on ad-hoc basis. BUPBGA provides significant support to the faculty and the students. It is believed that this nascent association will soon turn into a strong network to support the current student of the faculty.

13 BBA Curriculum

13.1 Objective of BBA Program

Bachelor of Business Administration (BBA) Program is a multidisciplinary undergraduate program. The objective of the program is to develop skills and judgment in an individual for effective management. The emphasis is on the capacity building of a student to evaluate
business and organizational situations so as to enable him/her in making informed and
creative judgment about policy and operations. The graduates are prepared to work as
effective leaders and decision makers in today’s challenging environments and cultural
settings.

The BBA Program begins with a sequence of courses on general education, allied courses,
and core courses and is followed by a range of elective courses, which provide opportunities
for focusing on certain professional disciplines.

13.1 Degree Requirements

The degree requirements for BBA program are:

1) Securing a passing grade in all the courses (passing grade is D) individually
and maintaining a minimum Cumulative Grade Point Average (CGPA) of 2.50 in a
4.00 point rating scale at the end of the program.

2) Completion of internship program with a minimum grade of C. The students,
registered for double major, will have to complete regular internship program for
one concentration and a dissertation of 3 credits in the other with minimum ‘C’
grade.

3) Securing pass marks in comprehensive final examination (covering lessons of
full semester) in each course in a semester.

13.3 Semester System

The BBA Program is a 4 years full time regular undergraduate program. The program is
divided into 8 semesters of 6 months each (2 semesters in each year). In each semester,
minimum 16 weeks is dedicated for classroom learning, while remaining weeks are utilized
for final examination and other curricular and co-curricular activities. The students are
required to register for minimum five courses in each semester. Usually two classes of 90
minutes each in a week for each course is planned during the semester i.e. minimum
contact hours for each course in a semester are 48.

13.4 Distribution of Credit Hours

The distribution of credit hours for BBA program as per semester is shown below:

<table>
<thead>
<tr>
<th>Semester</th>
<th>Credit Hours</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Single Major</td>
<td>Double Major</td>
</tr>
<tr>
<td>1st</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>2nd</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>3rd</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>4th</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>5th</td>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>
6th | 15 | 15 |  
7th | 15 | 15 |  
8th | 15 | 15 |  
-   | -  | 15 |  
Internship/Dissertation | 3  | 6+ | 3 for internship and 3 for dissertation  

Total Credit Hours | 124 | 142 |

14 BBA Curriculum and Syllabus

14.1 Course Structure

<table>
<thead>
<tr>
<th>Course category</th>
<th>No. of Courses</th>
<th>Credit per course</th>
<th>Total credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Functional English</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>General education</td>
<td>5</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>Allied</td>
<td>10</td>
<td>3</td>
<td>30</td>
</tr>
<tr>
<td>Elective courses</td>
<td>1</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Core</td>
<td>14</td>
<td>3</td>
<td>42</td>
</tr>
<tr>
<td>Major/Area of concentration</td>
<td>6</td>
<td>3</td>
<td>18</td>
</tr>
<tr>
<td>Minor/Open elective</td>
<td>3</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>Capstone</td>
<td>1</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Internship</td>
<td>1</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>41</td>
<td>3</td>
<td>124</td>
</tr>
<tr>
<td>For Dual Major</td>
<td>Extra 15 credits from 2nd concentration and 3 credits for dissertation on 2nd major</td>
<td>3</td>
<td>142</td>
</tr>
</tbody>
</table>

14.2 Course Code

The course code is a four digit numerical prefixed by 3-letter course title. The first two digits from right is the course serial indicator and third digit is the semester indicator and the fourth is the year indicator (e.g. ACC1101 indicates it is the first course of first semester of the first year in Accounting).

14.3 Detailed Course Curriculum

14.3.1 General Education (8x3=24 Credit Hours)

The courses of general education have been designed to enhance students' knowledge on general arts and science subjects. These courses have been divided in two sub-categories. These are compulsory and elective courses.
a. **General Education Courses (19 Credit Hours).** The General education courses have been divided in two sub-categories. These are compulsory and elective courses.

### i. Compulsory Courses 16 Credit Hours)

<table>
<thead>
<tr>
<th>Ser</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GED 1101</td>
<td>Fundamentals of Mathematics</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>GED 1102</td>
<td>Computer and its application</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>GED 1103</td>
<td>Functional English</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>GED 1104</td>
<td>Bangladesh Studies</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>GED 1205</td>
<td>Introduction to Psychology</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>GED 1206</td>
<td>Communicative English</td>
<td>3</td>
</tr>
</tbody>
</table>

### ii. Elective Courses 3 x 1= 3 Credit Hours)

<table>
<thead>
<tr>
<th>Ser</th>
<th>Course Code</th>
<th>One course will be offered from the followings:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GED 1107</td>
<td>Environmental studies</td>
</tr>
<tr>
<td>2</td>
<td>GED 1108</td>
<td>Physical Science</td>
</tr>
<tr>
<td>3</td>
<td>GED 1109</td>
<td>Introduction to Basic Sciences</td>
</tr>
<tr>
<td>4</td>
<td>GED 1110</td>
<td>Introduction to Philosophy</td>
</tr>
<tr>
<td>5</td>
<td>GED 1111</td>
<td>Introduction to Sociology</td>
</tr>
<tr>
<td>6</td>
<td>GED 1112</td>
<td>Political Science</td>
</tr>
<tr>
<td>7</td>
<td>GED 1113</td>
<td>World History</td>
</tr>
<tr>
<td>8</td>
<td>GED 1114</td>
<td>World Geography</td>
</tr>
</tbody>
</table>

### 14.3.2 Allied Courses (10x3=30 Credit Hours).

These courses are designed to instill knowledge on the subjects for application in core and concentration courses. The list of allied courses is given below:

b. **The list of allied courses is given below:**

### Allied Courses (10x3=30 Credits)

<table>
<thead>
<tr>
<th>No.</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Pre-requisite Course Code</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BUS2301</td>
<td>Microeconomics</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>BUS3501</td>
<td>Macroeconomics</td>
<td>Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>BUS 1203</td>
<td>Business Communication</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>BUS2303</td>
<td>Business Mathematics</td>
<td>Fundamentals of Mathematics</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>BUS2302</td>
<td>Fundamentals of Statistics</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>BUS2403</td>
<td>Legal Environment of Business</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>BUS3503</td>
<td>Business Statistics</td>
<td>Fundamentals of Statistics</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>BUS2401</td>
<td>Organization behavior</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>BUS3602</td>
<td>Research Methodology</td>
<td>Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>10</td>
<td>BUS1205</td>
<td>Leadership</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

### 14.3.3
c. Core Courses (14x3=42 Credit Hours). The list of core courses is given below:

<table>
<thead>
<tr>
<th>SL No.</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Pre-requisite</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MGT 1101</td>
<td>Principles of Management</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>MKT 2301</td>
<td>Principles of Marketing</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>FIN 2301</td>
<td>Principles of Finance</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>ACC 1201</td>
<td>Principle of Accounting</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>ACC 2402</td>
<td>Intermediate Accounting</td>
<td>Principles of Accounting</td>
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<td>Principles of Finance</td>
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<td>7</td>
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<td>Marketing management</td>
<td>Principles of Marketing</td>
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<td>Human Resources Management</td>
<td>Principles of Management</td>
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<td>Management Information System</td>
<td>Computer and Its application</td>
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<td>SCM 3601</td>
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<td>Management</td>
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<td>BUS 3611</td>
<td>International Business Environment</td>
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</tr>
</tbody>
</table>

### 14.3.4 Areas of Concentration

In order to develop specialization in a specific area of concentration for advancement in particular career path, students are required to take courses as free electives. The students can choose from eight (8) areas of concentration including newly introduced 'Supply Chain Management' as and when offered. The students will have to complete successfully at least six courses from specific Area of Concentration for completion of a single major. Students desiring to pursue double major will have to complete at least 5 courses on 2nd area of concentration. A student will have to complete 3 elective courses from any area of concentration as open elective for successful completion of single and/or double major. As a general rule, students will have to successfully complete all GE, allied and core courses as pre-requisite for taking courses from any area of concentration. The list of Areas of Concentration along with the courses are given below:

d. Areas of Concentration : 18 Credits

**Minor Courses** : 9 Credits

[Six (6) courses from Major and three (3) from Minor]

**Finance**

Prerequisite: Principles of Finance, Financial Management

<table>
<thead>
<tr>
<th>SL No.</th>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FIN4703</td>
<td>Financial Institutions &amp; Markets</td>
</tr>
<tr>
<td>2</td>
<td>FIN4704</td>
<td>Corporate Finance</td>
</tr>
<tr>
<td>3</td>
<td>FIN4705</td>
<td>Investment Management</td>
</tr>
<tr>
<td>4</td>
<td>FIN4706</td>
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<td>Course Title</td>
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<tr>
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</tr>
<tr>
<td>5</td>
<td>FIN4707</td>
<td>Working Capital Management</td>
</tr>
<tr>
<td>6</td>
<td>FIN4708</td>
<td>Merger and Acquisition</td>
</tr>
<tr>
<td>7</td>
<td>FIN4809</td>
<td>Financial Derivatives</td>
</tr>
<tr>
<td>8</td>
<td>FIN4810</td>
<td>International Financial Management</td>
</tr>
<tr>
<td>9</td>
<td>FIN4811</td>
<td>Financial Analysis and Control</td>
</tr>
<tr>
<td>10</td>
<td>FIN4812</td>
<td>Bank Fund Management</td>
</tr>
<tr>
<td>11</td>
<td>FIN4813</td>
<td>Insurance &amp; Risk Management</td>
</tr>
<tr>
<td>12</td>
<td>FIN4814</td>
<td>Real Estate Finance</td>
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</table>

**Human Resources Management (HRM)**

**Prerequisite:** Principles of Management, Organizational Behavior, Human Resources Management.

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</tr>
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<td>3.</td>
<td>HRM4704</td>
<td>Conflict Management and Negotiation</td>
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<td>4.</td>
<td>HRM4705</td>
<td>International Human Resources Management</td>
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<td>HRM4706</td>
<td>Change Management</td>
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<td>6.</td>
<td>HRM4707</td>
<td>Human Resource Information System</td>
</tr>
<tr>
<td>7.</td>
<td>HRM4808</td>
<td>Labor Laws of Bangladesh</td>
</tr>
<tr>
<td>8.</td>
<td>HRM4809</td>
<td>Organizational Development</td>
</tr>
<tr>
<td>9.</td>
<td>HRM4810</td>
<td>Compensation Theory and Practice</td>
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<tr>
<td>10.</td>
<td>HRM4811</td>
<td>Negotiation and Dispute Resolution</td>
</tr>
<tr>
<td>11.</td>
<td>HRM4812</td>
<td>Strategic Human Resources Management</td>
</tr>
<tr>
<td>12.</td>
<td>HRM4813</td>
<td>Training and Development</td>
</tr>
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</table>

**Management Information Systems (MIS)**

**Prerequisite:** Computer and Its Application, Management Information System

<table>
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<th>Course Title</th>
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<td>MIS4702</td>
<td>System Analysis and Design</td>
</tr>
<tr>
<td>2.</td>
<td>MIS4703</td>
<td>Database Management Systems</td>
</tr>
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<td>3.</td>
<td>MIS4704</td>
<td>Decision Support Systems</td>
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<td>4.</td>
<td>MIS4705</td>
<td>Object-Oriented Programming</td>
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<td>5.</td>
<td>MIS4706</td>
<td>E-Commerce</td>
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<td>6.</td>
<td>MIS4707</td>
<td>Digital Office Automation</td>
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<tr>
<td>7.</td>
<td>MIS4708</td>
<td>Operating System</td>
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<td>8.</td>
<td>MIS4809</td>
<td>System Integration, Security and Internet</td>
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<td>9.</td>
<td>MIS4810</td>
<td>Applied Artificial Intelligence</td>
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<tr>
<td>10.</td>
<td>MIS4811</td>
<td>Data Communication and Networking</td>
</tr>
<tr>
<td>11.</td>
<td>MIS4812</td>
<td>Management of Innovation and Technology</td>
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</table>

**Marketing**

**Prerequisite:** Principles of Marketing, Marketing management

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<th>Course Title</th>
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<tr>
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<td>MKT4703</td>
<td>Global Marketing</td>
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<tr>
<td>2.</td>
<td>MKT4704</td>
<td>Consumer Behavior</td>
</tr>
<tr>
<td>3.</td>
<td>MKT4705</td>
<td>Brand Management</td>
</tr>
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<td>4.</td>
<td>MKT4706</td>
<td>Services Marketing</td>
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<tr>
<td>5.</td>
<td>MKT4707</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>6.</td>
<td>MKT4708</td>
<td>Customer Relationship Management (CRM)</td>
</tr>
<tr>
<td>7.</td>
<td>MKT4709</td>
<td>Sales and Retail Management</td>
</tr>
</tbody>
</table>
8. MKT4710  Industrial Marketing
9. MKT4811  Agricultural Marketing
10. MKT4812  Integrated Marketing Communications
11. MKT4813  Social Marketing and Corporate Social Responsibility
12. MKT4814  E-Marketing
13. MKT4815  Rural Marketing
14. MKT4816  Strategic Marketing

**Accounting**

Prerequisite: Principles of Accounting, Intermediate Accounting, Management Accounting

<table>
<thead>
<tr>
<th>SL No.</th>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
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<tr>
<td>1.</td>
<td>ACC 4704</td>
<td>Advanced Accounting-II</td>
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<td>2.</td>
<td>ACC 4705</td>
<td>Cost Accounting</td>
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<td>3.</td>
<td>ACC 4706</td>
<td>Advanced Cost Accounting</td>
</tr>
<tr>
<td>4.</td>
<td>ACC 4707</td>
<td>Financial Information Analysis and Control</td>
</tr>
<tr>
<td>5.</td>
<td>ACC 4708</td>
<td>Taxation</td>
</tr>
<tr>
<td>6.</td>
<td>ACC 4709</td>
<td>Auditing</td>
</tr>
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<td>7.</td>
<td>ACC 4710</td>
<td>Accounting Theory</td>
</tr>
<tr>
<td>8.</td>
<td>ACC 4711</td>
<td>Strategic Management Accounting</td>
</tr>
<tr>
<td>9.</td>
<td>ACC 4812</td>
<td>Accounting Information System</td>
</tr>
<tr>
<td>10.</td>
<td>ACC 4813</td>
<td>Introduction to Governmental Accounting</td>
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<tr>
<td>11.</td>
<td>ACC 4814</td>
<td>Introduction to Accounting Standards</td>
</tr>
<tr>
<td>12.</td>
<td>ACC 4815</td>
<td>Working Capital Management</td>
</tr>
<tr>
<td>13.</td>
<td>ACC 4816</td>
<td>Advanced Accounting-II</td>
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</tbody>
</table>

**Operations Management**

Prerequisite: Introduction to statistics, Business Statistics, Business mathematics and fundamentals of Mathematics.

<table>
<thead>
<tr>
<th>SL No.</th>
<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>1.</td>
<td>OMT4702</td>
<td>Operations Research</td>
</tr>
<tr>
<td>2.</td>
<td>OMT4703</td>
<td>Production planning and Inventory Management</td>
</tr>
<tr>
<td>3.</td>
<td>OMT4704</td>
<td>Logistics in Supply Chain Management</td>
</tr>
<tr>
<td>4.</td>
<td>OMT4705</td>
<td>Quality Management</td>
</tr>
<tr>
<td>5.</td>
<td>OMT4706</td>
<td>Project Management</td>
</tr>
<tr>
<td>6.</td>
<td>OMT4707</td>
<td>Productivity Management</td>
</tr>
<tr>
<td>7.</td>
<td>OMT4808</td>
<td>Technology Management</td>
</tr>
<tr>
<td>8.</td>
<td>OMT4809</td>
<td>Product and Services Development</td>
</tr>
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<td>9.</td>
<td>OMT4810</td>
<td>Enterprise Resource Planning</td>
</tr>
<tr>
<td>10.</td>
<td>OMT4811</td>
<td>Strategic Operations Management</td>
</tr>
</tbody>
</table>

**Entrepreneurship**

Prerequisite: Principles of Management, Entrepreneurship, Principles of Marketing

<table>
<thead>
<tr>
<th>SL No.</th>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>EPD 4702</td>
<td>Appropriate Technology</td>
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<td>2.</td>
<td>EPD 4703</td>
<td>Technology Management</td>
</tr>
<tr>
<td>3.</td>
<td>EPD 4704</td>
<td>Small and Medium Enterprise</td>
</tr>
<tr>
<td>4.</td>
<td>EPD 4705</td>
<td>Innovation Management</td>
</tr>
</tbody>
</table>
5. EPD 4706 Project Management
6. EPD 4707 Entrepreneurship Development
7. EPD 4808 Entrepreneurship & Small Business Management
8. EPD 4809 Building and Sustaining a successful Enterprise
9. EPD 4810 Managing Change
10. EPD 4811 Conflict Management and Negotiation

**Supply Chain Management (SCM)**

**Prerequisite:** Principles of Marketing, Principles of Supply chain management, and Operations Management.

<table>
<thead>
<tr>
<th>SL No.</th>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>SCM4702</td>
<td>Procurement Management</td>
</tr>
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<td>SCM4703</td>
<td>Logistics Management</td>
</tr>
<tr>
<td>3</td>
<td>SCM4704</td>
<td>International Supply Chain Management</td>
</tr>
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<td>4</td>
<td>SCM4705</td>
<td>Production Planning &amp; Control</td>
</tr>
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<td>5</td>
<td>SCM4706</td>
<td>Total Quality Management</td>
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<td>6</td>
<td>SCM4707</td>
<td>Negotiation</td>
</tr>
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<td>7</td>
<td>SCM4708</td>
<td>Finance in Supply Chain Management</td>
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<tr>
<td>8</td>
<td>SCM4809</td>
<td>Retail Management</td>
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<td>9</td>
<td>SCM4810</td>
<td>Customer Relationship Management</td>
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</tr>
</tbody>
</table>

14.3.5 Capstone Course (1 x 3 = 3 credits)

The capstone course ensures the students to integrate their knowledge acquired in remaining courses of the program.

<table>
<thead>
<tr>
<th>Ser No.</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Pre-requisite</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>1</td>
<td>MGT4802</td>
<td>Strategic Management</td>
<td>At least 84 credits need to be completed including Principles of Marketing, Principles of Management, Principles of Accounting, Principles of Finance and Principles of Supply Chain Management</td>
<td>3</td>
</tr>
</tbody>
</table>

14.3.6 Internship Program

On completion of the course work, the students must complete the internship program as part of BBA degree requirement. The internship is a capstone experience that allows students to integrate knowledge and skills developed in the classroom and apply them in a professional setting. The internship program for BBA is of 3 academic credits. It will be undertaken after the final semester and must be completed before graduation. The students will have to prepare, submit and defend an internship report on a selected project in order to complete the program successfully. Additionally, the students registered for double major will have to complete a dissertation in the 2nd area of concentration for successful completion of BBA Program. The detailed instruction on internship is available in Internship Manual as uploaded in BUP website.
<table>
<thead>
<tr>
<th>Ser</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
<th>Remarks</th>
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<tbody>
<tr>
<td>1</td>
<td>INT4801</td>
<td>Internship (single major) Internship and dissertation (double major)</td>
<td>3</td>
<td>• Undertakes this program at the end of final semester</td>
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<tr>
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<td></td>
<td>3+3=6</td>
<td>• As a general rule, students must complete all the academic course work</td>
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</table>

### 14.4 Semester wise Distribution of Courses

Semester Wise Course Distribution (Effective from January, 2015)

**List of courses:**
To obtain a degree on Bachelor of Business Administration, a student must complete the courses as follows:

<table>
<thead>
<tr>
<th>Semester</th>
<th>SL</th>
<th>Course Code</th>
<th>Title</th>
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<td>1st</td>
<td>1</td>
<td>MGT 1101</td>
<td>Principles of Management</td>
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<tr>
<td></td>
<td>2</td>
<td>GED 1101</td>
<td>Fundamentals of Mathematics</td>
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<td>Computer and Its Application</td>
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<td>Bangladesh Studies</td>
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<td>6</td>
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<td>Environmental studies</td>
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<td>2nd</td>
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<td>GED 1205</td>
<td>Introduction to Psychology</td>
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<td>Fundamentals of Statistics</td>
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<td>BUS 3610</td>
<td>Research Methodology</td>
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<td>OMT3601</td>
<td>Operations Management</td>
<td>3</td>
<td></td>
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<tr>
<td></td>
<td>BUS 3611</td>
<td>International Business Environment</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SCM 3601</td>
<td>Principles of Supply Chain Management</td>
<td>3</td>
<td></td>
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<td>4th</td>
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<td>7th</td>
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<tr>
<td>12th</td>
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</tbody>
</table>

**Note:** The distribution of course may be changed by the authority, if necessary.

### 14.5 Additional Rules for Double Major

The existing rules for single major will equally be applicable for double major. However, the following additional rules will be pertinent for double major:

a) The students willing to pursue double major will have to register in the final year for double major, which will be offered if minimum 12 students are available to undertake the same.
b) A student will be allowed to undertake courses of 2nd major, provided he/she has fulfilled the degree requirement for single major.
c) The minor courses cannot be taken as 2nd concentration courses.
d) A student, registered for double major, will be awarded BBA degree with single major only, when he/she, while undergoing double major courses, is
withdrawn, expelled, dismissed or fails to score passing grade in double major courses as per existing policy.
e) A student will be awarded BBA degree with double major, when he/she fulfills the degree requirements for both single and double major and all the courses of single & double major will be endorsed in grade sheet and certificate.
(f) The students registering for double major must apply in final semester requesting to withhold award of the degree.
(g) The additional courses for double major must be completed within valid registration period, and on exertion will be allowed.

14.6 Course Description

Short descriptions of courses are given at Annexure A.

15 Rules and Regulations for BBA Program

15.1 Admission Procedure

BUP seeks applications from prospective candidates, who fulfill BBA admission qualifications as specified in BUP Admission Guideline. The program is offered annually to fresh candidates only. The admission notice is circulated usually in the month of July/August of each year through media advertisement and BUP website notice board. The candidates are asked to apply through online. The detailed admission procedure has been spelled out in Admission Guideline, which is available in BUP website (www.bup.edu.bd).

15.1.1 Eligibility for Admission

To be eligible for admission in BBA program of BUP, a candidate must pass SSC and HSC examinations or its equivalent in any discipline. A candidate who has passed HSC or equivalent examination in the current year or a year before is allowed to apply. However, the candidates must obtain following GPA or points:

1) Minimum GPA of 3.50 in SSC/equivalent and 3.25 in HSC/equivalent and collective GPA of 7.0.

2) Minimum average grade point of 2.5 in GCE O-Level and 2.0 in GCE A-Level. Letter grades of O-Level and A-Level subjects are converted to grade points as A = 4, B = 3, C = 2, D = 1. Average grade point is calculated by averaging the grade points of 5 best grades for O-Level (including Mathematics) and the 3 best grades for A-Level. However, the candidate must not have any ‘F’ grade in any subject of both levels.

No waiver in written admission test is admissible for SAT.

15.1.2 Selection Process

Selection of candidates is made basing on their standing in the combined merit list. The selection process that is followed in BUP is:
1) **Written Admission Test.** All candidates are required to attend a written admission test of 100 marks, where he/she will have to qualify. The test follows the internationally recognized SAT standard in terms of conventions, coverage and level of difficulty and covers Mathematics, English, General Aptitude and Analytical Ability. The test is divided into two parts. In first part the candidates appear examination in mathematics, English, General Aptitude in MCQ and in 2nd part analytical writing. Details are available in Admission Guideline at BUP website.

2) **Communication Test (Interview/Viva-Voce).** The candidates are selected for communication test based on their written test result. Panels of faculty members take the communication test/interview, which carry 25 marks.

3) **Marks from Past Public Examinations.** The results of past public examinations carry 25 marks, where 15% is from HSC and equivalent and 10% from SSC and equivalent. The marks are calculated in a simple linear distribution method from candidates' GPA.

4) **Final Selection.** Final selection is made on the basis of merit. The merit list is prepared according to combined marks obtained by candidates in the written admission test (50% of marks scored), score in communication test (interview/viva voce) and in past public examinations.

### 15.2 Admission in the Program

After final selection, the candidates are asked to go through a medical checkup at BUP Medical Centre to ascertain their medical fitness. The selected candidates must collect Admission Form from Admission Section of Registrar Office and complete admission and registration formalities within the given time frame with respective BUP Admission Section and Faculty by paying required fees. The following rules will apply in this regard:

1) Candidate failing to complete admission formalities within the prescribed date and time, his/her selection will be considered as cancelled.
2) Student who fails to attend the class within two weeks of the commencement of 1st semester class, his/her admission will be considered as cancelled.

In case the prescribed vacancies are not filled up by the candidates in the first merit list, other merit list(s) will be published from the waiting candidates for admission, who will have to follow the same procedure for admission.

### 15.3 Tuition and other Fees

#### 15.3.1 Security Money

The students must pay specific amount as security money, which is refundable on completion of last semester. The following rules will apply for refund of security money:
1) There will be no forfeiture, if a student opts to withdraw before the closing of admission activities allowing another candidate to avail the seat.

2) 25% of the security money will be forfeited, if a student opts to withdraw before completion of one year after admission. However, rest of the money will be refunded on completion of 1st year.

3) For withdrawal after 1st year of study, there will be no forfeiture of security money. But all other fees/charges (case by case basis) may be refunded to the student, and in such case the security money will be converted into caution money and the same may be refunded excluding any claim from BUP, if any.

15.3.2 Current Fee Structure

The current fee structure for BBA program is given below:

<table>
<thead>
<tr>
<th>Ser</th>
<th>Category of Fees/Charges</th>
<th>Amount/Rate (Tk)</th>
<th>Frequency</th>
<th>Total Amount in Program (Tk)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Application Processing Fee</td>
<td>500.00</td>
<td>Once</td>
<td>500.00</td>
</tr>
<tr>
<td>2.</td>
<td>Admission Fee</td>
<td>10000.00</td>
<td>Once</td>
<td>10000.00</td>
</tr>
<tr>
<td>3.</td>
<td>Registration Fee</td>
<td>1000.00</td>
<td>Once</td>
<td>1000.00</td>
</tr>
<tr>
<td>4.</td>
<td>Library Fee</td>
<td>500.00</td>
<td>Each Semester</td>
<td>3000.00</td>
</tr>
<tr>
<td>5.</td>
<td>Security Money</td>
<td>20000.00</td>
<td>Once, Refundable</td>
<td>20000.00</td>
</tr>
<tr>
<td>6.</td>
<td>Exam Fee/Course Registration Fee</td>
<td>1500.00</td>
<td>Per Subject</td>
<td>6000.00</td>
</tr>
<tr>
<td>7.</td>
<td>Internship Fee</td>
<td>2,000</td>
<td>Once (With the Last Semester)</td>
<td>2,000</td>
</tr>
<tr>
<td>8.</td>
<td>Grade sheet Fee</td>
<td>500.00</td>
<td>Each Semester</td>
<td>4000.00</td>
</tr>
<tr>
<td>9.</td>
<td>Tuition Fee</td>
<td>2000.00</td>
<td>Each Semester</td>
<td>16000.00</td>
</tr>
<tr>
<td>10.</td>
<td>Medical Fee</td>
<td>600.00</td>
<td>Each Semester</td>
<td>4800.00</td>
</tr>
<tr>
<td>11.</td>
<td>Sports Fee</td>
<td>600.00</td>
<td>Each Semester</td>
<td>4800.00</td>
</tr>
<tr>
<td>12.</td>
<td>Computer Lab and Training Aid Fee</td>
<td>600.00</td>
<td>Each Semester</td>
<td>4800.00</td>
</tr>
<tr>
<td>13.</td>
<td>Student Welfare Fee</td>
<td>2000.00</td>
<td>Each Semester</td>
<td>16000.00</td>
</tr>
<tr>
<td>14.</td>
<td>Education Enhancement Fee</td>
<td>600.00</td>
<td>Each Semester</td>
<td>4800.00</td>
</tr>
<tr>
<td>15.</td>
<td>Cultural/Magazine Fee</td>
<td>300.00</td>
<td>Each Semester</td>
<td>2400.00</td>
</tr>
<tr>
<td>16.</td>
<td>ID Card Fee</td>
<td>100.00</td>
<td>Once</td>
<td>100.00</td>
</tr>
<tr>
<td>17.</td>
<td>Center Fee</td>
<td>500.00</td>
<td>Each Semester</td>
<td>4000.00</td>
</tr>
<tr>
<td>18.</td>
<td>MT Development Fee</td>
<td>2,000.00</td>
<td>Once</td>
<td>2000.00</td>
</tr>
<tr>
<td>19.</td>
<td>Transport Fee</td>
<td>500.00</td>
<td>Each Semester</td>
<td>4000.00</td>
</tr>
<tr>
<td>20.</td>
<td>Recreation Fee</td>
<td>300.00</td>
<td>Each Semester</td>
<td>2400.00</td>
</tr>
<tr>
<td>21.</td>
<td></td>
<td></td>
<td>Grand Total:</td>
<td>165000.00</td>
</tr>
</tbody>
</table>

Additional Fees/Payments (As Required)

<table>
<thead>
<tr>
<th>Ser</th>
<th>Categories of Fees/Charges</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
At the beginning of the semester, the students will be issued with payment schedule for the particular semester.

### 15.3.3 Review of Fee Structure

All fees mentioned in the above table will be reviewed as and when necessary by the university authority and the students will be liable to pay the fees as per changed/reviewed fees.

### 15.3.4 Deadline for Submission of Fees/Dues

The 1st year students will have to clear all the fees during the admission process after publication of result. For subsequent semesters, the payment of all fees/dues must be maintained semester wise and the following rules will apply in this regard:

1) The semester fees can be paid within 15 days after commencement of each semester without any penalty.
2) The students may pay their fees after 1st 15 days within one month time by paying a penalty of Tk 500.00 for each 15 days.
3) If a student fails to pay the semester fees within one and a half month, his/her name will be dropped and the student will have to apply for re-admission, should he/she desires to continue his/her study. If approved, he/she may take re-admission paying required re-admission fee.

### 15.4 Course Load to Student

The students must enroll for 5 courses in each semester. However, the load may be relaxed for the students who have not completed a pre-requisite course or enrolling after withdrawal duly approved by competent authority as per existing rule. As a general rule, students are not allowed to take more than 5 courses in a semester. However, maximum six courses will be allowed, when a student is repeating a course for obtaining ‘F’ grade. This will be allowed only once in a program and if the course is offered in the particular semester. A student must complete the prerequisite course(s) before registering for the course(s) requiring prerequisite(s).

### 15.5 Conduct of Courses
Single teacher is assigned to plan and teach a particular course in a semester. The following guidelines will be followed for conduct of courses:

1) At the beginning of the semester, the course teacher will prepare a course outline incorporating the course syllabus, performance evaluation and grading system (as laid down in the policy), list of suggested text books/references, and a tentative schedule of classes, examinations and events. He/she will distribute a copy of the same to each student registered for the course and will submit a copy to the Program Office.

2) At least 2 (two) classes of 90 minutes each per week for each batch should be planned. Of 90 minutes, 15 minutes may be catered for individual Presentation/consultation as per the course outline.

3) The course teachers are expected to ensure conduct of minimum 7 (seven) quizzes/weekly tests in a semester for each course.

4) A term paper, a project or a research work should be assigned, either individually or in groups on any issue pertaining to the course.

5) A number of individual and group assignments, case studies, presentations, etc should be assigned to students as per the course requirements.

6) In order to enhance communication and presentation skills, a student must be assigned to conduct at least two individual presentations in each course of a semester on any topic or case. The presentations must be short and miscellaneous periods or 15 minutes in each day’s class may be utilized for the purpose.

7) The students must appear 2 (two) Mid Term examinations in a semester as per given schedule. As a rule, retake of Mid Term Examination are not allowed, except for sickness, hospitalization or other unavoidable circumstances, provided the student has valid supporting documents and he/she has been permitted by the course teacher and the program office before the examination commences. In such cases, 25% of total weightage assigned against each midterm exam may be deducted.

8) Any fraction in the marks obtained is to be rounded up to the advantage of student i.e. any fraction to be rounded up to the next number.

9) Attendance in all classes is mandatory. A certain percentage of marks are allotted for class attendance.

15.6 Examination and Assessment System

BUP follows a single examiner system and continuous assessment is done to evaluate a student in a semester. The following rules will apply for all tests and examinations:
1) All tests, assignments, term papers, presentations, class performance will be evaluated by the course teacher. He/she will show the scripts, assignments, term papers, etc to the students in the classroom in the following week. However, the scripts of final examination will not be shown to them.

2) The course teacher is required to submit all scripts, assignments, etc with a compiled up-to-date result summary for all the tests/ performance evaluated prior to semester final examination to the Controller of Examination of BUP.

3) The questions for the semester final examination will be set by the course teacher, who will submit the same to the Controller of Examination. The Controller of Examination may moderate the question through Moderation Committee, if necessary.

4) The course teacher alone will evaluate the scripts and submit marks obtained to the Controller of Examination.

15.7 Supplementary Final Examination

As a general rule, supplementary examinations of any kind are not allowed. However, if a student fails to appear scheduled semester final examination for extremely unavoidable and valid reasons, he/she may be allowed to appear this examination on case by case basis under the following guidelines:

1) He/she should appear supplementary final examination preferably within 45 days from date on which the particular examination was held.

2) Students should apply to Dean FBS with required supporting documents describing the reasons for his/her inability to appear scheduled semester final examination. The Dean, if convinced, will forward the same to the office of the Controller of Examination duly recommended for approval and making arrangements to conduct the subject examination.

3) Student will have to pay the required fees as per the university policy for appearing supplementary examination and complete other examination formalities for the course(s) so appeared.

4) Not more than 'B+' grading will be awarded to the students for supplementary examinations.

5) The student, who will have to appear supplementary examination for a course, which is pre-requisite for a course(s) in next semester, he/she will be allowed to register in the same and continue with the next semester. However, in case the student fails to obtain a passing grade; it will automatically lead him/her to withdraw from the relevant course(s).
6) The existing rules of semester final examination will apply to the conduct of supplementary examinations e.g. question setting, moderation, evaluation, and result publication etc.

15.8 Performance Evaluation System

15.8.1 Grading System

Letter grades are used to evaluate the performance of a student in a course. The following grading system is currently followed for performance evaluation of the students:

<table>
<thead>
<tr>
<th>Numerical Grade</th>
<th>Letter Grade</th>
<th>Grade Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>80% and above</td>
<td>A+</td>
<td>4.00</td>
</tr>
<tr>
<td>75% to &lt; 80%</td>
<td>A</td>
<td>3.75</td>
</tr>
<tr>
<td>70% to &lt; 75%</td>
<td>A-</td>
<td>3.50</td>
</tr>
<tr>
<td>65% to &lt; 70%</td>
<td>B+</td>
<td>3.25</td>
</tr>
<tr>
<td>60% to &lt; 65%</td>
<td>B</td>
<td>3.00</td>
</tr>
<tr>
<td>55% to &lt; 60%</td>
<td>B-</td>
<td>2.75</td>
</tr>
<tr>
<td>50% to &lt; 55%</td>
<td>C+</td>
<td>2.50</td>
</tr>
<tr>
<td>45% to &lt; 50%</td>
<td>C</td>
<td>2.25</td>
</tr>
<tr>
<td>40% to &lt; 45%</td>
<td>D</td>
<td>2.00</td>
</tr>
<tr>
<td>&lt; 40%</td>
<td>F</td>
<td>0.00</td>
</tr>
<tr>
<td>----------------</td>
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<td>----------------</td>
<td>I</td>
<td>Incomplete</td>
</tr>
<tr>
<td>Withdrawn</td>
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<td></td>
</tr>
</tbody>
</table>

The BUP authority reserves the right to review/revise the above grading system.

15.8.2 Distribution of Marks for Evaluation

The grade in a course will be based on an overall evaluation of a student’s performance in assignments, examinations, quizzes, term papers, project works, class attendance, class participation etc. The distribution of marks for assessment in a course will be as under:

1) 2 x Mid-term examinations of approximately 1 hour duration each : 20%
2) Comprehensive Semester Final Examination : 50%
3) Quizzes and/or weekly tests : 10%
4) Term paper and/or project work incl presentation : 5%
5) Assignments, case studies, class participation : 5%
6) Individual presentations : 5%
7) Class attendance and participation, etc : 5%

| Total | : | 100% |
|-------|:|------|

However, depending on the nature of course, minor modifications can be made by respective course teacher, provided it is incorporated in the course outline.

15.8.3 Computation of CGPA
CGPA will be computed after each semester to determine the academic standing of the student in the program. The following 4-step procedure will be followed to calculate CGPA of a student:

a. **Step 1.** Grade Points earned in each course will be computed basing on credit hours in that course and the individual grade earned in that course by multiplying both.

b. **Step 2.** All subject grade points (determined at Step 1) will be added to determine the Total Grade Points Earned.

c. **Step 3.** Credits of all courses will be added together to determine the Total Number of Credits.

d. **Step 4.** CGPA will be determined by dividing the results of Step 2 by result of Step 3.

### 15.9 Incomplete Grades

A student will be assigned ‘**Incomplete**’ grade for incomplete course work, provided he/she is permitted by Academic Council. This will be recorded as 'I' with an alternative grade based on the work completed at that point in time. The alternative grade will come into effect if the student fails to complete the course requirement within 4 weeks from the publication of the provisional results in a semester.

### 15.10 Repeating/Retaking Course(s)

The repeating/retaking course(s) will be guided by the following rules:

1) A student earning an ‘F’ grade in any course shall be required to improve the grade by retaking the course offered in the subsequent semester(s), since achieving a passing grade in all courses individually is a degree requirement.

2) A student earning an A (.) grade or below may also elect to improve the grade by repeating a course, when offered in the subsequent semester(s). The following rules will apply for in this regard:

   a) In order to repeat a course, the student must apply to the Dean of the Faculty at least 4 (four) weeks before the commencement of a semester. A student desiring to repeat a course in final semester, shall have to apply to the Dean to withhold his/her graduation too.

   b) The grade earned on the repeated course will be shown in the transcript by ‘R’ symbol meaning ‘Repeat’. The grade earned on such course(s) would be used for computing the final CGPA.
6) A course can be repeated only once. However, repeating a course is not allowed after the graduation.

15.11 Students' Grievance Procedure

The Controller of Examination reserves the right to arrange re-scrutiny of a student’s script or re-evaluation of grading, if a student submits a grievance application to Controller of Examination within one week of publication of provisional results.

15.12 Rules for Withdrawal and Dismissal

15.12.1 Probation and Withdrawal for Poor Performance

A student, when obtaining a CGPA of less than 2.00 at the end of any semester, shall be withdrawn from the program. As a general rule a student will have to maintain a CGPA of 2.50 at the end of each semester. In case a student fails to maintain a CGPA of 2.50 at the end of a semester, but obtains a CGPA 2.00 or more, will be placed on probation. If a student placed on probation, fails to raise the CGPA to 2.50 in the next immediate semester, he/she will be withdrawn from the program.

15.12.2 Withdrawal on Own Accord

15.12.2.1 Temporary Withdrawal

A student may be allowed a temporary withdrawal on account of unsatisfactory performance or for any other valid reasons; provided he/she has completed at least one semester, maintaining a CGPA of 2.80 at the time of application and it is approved by the Academic Council. A student, when taking temporary withdrawal, will have to complete the program within valid registration period from the date of initial registration.

15.12.2.2 Permanent Withdrawal

A student may apply for a permanent withdrawal due to poor academic performance or for any other valid reason, provided it is approved by the Academic Council. The admission and registration of the student will be cancelled, when he/she is allowed a permanent withdrawal. When a student is permanently withdrawn, he/she will require a fresh admission and fresh registration for re-entry into the program like any other new candidate.

15.12.3 Dismissal on Disciplinary Ground

A student may be dismissed or expelled from the program for adopting unfair means; unruly behavior, or any other breach of discipline. The implication of dismissal may include cancellation of admission and expiry of registration. Once a student is dismissed, he/she will require a readmission and fresh registration to re-participate in the program.
15.12.3.1 Unfair Means

Adopting unfair means by a student may lead to his/her dismissal from the program and expulsion from the university. The following will be considered as unfair means adopted during examinations and other contexts:

1) Communicating with fellow students for obtaining help in the examination.
2) Copying from another student's script/report/paper.
3) Copying from desk or palm of a hand or from other incriminating documents/gadgets.
4) Possession of any incriminating document or gadgets whether used or not.
5) Approaching a teacher directly or indirectly in any form to influence his/her grades.

Any student found adopting unfair means during semester final/midterm examinations will result into cancellation of all the examinations of that particular semester as an instant action and will be referred to Discipline Board for final disposal as per existing rule.

15.12.3.2 Expulsion

A student may be expelled from the university on disciplinary ground. A student, if expelled, will never be allowed re-entry in the particular program or any other program in BUP and be subjected to other terms and conditions as set by the authority while approving the expulsion order. However, a student, if expelled temporarily, may be allowed re-entry into the course/program on expiry of the punishment period and on fulfillment of other terms and conditions (if any) as set by the authority while approving the temporary expulsion order.

15.12.3.3 Other Breach of Discipline

Academic council may dismiss a student on disciplinary ground for any kind of breach of discipline or unruly behavior, which may disrupt the academic environment or program or is considered detrimental to BUP's image.

15.13 Class Attendance

Students are responsible to attend classes regularly and contrary to this rule will be viewed seriously. Absence in more than 25% classes without permission and without valid reason in any course will disqualify a student to appear semester final examination of the same. A student must obtain permission from his/her course teacher for any kind of absence on valid reason and must inform the program office too.

15.14 Discipline and Code of Conduct

Adherence to strict discipline is considered to be a core concept of building future business leaders at FBS. The students must abide by the rules, regulations and code of conduct of the
university. Students are forbidden either to be a member of or to organize students' organization, club, society etc. other than those set up by the University authority. They must maintain a quiet and congenial atmosphere in the academic building particularly adjacent to the classroom, library, faculty rooms etc. The students will not be allowed to enter the classroom, if he/she is in contrary to the following rules:

- Arriving late in the class
- Not wearing appropriate dress as per the dress code

The Students' Discipline Rules are available in BUP website.

15.15 Dress Code

The way a student dress up in the classroom determines how people perceive him or her as a professional/executive. It is assumed that the business students understand about the professional attire. However, the authority has the right to implement some kind of dress code for its students particularly the business students as classroom attire. The FBS prefers that its students will wear appropriate executive dress during classroom/academic activities. The dress code for FBS students, which will be effective from January 2014, is given below:

- **Male**
  - **Summer**
    - Sober colored trouser/pant
    - Collared button-down full sleeved shirt duly tucked in
    - Appropriate leather belt
    - Appropriate leather shoes
    - Business suit/blazer/sports coat (optional during summer)
  - **Winter**
    - Sober colored trouser/pant
    - Collared button-down full sleeved shirt duly tucked in
    - Business suit/blazers/Sports coat (preferred)
    - Sober colored Jacket/Sweaters
    - Appropriate leather belt
    - Appropriate Tie (optional)
    - Appropriate leather shoes

- **Female**
  - **Summer**
    - Sober colored salwar and kamiz or trouser/pant and kamiz with appropriate scarf (orna)
    - Appropriate shoes/Dress Sandals
    - Women suit/blazer with collared shirt (optional)
  - **Winter**
- Sober colored salwar and kamiz or trouser/pant and kamiz with appropriate scarf (orna)
- Women suit/blazer with collared shirt (preferred)
- Sober colored Jacket/Sweater/Cardigan
- Appropriate shoes/Dress Sandals

- Accessories and Jewelry
  - Accessories should be tasteful, professional
  - Jewelry should be worn in good taste

- Makeup, Perfume/Cologne
  - A professional appearance is encouraged and excessive makeup is unprofessional. Someone may be allergic to the chemicals in perfumes and makeup, so one should wear these substances with restraint.

- ID Card
  Students must hang their ID card as part of the dress code in a manner so that it is visible while they are in the campus

- Do not wear
  - T-shirt, frayed or faded shirts
  - Sleeveless kamiz/blouses, tops, sweatshirt, sweatpants
  - Leggings, stretch pants, cargo style pants, pants that are frayed, holes or are faded, all kind of skirts
  - Denim/Jeans (pants or shirts), leather trousers/pants
  - Birkenstock type sandals or flip flops/slippers, athletic or hiking shoes
  - Shorts or three-quarters
  - Any kind of indecent clothing

Disclaimer: The university authority reserves the right to cancel/modify/change any information given in this prospectus.
Snapshots from BUP photo gallery

1. Football competition 2013
2. VC’s meeting with President of Bangladesh
3. Inaugural of BUP building by Hon’ple President
4. Industry visit
ANNEXURE A

COURSE DESCRIPTION

1.0 GENERAL EDUCATION (GE) COURSES

1.1 Compulsory Courses

GED 1104 Functional English

This course is designed to develop skills and competence in writing prose compositions, reading, and listening. Problems in logical thoughts, organization of ideas, and comprehension in reading will receive special attention.

GED 1204 Communicative English

Proficiency in English creates competitive advantage in the job market. The course aims at developing adequate proficiency in listening & reading comprehension and writing ability in English. The course contains vocabulary, grammar and essential elements of good writing and developing speaking style. The objective of this course is to enable students to cope with academic studies in English and to meet up their demand in fluent speaking and writing in English.

GED 1102 Fundamentals of Mathematics

The course includes elements of algebra, number fields, linear and non-linear inequalities, functions, set theory. This should be planned considering diverse diversification of educational background of students. The purpose of the course is to help the students learn mathematical tools, which are used in management studies. The teacher is at liberty to include any suitable and required topics/issues of elementary mathematics in designing the course.

GED 1201 Introduction to Psychology

This introductory course provides an overview of the origins, growth, content and applications of industrial psychology, including the application on work organization. The course will deal with issues like Personnel Assessment, Criteria development and performance management, Quality of work life, Training and Development, Leadership and motivation, Human resources management and employee relations, Job analysis, Employee selection and placement, Performance appraisal, Industrial morale, Job satisfaction and work motivation, Job involvement, Stress, strain and fatigue, Conflict management, Industrial counseling and consumer psychology.

GED 201 Fundamentals of Statistics

The 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.

GED 104 Computer and Its Application

Understanding computer basics and the applications of packages is a must for dealing with modern office environment and for achieving a better career. The course introduces students with the basic knowledge of computer, some important packages i.e. Microsoft Word, Excel, Power Point, 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.

GED 103 Bangladesh Studies

The course introduces the socio-economic profile of Bangladesh, agriculture, industry, service sector, demographic patterns, social aid and physical infrastructures. Social stratification and power, power structures, government and NGO activities in socio-economic development, national issues and policies and charging society of Bangladesh. In addition, the business proliferation and growth is also introduced.

1.2 Elective Courses

GED 106 Environmental Studies

This course will mainly focus on the protection of environment in order to have sustainable development for world in general and Bangladesh in particular. It will include topic like, environmental law with attention to Bangladesh, impact of environmental pollution due to climate change on country’s business, economy and survival etc. This course presents the climate system and explores the sciences, economics and politics of global climate change. The course deals with the costs and benefits of various climate options and provides the disciplinary background to understand national and international climate policies, both for adaptation and mitigation. The course ends with the students applying the knowledge to develop course of action for Bangladesh based on a term paper in terms of social, economic, political, and technological parameters. It may also include issues like; An Introduction to Climate Change: The Science behind the Phenomenon, Policy and Regulation, Climate Change and its Implications for Energy and Energy Financing: A Scenario Analysis, Climate Change and Economic Paradigm: International and national Strategies, Climate Change and its Implications to overall business.

GED 107 Physical Sciences

This course is designed to a basic understanding of Physics and Chemistry. Topics in physics: fundamentals of mechanics, vector and forces; kinematics, conservation laws and gravitation; sound, light, diffraction and interference; electric fields potentials, magnetic
fields; atomic and unclear physics. Topics in chemistry: nature of atoms and molecules; valence and periodic tables; chemical bonds, acids, and base; elementary stereo-chemistry, optical isomerism; functional groups structure determination; reaction of alkenes and alkynes.

GED 109 Introduction to Philosophy

In this course attention is given to the purposes and benefits of studying philosophy. Students will be introduced to various types of philosophical questions and problems and to some of the areas of philosophy that deal with these questions - for example epistemology (theory of knowledge), ethics (foundations of morality,) metaphysics (theories of the nature of existence) and logic (principles of reasoning). Students will also become acquainted with some of the main methods of philosophical inquiry such as Socratic dialogue or method, inquiry through the use of myth or anecdote and textual analysis.

GED 110 Introduction to Sociology

This course develops the perspectives, concepts and methodologies needed for objective analytical thinking about human interaction. Relationships are explored in terms of the development of the self through interaction, basic types of social organization, collective types of institutions and aspects of the total social system such as social change and population phenomena.

GED 114 Leadership

This course is designed to study different theory, principles and practices of leadership. Topics may include basic human behavior pattern, leadership theories and styles, types of leadership, team building and team management, cases on successful business entrepreneurs/leaders focusing on Bangladesh perspective.

GED 113 World Geography

In World Geography Studies, students examine the relationships among people, places, and environments that result in patterns on the Earth’s surface. Students use the tools and methods of geography to study the principal regions in the world – the Americas; Europe and Eurasia; North Africa and the Middle East; Sub-Saharan Africa; South, East, and Southeast Asia. Students describe the influence of geography on events of the past and present and analyze how location affects economic activities in different economic systems throughout the world. Students compare how components of culture shape the characteristics of regions and analyze the impact of technology and human modifications on the physical environment. Students use problem-solving and decision-making skills to ask and answer geographic questions. The Texas Essential Knowledge and Skills (TEKS) are modified.
GED 111 Political science

This course is designed principally for beginning political science majors, as well as non-majors seeking an introduction to the discipline’s various sub-fields. The purpose of these courses is threefold: To provide foundational knowledge of the key actors, structures, institutions and/or historical dynamics relevant to the respective sub-fields; to introduce the major theoretical trends, perspectives and debates that have shaped the evolution of the respective sub-fields; and to begin to develop a range of practical competencies (esp. research/writing skills) essential to further scholarly inquiry within the discipline of political science.

GED 108 Introduction to Basic Science

This course provides grounding in the basic sciences that underlie the practice of all division of science.

GED 112 World History

This course is designed to provide regarding the introduction to world history and its culture and civilization; Early man; Ancient Civilizations: Egyptian civilization, Sumerians: Akkads, Babylonians, Assyrians and Phoenicians; Classical civilizations: Ancient Greek and Romans, Early Indians, Early American civilizations: Mayan, Aztec and Incas; Ancient Indian, Chinese, Medieval European Civilization Middle ages: Introduction, Roman empire in East, Persia, Crusades and explorations, Developments in Art, Literature, Science and music; Revolutions: Industrial Revolution in England, French Revolution; World Wars, Cold war and post cold war movements.

2.0 ALLIED COURSES

BUS 201 Micro Economics

The purpose of microeconomics is to develop the students’ skill i the systematic analysis of the economic aspects of business decisions and to acquaint them with some relevant analytical methods and concepts. The course covers introduction to Micro Economics: basics of supply and demand; utility approach to consumer behavior; theory of production and cost; profit maximization and competitiveness; market structure and theory of the firm; factor inputs; externalities and public goods.

BUS 301 Macro Economics

This course introduces students to fundamental economic concepts such as scarcity and opportunity costs. The course includes national income; computation of national income and product; theory of income determination; aggregate supply and demand models; savings, consumption and investment; employment; theory of money and inflation;
monetary and fiscal policy, an overview of economic fluctuations and to highlight the
dynamics of unemployment, inflation, and economic growth.

**BUS 202 Business Mathematics**

The course is designed to equip the students with mathematical tools and concepts to be used in the business decision processes. It includes business application of functions, sets, analytical geometry, logarithm limit, differential and integral calculus, matrix and linear programming. Elements of probability are also covered. The teacher is at liberty to include any suitable and required topics/issues of elementary mathematics in designing the course.

**BUS 302 Business Statistics**

The course is designed to equip the students with statistical tools and concepts to be used in the business decision processes. Methods of descriptive and inferential statistics are covered that include measures of central tendency and dispersion, probability distributions, hypothesis testing and their application in the management decision process, correlation and regression analysis, and basics of non-parametric statistics. Survey methods and sample designs are also discussed.

**BUS 101 Business Communications**

The course provides a thorough understanding of the communication process and dynamics in business setting and emphasizes written as well as verbal communication. The course is designed to help the students in learning the techniques and acquiring the skills needed to communicate effectively in management. The course deals with Basic English in the practices of communication. The course introduces various techniques of effective communication through business letters, reports and other media from an integral part of the course.

**BUS 203 Legal Environment of Business**


**3.0 CORE COURSES**

**FIN 201 Principles of Finance**

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. 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.

**ACC 101 Principles of Accounting**

The objectives of this course are to make students familiar with the preparation of accounting reports and applications of accounting information intelligently. To work effectively in the organizations, 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.

**ACC 201 Intermediate Accounting**

This is the first accounting course at the professional level for the student concentrating in accounting. It offers an intense examination of generally accepted principles related to the preparation of financial statements, with particular emphasis on balance sheet valuations and their relationship to income determination. It also covers the conceptual framework underlying financial accounting and introduces the concept of the time value of money and the application of present value techniques to accounting valuations. Participants study in-depth the valuation and disclosure issues associated with cash, receivables, inventory, property, plant, and equipment.

**ACC 301 Management Accounting**

The course is a sequence to Financial Accounting and deals with tools and techniques of internal use of accounting for management decision viz. concept of cost element, pricing of cost and cost centers, cost classification, cost behavior, variable and absorption of costing, basics of job order and process costing, profit analysis, budgeting and budgetary control, variance analysis, flexible budget, relevant cost items in decision making, segment reporting and transfer pricing.

**FIN 202 Financial Management**

This course covers basic concepts and analytical tools used in business finance, topics include: basic principles of finance, analysis of risk-return relationship, cost of capital, analysis of time value of money, elementary capital budgeting, working capital management, capital structure and rationing, dividend policies etc.

**HRM 301 Human Resources Management**

This course deals with management of human resources in organization viz. the basic functions of human resource management, sources of personnel, methods of selection, recruitment, developing and motivating the work force, procedures of primary
recordkeeping, compensation, salary and wage administration, promotion, training appraisal, health safety, moral discipline, employee benefits etc.

**BUS 303 Research Methodology**

This course aims to expose participants to qualitative and quantitative date gathering, processing, analysis and presentation methods and skills. Students are exposed to such skills through hands-on experience with qualitative and quantitative methods through writing research proposals and through writing of analytical research report on collected data.

**MIS 301 Management Information Systems**

This course includes information systems concepts terminology, current issues and trends in IT, including e-Business, e-Commerce, the impact of technology on organizations, managers and users and ethical, social and global issues, examples of IT applications including ERP, decision support systems, executive information systems, and information systems in business functional areas of marketing, finance, production and human resources.

**BUS 304 International Business Environment**

Introduction to the field of international business: international trade policies and institutions: legal aspect of foreign direct investment; regional economic integration; international monetary system; current international business trends and developments. It further includes trade theory and policy sources of international competitiveness in trade; tools of trade protection; WTO. The course should only provide coverage on laws related to UN bodies on international business.

**MKT 201 Principles of Marketing**

This course focuses mainly on the topics like Introduction to marketing: the marketing philosophy; the marketing concepts; marketing environment; elements of marketing Mix; market segmentation and positioning; product decisions; pricing decisions; marketing ethics etc.

**MKT 202 Marketing Management**

This course is designed to introduce the students to the basic elements of the marketing management process. It helps the students to identify and solve many business problems by using a marketing perspective. This course will not turn the students into marketing wizards but it will give them a very broad understanding of what marketing is all about and the vital role that it plays in organizations.

**OMT 301 Operations Management**

Topics covered include introduction to production function; manufacturing policy decisions; production system; plant location and factory layout; production planning and control; product design & development; time and motion study; material handling and
transportation; quality control and inspection; statistical quality control; purchasing and inventory control; maintenance management; production control; systems approach in production management.

**MGT 101 Principles of Management**

This course includes the topics of meaning and importance of management; evolution of management thought; managerial decision making; environmental impact on management; corporate social responsibility; planning; setting objectives; implementing plans; organizing; organization design; managing change; human resource management: directing; motivation; leadership; managing work groups; controlling; control principles, processes and problems; managing in a changing environment. The major objective of the course is to provide students with an opportunity to enhance their understanding of large and small organizational systems.

**MGT 201 Organizational Behavior**

The course deals with individual and group behavior models in the context of different organizations and social systems. It deals with the basic concepts of motivation, perception, learning and analysis of human behavior, individual difference and job satisfaction attitude changes, group process, team work, role theory, power and authority along with the analysis of small group behavior, group dynamics, leadership, decision, development of organizations and the influence of groups.

**EDP 301 Entrepreneurship**

The course includes entrepreneurship theory; entrepreneurial success and impact of environmental variables; new venture creation process- opportunity identification and assessment, entrepreneurial start-up strategies, the business plan and business launch.

**SCM 301 Principles of Supply Chain Management**

Supply chain management deals with the management of materials, information and financial flows in a network consisting of suppliers, manufacturers, distributors, and customers. The coordination and integration of these flows within and across companies is important for effective management. Supply Chain becomes critical with the trend of outsourcing, globalization, and fast technological evolution and dispersion of value chain activities. In this course, we will introduce key concepts, best practices, innovative ideas, practical principles, and critical thinking of integrative demand and supply chain management.
4.0 MAJOR / AREA OF CONCENTRATION

4.1 Accounting

ACC 4704 Advanced Accounting-I

Concerned with an in-depth study of the theoretical and practical problems of accounting for partnerships, business combinations, and non-business organizations, including governmental fiduciaries.

ACC 4705 Cost Accounting

This is an advanced course dealing with the techniques of costing and the use of cost information for managerial planning and control. It covers: introduction to cost Accounting; objectives and importance of cost accounting; cost concepts and cost classification; material costing; store-keeping and inventory control; valuation of inventory; labor cost accounting; chargeable expenses; manufacturing and non-manufacturing overheads; job order and batch costing; process costing; activity based costing, standard costs; variance analysis; statement of cost of production.

ACC 4706 Advanced Cost Accounting

This course aims to introduce advanced topics in cost accounting. This course deals with strategic profitability analysis; cost allocation and resources; quality and Just-In Time Inventory, and investment decisions and management control.

ACC 4707 Financial Information Analysis and Control

This course is designed to: 1) develop basic skills in financial statement analysis: 2) teach students to identify the relevant financial data used in a variety of decision contexts, such as equity valuation, forecasting firm-level economic variables, distress prediction and credit analysis; 3) help students appreciate the factors that influence the outcome of the financial reporting process, such as the incentives of reporting parties, regulatory rules, and a firm’s competitive environment. At the end of the course the students are expected to acquaint with various tools and techniques of financial analysis and to provide them with opportunities to apply these tools and techniques in analyzing financial statements necessary for practical business decisions.

ACC 4708 Taxation

The course is primarily designed to provide the students with a fundamental understanding of economic effects of taxation on business entities and individuals prevailing in Bangladesh. Different types of tax e.g. income tax, gift tax, wealth tax, direct and indirect tax etc. are elaborately covered in this course. At the end of the course, the students are expected to be able to: i) understand the role of taxation in overall economic development of an economy, ii) understand the place of taxation in overall fiscal policy of a government, iii) understand relevant provisions of taxation rules in Bangladesh and iv) independently assess the tax liabilities of corporate and personal entities.
ACC4709 Auditing

The course deals with principles of auditing; auditors' duties and responsibilities; basic auditing techniques; verification and valuation of assets and liabilities; internal checks; internal control and auditors' reports. Auditing standards are also covered in this course. Major parts of this course are: financial audit, cost audit and management audit.

ACC 4710 Accounting Theory

This course focuses elaborately on accounting conceptual framework; accounting concepts; standard setting measurement and recognition issues; and characteristics of accounting information. Topics and objectives include: objectives of financial reporting; the conceptual framework; generally accepted accounting principles and the financial accounting standards board (GAAP and the FASB); financial reporting; financial statements; elements of financial statements. Another major part of this course includes detailed of international accounting standards (IAS).

ACC 4711 Strategic Management Accounting

Through the course students are expected to learn how to measure and report financial and non-financial information that helps managers to make strategic decisions and fulfill the goals of an organization. This course includes the topics: pricing, make or buy decisions, restructuring decision, re-engineering decision, merger decision, transfer pricing, corporate performance evaluation, strategic profitability analysis, product like extension marketing mix decisions, accounting information for strategic positioning, strategic cost driver analysis, etc.

ACC 4812 Accounting Information System

This course is designed to present an understanding of accounting information systems and their role in the accounting environment. Particular attention is paid to transaction cycles and internal control structure. Topics covered include the accounting software application; control concepts and procedures; auditing of information systems; internet; intranets; electronic commerce; accounting information systems security and auditing; management reports and decision making tools; data management concepts and electronic data interchange(EDI) and the role of information systems.

ACC 4813 Introduction to Government Accounting

This course covers government budget and financial management funds control concepts; standards; procedures; and practices. Topics include recognizing and recording accounting transactions for various funds like fiduciary fund; provided fund; benevolent fund; retirement benefit etc. Accounting for autonomous bodies like municipal corporations, universities and non-profit oriented organization is also included.

ACC 4814 Introduction to Accounting Standards
This course is designed to introduce the Analysis of propositions, axioms, theorems, controversial accounting concepts, and authoritative statements and research on accounting principles.

**ACC 4815 Working Capital Management**
This course examines the various components of working capital, how they interact with one another, and how they affect firm liquidity, default risk and shareholder wealth. The course will build on the principles of financial management taught in F600 and will apply the principles and concepts of financial theory to problems and decisions associated with short-term (working) capital. The objective will be to use working capital optimally, and ultimately to maximize shareholder wealth.

**ACC4816 Advanced Accounting-II**
This course is designed to analyze special accounting issues, which may include business combinations, partnerships, international accounting, estates, and trusts. Emphasis is on analyzing transactions and preparing working papers and financial statements. Upon completion, students should be able to solve a wide variety of problems by advanced application of accounting principles and procedures.

### 4.2 Finance

**FIN 4703 Financial Institutions and Markets**
This course provides students with an understanding of the mechanisms of various financial markets, and institutions such as banks, stock exchanges and brokers. It will also develop a critical awareness of the theoretical and practical problems associated with regulating financial markets. It investigates how the market structures potentially cause and mitigate financial risk to market participants and end users. It reviews how financial scandals and crises arise, and how they may be resolved.

**FIN 4704 Corporate Finance**
The purpose of this course is to introduce techniques of financial analysis, with emphasis on financing and capital budgeting decision. The main topics covered include (1) the time value of money and the net present value; (2) valuation of bonds and stocks; (3) capital budgeting decisions; (4) uncertainty and the tradeoff between risk and return; and (5) corporate financing and dividend policy decisions.

**FIN 4705 Investment Management**
This is an introductory course in investments. It provides a comprehensive coverage of basic concepts, theories, applications and decision-making rules in financial investment. Topics to
be covered include fundamental security analysis on stocks, bonds, options and futures as well as modern portfolio management. On completion, candidates should be conversant in investment management in preparation for careers in financial analysis and financial planning, investment banking, and corporate finance.

**FIN 4706 Portfolio Management**

The course covers concepts and techniques of portfolio management; topics include: risk diversification evaluating portfolio; portfolio selection; analyzing portfolio performance; examining the pattern of changes in valuation of portfolio; capital asset pricing model.

**FIN 4707 Working Capital Management**

This course focuses on the management of various components of current assets and current liabilities. Special emphasis is given on integration of the concepts into a total systems approach to short-term financial management. Topics include management of cash, accounts receivables, inventories and other current assets, and management of accounts payables, bank loans, other short-term loans and other current liabilities.

**FIN4708 Mergers and Acquisition**

This course provides an overview of mergers and acquisitions with a focus on the role Merger and Acquisition plays in the development and implementation of a firm’s strategy. Students will develop an analytical and theoretical framework to understand the Merger and Acquisition process and will also use cases and real-world applications to develop skills necessary to prepare and evaluate the strategic rationale for a proposed transaction.

**FIN 4809 Financial Derivatives**

The purpose of this course is to analyze the properties of derivative securities that are commonly encountered in practice. It examines the theoretical framework with which derivative securities can be valued. The course also highlights alternative hedging Strategies for financial institutions and portfolio managers. Options, futures, forward contracts, swaps etc are the main topics of this course.

**FIN 4810 International Financial Management**

The course focuses on international financial management and international trade. Topics in financial management, viewed primarily from the perspective of managers doing business overseas, include export/import financing, the management of foreign exchange exposure, foreign direct investment decisions, and multinational capital budgeting. Other topics include trends in international banking, the balance of payments, the determination of exchange rates, and the LDC debt crisis. It examines the challenges and problems faced by firms planning on doing business in Western Europe, Eastern Europe, the Far East, Mexico, Canada, South America, and Africa during the ext decade.
FIN4811 Financial analysis and Control

This course is designed to 1) develop basic skills in financial statement analysis; 2) teach students to identify the relevant financial data used in a variety of decision contexts, such as equity valuation, forecasting firm-level economic variables, distress prediction and credit analysis; 3) help students appreciate the factors that influence the outcome of the financial reporting process, such as the incentives of reporting parties, regulatory rules, and a firm’s competitive environment. At the end of the course the students are expected to acquaint with various tools and techniques of financial analysis and to provide them with opportunities to apply these tools and techniques in analyzing financial statements necessary for practical business decisions.

FIN 4812 Bank Fund Management

The basic objective of the course is to develop an idea about the Bank’s Fund Management. That is the use of bank’s loanable funds in Money Market or Capital Market for the purpose of earning profit. Before that a clear idea will be given about the sources from where a bank can collect this fund. In this regard all concepts of Bank management will be discussed under this course. And after completion of the course the students can apply the knowledge of Bank Fund Management in real business situation.

FIN 4813 Insurance and Risk Management

This course introduces the principles of risk management and insurance. The students acquire a fundamental knowledge of risk exposures, the management of pure risk, and the insurance mechanism. Another objective is to make the students a more informed consumer of insurance products when they conduct both business and personal matters.

FIN 4814 Real Estate Finance

This course introduces the student to the theory and practice in the field of real estate. The course is aimed at providing a broad structure of knowledge. Topics include basic economics of urban growth, structure, location analysis, market analysis, as well as, the technical aspects of appraising, financing, taxation and investment analysis. In addition, the material covered will acquaint the student with the home-buying process.

4.3 Human Resources Management (HRM)

HRM 4702 Career Management

HRM 4703 Industrial Relations

The course deals with worker-employer conflicts, origin and development of trade unions, trade unionism in the subcontinent, theories of union, process of collective bargaining,
industrial dispute, grievance handling, strike and lockout, arbitration and labour laws. These are discussed in the context of socio – political and econ

HRM 4704 Conflict Management and Negotiation

Overview and definition: conflict management styles: problem solving approaches. Negotiation: strategizing framing and planning; Nature of negotiation; Strategy and tactics of distributive, bargaining; Strategy and tactics of integrative negotiation; perception, Cognition and communication; identifying and using negotiation leverage, Global negotiations in social context congaing negotiation, Ethics in negotiation.

HRM 4705 International Human Resources Management
The purpose of this course is to develop an insight among students on the concepts, issues, and challenges of human resource management in the contexts of multi-national environment. It also covers selection, recruitment, training and development, compensation and protection of employees in the age of globalization.

HRM 4706 Change Management

The ubiquitous scale of change taking place in organizations today suggests a need to manage the change process in a smoothly functioning way. Yet, the change process is fraught with perils and paradoxes, the resolution of which is oftentimes uncertain and elusive. This course offers a look at the change process from several angles, and attempts to elucidate the paradoxes informing the dynamics of change that is in keeping with the complex and ambiguous nature of organizational renewal.

HRM 4707 Human Resource Information Systems

Human Resource Information System(HRIS) Basics, Human resource policies and practices enabled by HRIS, Internet recruiting and applicant tracking, e-learning and other forms of technology-based training, Telecommuting and the Virtual Workplace, Global work groups, Human Resources for Knowledge Workers.

HRM 4808 Labour Laws of Bangladesh

Demand for labor; Quasi-fixed labor costs; Supply of labor; Labor unions and collective bargaining; Household production models; Investment in human capital; Education and training; Earnings differentials; Compensation differentials; Discrimination; Compensation structure; Unemployment and inflation and labor market issues in Bangladesh.

HRM 4809 Organizational Developments

This course introduces organizational development, the ability of organizations, large or small, to effectively, economically and strategically make changes to improve their
“products.” The course explores the history, major trends, and ethical and professional issues in the organizational development field.

**HRM 4810 Compensation Theory and Practice**

Compensation theory; Job analysis; Preparation of job description; Fundamentals of job evaluation; Methods of compensation including incentives, Fringe benefits; Determinants of wage levels; wage structures and individual wages; analysis of the impact of wages on individual attitudes and decisions to participate and perform in organizations.

**HRM 4811 Negotiation and Dispute Resolution**

**HRM 4812 Strategic Human Resources Management**

This course provides idea regarding strategy, Role of Human Resource Management in the strategic process, Preparation and Implementation of Human Resource Strategies, Recruitment and retention strategies, outsourcing strategies etc.

**HRM 4813 Training and Development**

Training and development function; Strategy and training; Organization of the training department; Training needs assessment; Learning and behavior; Designing of training programs; Evaluation of training programs; Training techniques; Technical training; Training and development of managers; Training in organization development; Theory and practice of career development; Developing career structures; Identifying organizational needs; Institutionalizing the career development system; Evaluating the system.

**4.4 Management Information Systems**

**MIS4702 System Analysis and Design**

The course is designed to train the students the methodology and techniques of system analysis including critical path methods, search techniques, waiting lines, linear programming, dynamic programming and simulation experiments etc. Project work includes design and development of systems.

**MIS4703 Database Management Systems**

The course covers theories and models in system-centered approaches to information retrieval and database management. Information retrieval and database management systems include text and multimedia databases, web search engines and digital libraries. Issues in system design, development and evaluation, and tools for searching, retrieval, user interfaces and usability.
MIS4704 Decision Support Systems
This course aims at developing an understanding on the concepts and theories of decision support system including human decision-making process, types of decision support systems, DSS models and architectures, and mathematical models and optimization in expert systems.

MIS4705 Object-Oriented Programming
This course is designed to provide students the opportunity to examine visual basic programming, learn how to create windows applications using the Microsoft Visual Basic, modify existing windows applications with VB for applications, and understand the practical application of VB features. Additionally, the course is concerned with programming logic, documentation, design choices, and the Systems Development Life Cycle.

MIS4706 E-Commerce
This course provides a comprehensive presentation of the concepts, technologies, and tools necessary for designing and implementing information systems that support electronic commerce (e-commerce) initiatives. The primary objective is to familiarize students with the current literature related to e-commerce including networking basics, infrastructure architectures, security, front-end/back-end integration, development tools, emerging business models, marketing tactics, online investing, and designing interactive Web sites to enhance usability.

MIS4707 Digital Office Automation
The main objective of this course is to introduce the students into the various aspects of office automation, automation information concepts and technology used in office automation including communication, storage, and retrieval systems.

MIS4708 Operating System
This course is an introduction to the theory and practice behind modern computer operating systems. Topics will include what an operating system does (and doesn’t) do, system calls and interfaces, processes, concurrent programming, resource scheduling and management (of the CPU, memory, etc.), virtual memory, deadlocks, distributed systems and algorithms, networked computing and programming, and security.

MIS4809 System Integration, Security and Internet
This course is an intensive review of information technology. It covers topics in software development methods, data modeling and databases, application development, Web standards and development, system integration, security, and data communications. Most of the homework sets lead the class through a project in which a database and Web application are designed and constructed, using good software process and addressing security, network and other issues.

MIS4810 Applied Artificial Intelligence
This course includes object-oriented programming, state-space search, machine learning (including neural networks), and Bayesian methods for reasoning under uncertainty. These techniques will be applied to problems of engineering design, diagnosis, scheduling, and computer vision. Students will also learn enough object-oriented programming skills in C++ to apply these techniques.

**MIS4811 Data Communication and Networking**

The course emphasizes basic principles and topics of computer communications. The first part of the course provides an overview of interfaces that interconnect hardware and software components, describes the procedures and rules involved in the communication process and most importantly the software which controls computers communication. The second part of the course discusses network architectures and design principles, and describes the basic protocol suites. The third part of the course introduces the concept of internetworking, a powerful abstraction that deals with the complexity of multiple underlying communication technologies.

**MIS4812 Management of Innovation and Technology**

This course is designed to provide students with a basic understanding of how to develop and implement computer-based management information systems. Students are introduced to a variety of system development concepts and techniques. These can include traditional approaches such as top-down or structured analysis, problem definition, feasibility analysis, enterprise analysis, and data flow diagrams, as well as interactive and iterative development approaches such as prototyping and object-oriented concepts and techniques. The course also explores topics related to successful implementation of systems such as testing strategies, project management, and user oriented design and software maintenance. Students will work in teams to analyze design and build a small information system.

### 4.5 Marketing

**MKT 4703 Global Marketing**

This course examines the challenge of entering and operating effectively in foreign markets. Decisions must be made regarding international marketing objectives, strategies and policies, foreign market selection, adaptation of products, distribution channels of communications to each foreign market, and systems of international marketing organization, information gathering, planning and control. These topics, along with exploration of cultural issues, are examined through reading, case discussion, class presentations and a term project. Marketing reports for major countries will be prepared to offer valuable insights, as well as tips and techniques for marketing products and services in a specific country.

**MKT4704 Consumer Behavior**
This course provides a framework for analyzing consumer behavior, topics covered are: marketing concept and consumer behavior; Utility and need satisfaction; Communicating with consumers; Consumer adoption and diffusion process, Repurchase, purchase and post purchase behavior; Product involvement and type of purchase decision; Understanding Consumer; Demographic, Social and Psychographic factors; influences of external factors; Model of human behavior, Classification of situation influencing consumer behavior; Consumer decision process; Consumer movement and consumerism; institutional buying behavior; Consumer and price; Consumer and institutional decision; Household, sales person and advertising.

**MKT 4705 Brand Management**

Concept of brand management; its advantages and implications; scope of brand management; responsibility of a brand manager; product portfolio analysis; managing a brand over its life cycle; developing new brands; management of breadth and widest of a product line; designing a pricing and a promotional strategy for the brands; developing distribution system for the brands. Elements of Brand Equity, Brand values, Message and personality, Brand icons brand relevance and brand roadmap, Brand valuation, Analyzing the Competitive situation relevant to a brand, Defining a Brand’s Competitive Advantage, Setting brand Objectives, Defining strategic variables relevant to a Brand, Creating Strategic Brand Alternatives, Tactical implementation for a Brand strategy, Brand hierarchies and Portfolios, The future of Branding (trends worldwide and in Bangladesh).

**MKT4706 Services Marketing**

Explores the marketing of services in consumer, business, not-for-profit and global settings. Management of the marketing effort for service businesses (hotels, restaurants, banks, legal firms, medical offices etc.) using case analyses, exercises and projects which deal with crucial aspects of service design and marketing delivery. It investigates the nature of services and the theories, concepts, tactics and strategies for solving marketing problems, improving service quality and ensuring customer satisfaction.

**MKT 4707 Marketing Research**

This course is designed to train the students in using the tools and techniques for developing and analytical framework of marketing, developing solutions to marketing problems formulations of marketing strategy, introductions to research techniques in marketing, review of sources of marketing information, collection, analysis and interpretation of marketing information.

**MKT4708 Customer Relationship Management (CRM)**

Customer Relationship Management (CRM) is an IT enabled business strategy and a set of business processes and policies that are designed to acquire, retain, and service customers. CRM includes the customer-facing business process of marketing, sales, and customer services. CRM technologies (like databases or data warehouses) and software are used to
support these processes, storing information on current and prospective customers. Effective CRM is having the ability to determine, maintain or increase customer profitability and its drivers.

**MKT 4709 Sales and Retail Management**

This course is designed to familiarize students with retail management and the career opportunities in the retail field. Topics include: Importance of retailing as a marketing institution; services of retailing; large scale retailing; integrated vs. independent retailing; controlling and coordination of independent retailers’ activities; wheel of retailing and retail mortality. Retailing in Bangladesh: store vs. non-store retailing and its socio-economic importance; standardization of retailing services; future trend. Major retail institutions (e.g., department stores, specialty stores, discount stores), the components of the retail mix and the functional areas of retailing are examined.

**MKT 4710 Industrial Marketing**

Business markets are different from consumer markets in several ways. Typically, the orders and the customers are bigger, and the buying process/buying unit is more complex. Usually there is a need for a great deal of internal coordination, and sometimes a high level of customization and complex order fulfillment. All of these demand continuous and intensive interaction with customers. This course provides a progressive approach to business marketing and business market management, which is the process of understanding, creating and delivering value to targeted business markets and customers. Business markets are composed of firms, institutions or governments. The course provides an understanding of nine business market processes: market sensing and value assessment; understanding firms as customers; crafting market strategy in business markets; managing market offerings and value-based pricing; business channel management; gaining customers; sustaining reseller partnerships; and sustaining customer relationships.

**MKT 4811 Agricultural Marketing**

This course covers the principles of agricultural marketing, including consumer demand and economic system fundamentals, functions and methods of marketing agricultural commodities, marketing agricultural industry inputs, legal and industry responsibilities, international marketing, marketing planning, and promoting and selling in agriculture.

**MKT 4812 Integrated Marketing Communication**

A management concept that is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation. This course deals with marketing products that have information and/or entertainment content. The products are of the sort offered by media companies and may be delivered via print, television, radio, film, intermit, direct mail, or live-event channels.

**MKT 4813 Social Marketing and Corporate Social Responsibility**
This course examines the nature of social marketing, and how marketing concepts, frameworks and techniques developed for commercial marketers can solve social marketing problems. It provides tools and ideas to help you apply social marketing to your own context – examining consumer behavior, social marketing planning, situational and stakeholder analysis, segmentation and targeting, research, marketing mix, relationship marketing and evaluation.

**MKT4814 E-Marketing**

This course examines the integration of the Internet in an organization’s marketing strategy. Topics include goals for e-marketing, customer communications, interactive internet pages, and customer service issues, required infrastructures etc.

**MKT4815 Rural Marketing**

The main objective of this course is to develop an insight into rural marketing regarding different concepts and basic practices in this area and to discuss the challenges and opportunities in the field of rural marketing.

**MKT4816 Strategic Marketing**

Specific topics include marketing strategy, market research and analysis, and the development of products and services, pricing, distribution and promotion. The course integrates marketing decision making within the context of manufacturing and financial dimensions of a business organization. Course participants should expect to use large doses of common business sense and managerial insight and to rely heavily on sound business and marketing principles in the learning process.

### 4.6 Operations Management

**OMT 4702 Operations Research**

Introduction to Operation Research; Review of Probability concepts; conditional and expected value; Value of Information; Utility as basis for decision Making; Decision Theory; Game Theory; Linear Programming: The Simplex method, the Dual Problem and the Transportation problem; Waiting line and simulation; Practical application.

**OMT 4703 Production Planning and Inventory Management**

The course is designed to cover production planning, production scheduling, and inventory control decisions in manufacturing and service organizations; Special topics include: Manufacturing resource planning; use of inventory control in buffering manufacturing
activities. It also highlights on inventory planning, inventory operations and warehouse planning.

OMT 4704 Logistics in Supply Chain Management

This course will deal with concepts of logistics in Supply Chain Management. Key logistics functions are covered to include demand planning, procurement, inventory theory and control, transportation planning and execution, reverse logistics, and flexible contracting. Concepts explored include postponement, portfolio management, dual sourcing, and others. Emphasis is placed on being able to recognize and manage risk, analyze various tradeoffs, and model logistics systems.

OMT 4705 Quality Management

Meaning and measurement of quality; concept of total quality management (TQM); Management approaches, concepts, and techniques for the monitoring and improvement of product and process quality; developing standards for quality of product, process, and service; developing a corporate orientation for TQM.

OMT 4706 Project Management

The course deals with project identification, preparation appraisal, management of implementation and post project evaluation. Basic techniques like network analysis, organizing and control aspects of project implementation in relation to resources, time scale and information processing are emphasized. Feasibility study of a business project is a major part of the course. This course acquaints the students with latest available project management software.

OMT 4707 Productivity Management

Concept of productivity; measurement of productivity; long vs. short term productivity; factors in productivity; reasons for low productivity; measures to improve productivity; developing a productivity orientation in the organization; reward-punishment system for productivity enhancement.

OMT 4808 Technology Management

Technology management is an introduction to the management of firms in high-technology industries such as software development and biotechnology research. The course uses cases, readings, and exercises to understand the issues involved in motivating and managing knowledge workers, organizing for innovation, and decision making in fast-paced business environments.

OMT 4809 Product and Service Development

NPD processes, form setting a strategic framework for the development effort through to monitoring post-launch success; methods of market research and the use of analytical approaches such as perceptual mapping, benefit segmentation, trends unbundling and
morphological analysis; screening and raking processes to set priorities for development; converting concepts into prototypes; developing strategies and plans for the commercial launch. Some exercises may require flexibility with the timing of classes.

**OMT 4810 Enterprise Resource planning**

This course examines the principles and techniques for planning and managing resource used in a manufacturing facility. Topics include demand management, inventory management, master scheduling, material and capacity planning, and lean/just-in-time manufacturing.

**OMT 4811 Strategic Operations Management**

The course provides unifying framework for analyzing strategic issues in manufacturing and service operations. It analyzes relationships between manufacturing and service companies and their suppliers, customers, and competitors. It also covers decisions in technology, facilities, vertical integration, human resources and other strategic areas. It explores means of competition such as cost, quality, and innovativeness. Finally it provides an approach to make operations decisions in the era of outsourcing and globalization.

**4.7 Entrepreneurship**

**EDP 4702 Appropriate Technology**

This course is designed to give students a broad overview of the main topics encompassed by management of technology. It includes the full chain of innovative activities beginning with research and development and extending through production and marketing. Focus is given on issues like why many existing firms fail to incorporate new technology in a timely manner. At each stage of innovation, key factors determining successful management of technology are examined. The integrating course focus is on the emergence of the knowledge economy and technology as a key knowledge asset and will involve both general readings and cases.

**EDP 4703 Technology Management**

Technology management is an introduction to the management of firms in high-technology industries such as software development and biotechnology research. The course uses cases, readings, and exercises to understand the issues involved in motivating and managing knowledge workers, organizing for innovation, and decision making in fast-paced business environments.

**EDP 4704 Small and Medium Enterprise**

The course is designed to investigate the opportunities in entrepreneurship development for SME in Bangladesh. It should focus on Role of Bangladesh Bank, Different Financial Agencies of Government like Specialized Banks, BISIC and Others, Preparation of SME Projects, Evaluation and Application of Financial and Marketing knowledge, Examines the Basic Principles for Planning and Managing Resources.
EDP 4705 Innovation Management

This course is designed to do two things. First, to give you a sense of why building a rich understanding of innovation is both exciting and critical to modern managerial practice, and second, to give you a solid grounding in the tools necessary to manage it. The course moves deliberately between strategic issues (what should you do?) and organizational or managerial issues (how should you do it?), though the focus of the course is more on process and implementation. The course will also address the difficulty to separate completely "incremental" and "radical" innovation (a strategic axis) as well as the problems of "new" or "small" firms versus "established" or "large" organizations. The objective of this course is to provide a contemporary view of managing innovation that focuses on the links between groups within an organization. It is also designed to suit students who themselves are innovative and would like to make changes in both new and established businesses. This course therefore provides an understanding of the processes of innovation and business formation, the management of innovation and growth within an organization, how the concepts of organizational behavior and culture effect innovation and growth, and finally illustrate the need for leadership and team building in innovative organizations.

EDP 4706 Project Management

This course deals with project identification, preparation, appraisal, management of implementation and cross project evaluation. Basic techniques like network analysis, organization and control aspects of project implementation in relation to resources, time skill and information processing are emphasized.

EDP 4707 Entrepreneurship Development

The main objective of this course is to make the students acquainted with modern entrepreneurial tools by which an "Entrepreneur" endeavors to solve problems as time best suits. Moreover, at the edge of every chapter, case studies are made obligatory for the students so that they may observe the practical implications of the entrepreneurial tools in various business complexities.

EDP 4808 Entrepreneurship & Small Business Management

This course may include topics like The entrepreneur's role in economic development, The issues around the concepts of entrepreneurship and enterprise, The issues surrounding the types of people who start their own business and the reasons for doing it, The socio-culture and environment factors that affect the development of entrepreneurship in a society, The main business growth models and their relevance, The key internal management issues faced by fast growing businesses and some of the ways in which they can be addressed, The ingredients which are important for the success of a new business, The key problems associated with business failure, Career in small business, Starting a small business, SWOT analysis, Idea generation, developing business plan.

EDP 4809 Building and Sustaining a Successful Enterprise
This course will introduce models about the key jobs of the managers, who must integrate the marketing, product development, operations, strategic planning, financial, and human dimensions of the enterprise. It will also help students in knowing the root cause of the challenges the managers usually face, and to develop action plans for resolving them. This course will address which are relevant to start-up companies as well as large, established ones.

EDP 4810 Managing Change

In turbulent times, the core of leadership is to address continuing challenges of change and organizational adaptation. This is essential for enterprise success, and those leaders with the skills to steer change effectively are in high demand. This course will arm students with practical skills and hands-on tools for planning and guiding large-scale systemic change (major strategic shifts, business turnarounds, organizational and cultural transformations), managing specific change projects (innovations, pilot projects, new and emerging ventures), and diffusing or scaling up specific projects for company growth or change. Both external consultants and internal change leaders will find these skills useful.

Challenges of globalization, new technologies, industry restructuring, increased public scrutiny, and other pressures on today’s businesses require change skills throughout the organization - for improvement and renewal as well as turnaround and transformation, for cost-reduction and consolidation as well as innovation and growth. Stakeholder demands for performance improvement, accountability, and competitiveness increasingly require organizational cultures that are change-ready and change-adept.

EPD4811 Conflict Management and Negotiation

Negotiation and conflict resolution are integral parts of daily life and working with people. Project managers need the skill to handle people problems before they affect performance whether the problems are within the team or with clients, customers, and stakeholders. This course covers the foundations of negotiation, negotiation strategy including planning and framing, how to recognize and prepare for the phases of a negotiation, and how cultural differences are increasingly playing a role in the global economy. Another aspect of working with people is how to deal with the inevitable conflicts that may arise. Project managers and program managers are called upon to resolve conflicts not only within their teams but also with clients, customers, and other stakeholders. This course will also cover constructive and destructive conflict, conflict resolution styles, and various approaches to conflict resolution.

4.8 Supply Chain Management

SCM 4702 Procurement Management

This course explores the principles and practices of managing project quality, cost, and procurements. Key concepts in quality management include quality planning, quality assurance and quality control. Cost management topics include how to develop cost estimates (including fixed and variable costs, management reserves and contingencies), budgeting and cost control tools and techniques. Planning, conducting, administering, and closing procurements and contract types are topics addressed.
SCM 4703 Logistics Management

This course deals with Logistics and supply chain overview; inventory management; order processing and information system; material management; transportation management; warehouse management. Logistics and supply chain overview; inventory management; order processing and information system; material management; transportation management; warehouse management.

SCM 4704 International Supply Chain Management

This course deals with International supply chain management; international logistics infrastructure; method of entry into foreign market, international contracts; terms of payment; currency of payment; and international negotiation.

SCM 4705 Production Planning and Control

This course helps students designing and improving supply chain operations particularly in the areas of inventory control, forecasting, planning, and networking. In this course students will also receive comprehensive knowledge in the areas of modern supply chain tools including ERP and its applications. Successful completion of this course will enable students with the capability of contributing into building of a sustainable supply chain platform to cope with future global supply chain pressures and complexities.

SCM 4706 Total Quality Management

Meaning and measurement of quality; concept of total quality management (TQM); Management approaches, concepts, and techniques for the monitoring and improvement of product and process quality; developing standards for quality of product, process, and service; developing a corporate orientation for TQM.

SCM 4707 Negotiation

This course introduces the theory and practice of negotiations and explores various models of negotiation and bargaining, highlighting similarities and differences in the models and methods of negotiation. Covers various stages of negotiation, from pre-negotiation to negotiation proper to post-settlement negotiation; and emphasizes the development of skills through the use of role plays to enable the student to apply theory to cases.

SCM 4708 Finance in Supply Chain Management

The course is designed to introduce key financial and accounting aspects of SCM, and instill a financially-oriented mindset by integrating said aspects into the analysis of SCM issues and systems. Topics covered include supply chain costing, working capital management, supply chain financing, supply chain risk management, and supply chain contracts and purchasing. Some case studies will illustrate the concepts learned.

SCM 4809 Retail Management

This course is designed to familiarize students with retail management and the career opportunities in the retail field. Topics include: Importance of retailing as a marketing
institution; services of retailing; large scale retailing; integrated vs. independent retailing; controlling and coordination of independent retailers’ activities; wheel of retailing and retail mortality. Retailing in Bangladesh: store vs. non-store retailing and its socio-economic importance; standardization of retailing services; future trend. Major retail institutions (e.g., department stores, specialty stores, discount stores), the components of the retail mix and the functional areas of retailing are examined.

**SCM4810 Customer Relationship Management**
Customer Relationship Management (CRM) is an IT enabled business strategy and a set of business processes and policies that are designed to acquire, retain, and service customers. CRM includes the customer-facing business process of marketing, sales, and customer services. CRM technologies (like databases or data warehouses) and software are used to support these processes, storing information on current and prospective customers. Effective CRM is having the ability to determine, maintain or increase customer profitability and its drivers.

**SCM 4811 Supply Chain Sustainability**
This course will focus on the product life cycle from cradle-to-cradle. The tools of life cycle assessment will be applied to the supply chains of production and service industries to analyze the design issues, material selection and sourcing, energy usage and auditing, and environmental impacts. Concepts application and integration of sustainable practices across the supply chain will be covered. Topics include: ISO 14000 and 14044, life cycle assessments, waste stream analysis, sustainable product development, design for environment, reverse logistics, and sustainable supply chains.

**SCM 4812 IT in Supply Chain Management**
This course will explore IT’s role in supply chain and logistics functions. Topic will include: supply chain digitization and business innovation; supply chain strategy and choice; MRP and ERP (evolution and implementation issues).

**SCM 4813 Strategic Supply Chain Management**
This course serves as an introduction to modern supply chain management principles and techniques that enhances competitive advantage of a manufacturing or service organization. This covers both strategic and operational issues in Logistics and Supply Chain Management. At the completion of this course, students are expected to capably appreciate importance of supply chain management in the global perspective and learn tools and techniques of making the business competitive with the use of Supply Chain Management.

5.0 **CAPSTONE COURSE**
MGT 4802 Strategic Management

This course will deal with concepts of strategy and strategic management; Strategic thinking and strategic planning; assessment of organizational strength and weaknesses; analysis of opportunities and threats; evaluation of alternatives; strategic decision making.