

# **BBA Curriculum**

**From Academic Session: 2019-2020 to 2021-2022**



## **Department of Marketing**

**Faculty of Business Studies**

**Comilla University**

**Comilla-3506, Bangladesh**

## Course Plan

### BBA (Bachelor of Business Administration)

<b>Year &amp; Semester</b>	<b>Course Code</b>	<b>Course Title</b>
First Year First Semester	MKT-111 MKT-112 MKT-113 MKT-114 MKT-115	Introduction to Business Microeconomics Business Mathematics-I Business Communication Bangladesh Studies
First Year Second Semester	MKT-121 MKT-122 MKT-123 MKT-124 MKT-125	Macroeconomics Principle of Accounting Business Mathematics-II Business Law Principles of Management
Second Year First Semester	MKT-211 MKT-212 MKT-213 MKT-214 MKT-215	Principles of Marketing-I International Economics Financial Management Business Statistics-I Elementary Psychology
Second Year Second Semester	MKT-221 MKT-222 MKT-223 MKT-224 MKT-225	Principles of Marketing-II Human Resource Management Insurance and Risk Management Business Statistics-II Organizational Behavior
Third Year First Semester	MKT-311 MKT-312 MKT-313 MKT-314 MKT-315	Taxation in Bangladesh Business Environment Managerial Accounting Agricultural and Rural Marketing Bank Management & Financial Services
Third Year Second Semester	MKT-321 MKT-322 MKT-323 MKT-324 MKT-325	Quantitative Business Analysis E-Business Consumer Behavior Export Import Management Entrepreneurship Development
Fourth Year First Semester	MKT-411 MKT-412 MKT-413 MKT-414 MKT-415	Management Information System Research Methodology Integrated Marketing Communications Marketing Management International Business
Fourth Second Semester	MKT-421 MKT-422 MKT-423 MKT-424 MKT-425	Marketing Research Sales and Retail Management Strategic Brand Management Supply Chain Management Competitive Analysis

<b>Course Title: Introduction to Business</b>	
<b>Course No: MKT-111</b> <b>Clock Hours: 45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>

<p><b>Rationale:</b> This is a survey course designed to give new students to the business world a broad overview. The course will give students a better basis for choosing business major, general information not covered in more specialized courses, and the opportunity to develop a business plan.</p>
<p><b>Objectives:</b> At the conclusion of this course, students will have a better understanding of how a business operates in our modern political, social and economic environment. Specifically, students will:</p> <ul style="list-style-type: none"> <li>• Develop a basic understanding of the free enterprise system and other types of economic systems.</li> <li>• Understand how business ethics apply to customers and other stakeholders in the business environment.</li> <li>• Understand the basic forms of business ownership.</li> <li>• Gain a basic understanding of international business and the complexities of operating in a global environment.</li> <li>• Understand the basic functions of management and the skills required of managers working with different concepts of motivation.</li> <li>• Be able to identify the objectives involved in Total Quality Management.</li> <li>• Understand how a company utilizes human resource management to recruit, train and retain employees.</li> <li>• Develop an understanding of the marketing concept and the various elements of the marketing mix.</li> <li>• Understand how businesses acquire and use capital.</li> <li>• Understand the concepts of accounting and the analysis of financial statements.</li> </ul>
<p><b>Learning Outcomes:</b> <i>Upon completion of this course, students will be able to:</i></p> <ol style="list-style-type: none"> <li>a. Describe the functions of modern business</li> <li>b. Understand the role of management within a business setting</li> <li>c. Understand the vocabulary of business so that you may understand others and are able to speak the language of business</li> <li>d. Find problems in the business environment with the use of case study analysis</li> <li>e. Formulate a business plan.</li> </ol>

<b>Unit/Chapter</b>	<b>Contents</b>
<b>01</b>	<b>Introduction:</b> Definition, Features, Importance and Scope of Business, Industry-Types of Industry, Commerce-Branches of Commerce.
<b>02</b>	<b>Location of business:</b> Factors to be considered in selection a suitable business site- Rural Vs Urban Location.
<b>03</b>	<b>Forms of Business Organization:</b> Sole Trader ship-Partnership-Joint Stock Company, State Enterprise-Cooperative Societies, Effectiveness of Various Forms of Business Organization in Bangladesh.
<b>04</b>	<b>Institutions for Promotion of Business:</b> Support Services of Government

	Institutions – Chamber of Commerce and Industry, Trade Associations – Dhaka Stock Exchange, Chittagong Stock Exchange and SEC.
<b>05</b>	<b>Trade Practices in Bangladesh:</b> Commercial Policy – Import Procedure – Export Procedure – Formalities – Problems and Measures to overcome them.
<b>06</b>	<b>Business Combination and Integration:</b> Types – Levels- Internal and External, Advantages and Disadvantages, Growth of MNCs and EPZs in Bangladesh.

**Text Books:**

1. Business for the 21<sup>st</sup> Century. Skinner. S. J. & Ivancevich, J.M.

**Reference Books:**

M.C. Shukla : Business Organization & Management

Khan & Arif : Essentials of Business Organization & Management.

Richard Norman Ownes : Business Organization & Combination

May and Baker : Introduction to Business.

**Teaching Strategies:**

- Lecture
- Discussion
- Presentation

**Course Title: Micro Economics**

**Course No: MKT-112**

**Clock Hours: 45**

**Course Credit: 03**

**Total Marks: 100**

**Rationale:**

Today microeconomics occupies a very important place in the study of economic theory. It is an important method of economic analysis, which Professor Keynes regards as “a necessary part of one’s apparatus of thought. It is microeconomics that tells us how a free market economy with its millions of consumers and producers work to decide about the allocation of productive resources among the thousands of goods and services.

**Objectives:**

The purpose of this course is to provide you with a basic understanding of the principles of microeconomics. At its core, the study of economics deals with the choices and decisions that have to be made in order to manage scarce resources available to us. Microeconomics is the branch of economics that pertains to decisions made at the individual level, i.e. by individual consumers or individual firms, after evaluating resources, costs, and tradeoffs. When we talk about “the economy,” then, we are referring to the marketplace or system in which these choices interact with one another. In this course, we will learn how and why these decisions are made and how they affect one another in the economy. Each of the following units has been designed as a building block, where the concepts you learn in one unit will enable you to understand the material you discover in the next. By the end of this course, you will have a strong grasp on the major issues that face micro economists, including consumer and producer behavior, the nature of supply and demand, the different kinds of markets and how they function, and the welfare outcomes of consumers and producers. You will also be able to apply the formal principles you learn to real world issues.

**Learning Outcomes:**

Upon successful completion of the course a student will be able to:

- Understand how households (demand) and businesses (supply) interact in various

market structures to determine price and quantity of a good produced.

- Understand the links between household behavior and the economic models of demand.
- Represent demand, in graphical form, including the downward slope of the demand curve and what shifts the demand curve.
- Understand the links between production costs and the economic models of supply.
- Represent supply, in graphical form, including the upward slope of the supply curve and what shifts the supply curve.
- Understand the efficiency and equity implications of market interference, including government policy.
- Understand how different degrees of competition in a market affect pricing and output.
- Apply economic reasoning to individual and firm behavior.

Unit/ Chapter	Contents
01	Introduction, Definition of Economics- Microeconomics VS. Macroeconomics- Basic Problems of Economic Organization
02	Market and Government in a Modern Economy
03	Basic Elements of Supply and Demand
04	Supply and Demand: Elasticity and Application
05	Demand and Consumer Behavior
06	Production and Business Organization
07	Analysis of Costs;
08	Supply and Pricing in Competitive Markets; Marginal Revenue and Monopoly
09	Oligopoly and Monopolistic competition, Uncertainty and Game Theory in Economic Behavior.
10	Incomes and the Pricing of Factors of Production; Wages and the Labor Market
11	Labor Unions and Collective Bargaining, Land natural Resources and Capital.

**Text Books:**

1. Economics, Paul A. Samuelson & William d. Nordhaus, McGraw-Hill.

**Reference Books:**

1. Micro Economics: Theory and Applications, e. Mansfield.
2. An Introduction to Microeconomics, P. Wonnacott & R. Wonnacott, McGraw-Hill.
3. Modern Economic Theory, K.K. Dewett, New Delhi.

**Teaching Strategies:**

- Lecture
- Discussion/Participation
- Presentation

**Course Title: Business Mathematics-I**

**Course Code: MKT 113**  
**Clock Hours: 45**

**Course Credit: 03**  
**Total Marks: 100**

**Rationale:**

Review of fundamental mathematical skills such as algebra and other mathematical techniques

is urgent and essential in order to solve quantitative problems encountered in business. The rationale of this course is to develop quantitative skills, which help students to extract analytical models from theoretical and empirical studies.

**Objectives:**

The purpose of this course is to provide students with basic mathematic skills useful in solving real-life business problems. The course involves concept understanding, problem formulation and solution, quantifying and graphing application in the areas of business mathematics. Specifically, students are to use a teamwork approach, applying mathematical tools to obtain quantitative information that is relevant to business decisions. Hence, the primary objective of Business Mathematics I is to prepare students for subsequent work in the Business College and for their future careers in business. For this reason, all aspects of the program follow business practices and use common tools of the business world.

**Learning Outcomes:**

Upon successful completion of this course, students will be able to demonstrate proficiency with:

- a. Solve basic math problems using whole numbers, fractions, decimals, percents, and equations.
- b. Sets and multiplication problems.
- c. Mathematical modeling and induction.
- d. Solve business math problems using equations.
- e. Calculate trade and cash discounts.
- f. Calculate markups and markdowns.
- g. Counting problems such as compute payroll.

Unit/ Chapter	Contents
01	<b>Introduction:</b> Definition and Etymology of Mathematics, Pure and Applied Mathematics, Fields of Mathematics: Quantity, Structure, Space, Change, Optimization, Combinatorics and Integer Partitions, Importance of Business Mathematics in Marketing.
02	<b>Set Theory:</b> Definition of Sets, Elements of a Set, Methods of Describing a Set, Types of Sets, Definitions, Properties and Theories of Union, Intersection, Complement and Difference of Sets, Duality, Partition of Sets, Number of Elements in Finite Sets, Ordered pair, Cartesian Products, Power Set, Related Problems and Applications of Set Theory.
03	<b>Boolean Algebra:</b> Boolean Variables, And, Or, Not Operations, Truth Tables.
04	<b>Natural Number System and Mathematical Induction:</b> Real, Imaginary and Complex Numbers, Rational and Irrational Numbers, Integers and Fractions, Natural Numbers, Compound and Prime Numbers; Modulus of Real Number, Hierarchy of Numbers, Principles of Mathematical Induction.
05	<b>Indices and Surds:</b> Definition of Indices, Positive and Fractional Indices, Operation with Power Functions, Definition of Surds, Operations on Surd, Rationalization, Root of Mixed Surd.
06	<b>Natural and Common Logarithms:</b> Definitions, Natural and Common Log, Rules of Log, Change of Base, Use of Log in Compounding, Depreciation and Annuities.
07	<b>Equations:</b> Concepts of Equation and Identities, Degree of An Equation, Straight Line Equation and its Graph, Quadratic Equation and its Graph, Simultaneous Equation, Methods of Solving Quadratic Equations: Factorization and General Root by Completing a Square; Formation of an Equation, Methods of Solving Simultaneous Equations, Applications to Business.

<b>08</b>	<b>Permutations and Combinations:</b> Meaning of Combinatorics, Permutations of n Different Things Taken r at a Time, Circular Permutations, Permutations of Things Not All Different, Restricted Permutations, Difference between Permutation and Combination, Complementary Theorems of Combination, Restricted Combinations, Combinations of Things Not All Different, Applications.
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<b>Text Books:</b>
Business Mathematics. Sancheti, D.C. and Kapoor, V.K.

<b>Reference Books:</b>
Mathematics with Application in Management and Economics. Bowen L.K. Business Mathematics. Trivedi and Trivedi.

<b>Teaching Strategies:</b>
Lectures, discussion, participation, and presentation

<b>Course Title: Business Communication</b>	
<b>Course No:</b> MKT-114 <b>Clock Hours:</b> 45	<b>Course Credit:</b> 03 <b>Total Marks:</b> 100

**Rationale:**  
This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication. Many of the assignments are to be keyboarded.

**Objectives:**  
By the end of this course, students should be able –

1. To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
2. To understand the importance of specifying audience and purpose and to select appropriate communication choices.
3. To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.
4. To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding. Objective
5. To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.
6. To develop the ability to research and write a documented paper and/or to give an oral presentation.

**Learning Outcomes:**  
Upon successful completion of this course, the student should be able to:

- a. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
- b. Identify ethical, legal, cultural, and global issues affecting business communication.
- c. Utilize analytical and problem solving skills appropriate to business communication.
- d. Participate in team activities that lead to the development of collaborative work skills.

- e. Select appropriate organizational formats and channels used in developing and presenting business messages.
- f. Compose and revise accurate business documents using computer technology.
- g. Communicate via electronic mail, Internet, and other technologies.
- h. Deliver an effective oral business presentation.

Unit/ Chapter	Contents
01	<b>Introduction to Communication:</b> Meaning, Importance, Factors affecting Communication, cultural orientation in Communication, Types of Communication, Major Media of Written and oral Communication.
02	<b>Fundamentals of Business Writings:</b> Basic Introductory Words; Adaptation and the Selection of words; Construction of Clear Sentences and Paragraphs; Writing for Effect.
03	<b>Pattern of Business Letters:</b> Directness in Initiating Routing Letters: Answering Routine Letters; Indirectness for bad News and persuasion; Memorandums.
04	<b>Applications to Specific Letter:</b> Situations: Persuasion in Writing; Pattern Variations in Collections; Strategy in Job Application.
05	<b>Fundamentals of Business Report Writing:</b> Characteristics, Importance and types of Reports, Main body and Back Matters; Preparatory Steps to writing Reports, Purpose and Scope, Determining the Audience, Collecting Data, Organizing materials, Basic of Report Writing; Report Structure, the Shorter Form; Long Formal Reports.
06	<b>Standards and Physical Aspects of Communications:</b> Graphic Aids to Communication; Physical Presentation of Reports & Letters; Correctness of Communication, Symbols, Gesture, Nods, Body Language etc.
07	<b>Mass Communication:</b> Importance, Media of Mass Communication, Mass communication in the Business Enterprise of Bangladesh.
08	<b>Meeting :</b> Writing notice, Agenda and Minutes, Convening and Conducting Meeting, Points of Information, Points of Order, Motions.
09	<b>The communication Process :</b> Essential Elements, One way versus Two Way Communication, Different Models of Communication Process, Communication Network, Organizational Communication.
10	<b>Other Forms of Business Communication:</b> Public Speaking and Oral Reporting; Different forms of Oral Communication: Importance, Use, Preparation and Delivery Style. Documentation and Bibliography.

#### Text Books:

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| 01 | Basic Business Communication, Raymond V. Lesiker, Irwin. |
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#### Reference Books:

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| 01 | Business Communication, Betty r. Ficks& K.F. Gow.  |
| 02 | Communication for Business & Secretarial Students, L.A. Woolcott& W.R. Unwin, Macmillan. |
| 03 | “Essentials of Business Communication” Rajendra Pal V.J.S. Korlahali.                    |

<b>Course Title: Bangladesh Studies</b>	
<b>Course No: MKT 115</b> <b>Clock Hours: 45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>

<p><b>Rationale:</b> This course is designed to give students a comprehensive view of communication about Bangladesh, its scope and detail and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication. Many of the assignments are to be keyboarded.</p>
<p><b>Objectives:</b> By the end of this course, students should be able –</p> <ol style="list-style-type: none"> <li>1. To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.</li> <li>2. To understand the importance of specifying audience and purpose and to select appropriate communication choices.</li> <li>3. To understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.</li> <li>4. To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding. Objective</li> <li>5. To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.</li> <li>6. To develop the ability to research and write a documented paper and/or to give an oral presentation.</li> </ol>
<p><b>Learning Outcomes:</b> Upon successful completion of this course, the student should be able to:</p> <ol style="list-style-type: none"> <li>a. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.</li> <li>b. Identify ethical, legal, cultural, and global issues affecting business communication.</li> <li>c. Utilize analytical and problem solving skills appropriate to business communication.</li> <li>d. Participate in team activities that lead to the development of collaborative work skills.</li> <li>e. Select appropriate organizational formats and channels used in developing and presenting business messages.</li> <li>f. Compose and revise accurate business documents using computer technology.</li> <li>g. Communicate via electronic mail, Internet, and other technologies.</li> <li>h. Deliver an effective oral business presentation.</li> </ol>

<b>Unit/Chapter</b>	<b>Contents</b>
<b>01</b>	<b>Location, Geomorphic Characteristics of Bangladesh</b>
<b>02</b>	<b>History of Bangladesh:</b> People of Bangladesh, Origin and Anthropological Identity; Territories of Bangladesh in Ancient Time; Bangladesh during the Muslim rule; British Colonial Rule in Indian Sub-Continent; The Pakistan Movement and the Birth of Pakistan; Language Movement, 1948-52; Juktafront Elections, 1954 and Six Point Program, 1966; Mass Upsurge of 1969 and Elections, 1970; Liberation War, 1971 and Birth of Bangladesh.
<b>03</b>	<b>Physical and Natural Resources of Bangladesh:</b> Physical Features of Bangladesh; Climate and major Physiographic Units; Surface Water Inflow and River Systems of

	Bangladesh; Pattern of Agriculture and types of Forest in Bangladesh; Mineral Resources and Industrial Setup in Bangladesh; Density and Distribution of Population in Bangladesh.
<b>04</b>	<b>Political Administration and Legal Environment of Bangladesh:</b> Forms of Government and State Mechanisms (Executive, legislature, Judiciary) of Bangladesh; Constitution of Bangladesh and its Amendments; Administrative Structure of Bangladesh; Political parties of Bangladesh; Different Political Regimes of Bangladesh; Foreign Policy of Bangladesh.

**Text Books:**

01	Banglapedia: National Encyclopaedia of Bangladesh, Edited by Prof. Sirajul Islam. (Latest Edition).
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**Reference Books:**

<b>01</b>	History of Bangladesh: Social and Cultural History, Political History, Economical History by Mr. Sirajul Islam.
<b>02</b>	Bangladesh National Culture and Heritage: An Introductory Reader Edited by Mr. A F Salauddin Ahmed.

**Course Title: Macroeconomics**

**Course No: MKT-121**  
**Clock Hours:45**

**Course Credit: 03**  
**Total Marks: 100**

**Rationale:**

It helps us understand the functioning of a complicated modern economic system. It describes how the economy as a whole functions and how the level of national income and employment is determined on the basis of aggregate demand and aggregate supply.

**Objectives:**

The goal of the course is to develop a coherent theoretical framework for thinking about the determination of macroeconomic variables such as national output (or the total amount of a nation's economic activity), economic growth, unemployment, and inflation. This theoretical framework is used to interpret macroeconomic data and to analyze macroeconomic policy. After completing the course, students should be able to think critically about macroeconomic problems and questions.

**Learning Outcomes:**

Upon successful completion of the course a student will be able to:

- Understand why household, business, government and global behavior determine the aggregate demand for goods and services
- Understand why the behavior of businesses and the rest of the world determine the aggregate supply of goods and services
- Understand how aggregate demand and aggregate supply interact to drive a free market economy
- Understand the implications of interference in a market economy, including government policy
- Understand the basics of national income accounting

	<ul style="list-style-type: none"> <li>• Understand the causes and consequences of business cycles</li> <li>• Understand the roles of fiscal and monetary policy in fighting recessions and inflation</li> <li>• Understand factors that contribute to and detract from long-term economic growth</li> <li>• Apply economic reasoning to understand the operation of an economy</li> <li>• Understand the interaction between the domestic economy and the rest of the world</li> <li>• Be able to apply basic international trade and finance concepts to global pricing issues, including working with exchange rates</li> </ul>
<b>Unit/ Chapter</b>	<b>Contents</b>
<b>01</b>	Importance and Relevance of Macroeconomics for Business Students, Fundamentals of Aggregate Supply and Demand.
<b>02</b>	Macroeconomics tools for managements and economy under different economic systems.
<b>03</b>	Measuring National Output And Income: National Income (NI) Concepts-GDP, GNP, NNP, NI, PI Real NI and Nominal NI, NI Deflator, Method of NI Measurement, Income Approach, Expenditure Approach, Production Approach, Utility Approach, and NI Estimation.
<b>04</b>	Consumption and Investment: Consumption Function, Factors Impacting on MPC, Savings Function, Paradox of Savings, Investments;
<b>05</b>	Business cycles and Aggregate demand, The Multiplier Model;
<b>06</b>	Money and Commercial Banking, Financial systems.
<b>07</b>	Central Banking and Monetary Policy.
<b>08</b>	Business Cycles and Unemployment; The Cost of Inflation; Inflation and Unemployment;
<b>09</b>	Fiscal Policy: Role, Instruments and Implications, Relationship of Fiscal Policy to Monetary Policy, Problems in Implementing Fiscal Policy,
<b>10</b>	Government and The Economy; Government Taxation and Expenditures; Income Distribution and Struggle Against Poverty.
<b>11</b>	Management Policy: Importance of Monetary Policy as an Instrument of Economic Management-Tools of Monetary Policy-Issue of Currency –Credit Policy and Instrument.

Course Title : <b>Principle of Accounting</b>	
Course No : <b>MKT-122</b>	Course credit : 03
Course Hours : 45	Total Marks : 100

### **Rationale**

Accounting is a pre-requisite for sound management of business and non-profit orientated organizations. Lack of accounting efficiency has led to irregularities in the financial administration of both public and private institutions in the country. The improvement in accountancy education, besides moral training, has in a significant way improved the efficient operations of the economic sector of the country development in recent years. The rapid increases in the number of institutions as well as the general expansion in business activities in Ghana have increased the demand for accounting personnel at all levels. This has made accountancy education assume high priority in the human resource development programme of the country. Accountancy education leads to improvement in students' numeracy skills and further provides them with background skills for future business studies. Accountancy offers ready employment to students who do well in the subject, thus offering them lifelong enriching

careers such as accountant, auditor, banker, financial analyst, tax consultant, and management consultant etc. This syllabus contains enough accountancy knowledge and skills for Senior High School students for purposes of their end-of-course examination. The syllabus also prepares students towards future career path in accounting related vocations as well as providing them adequate foundation for pursuing higher professional and academic courses in accounting.

### **Objectives**

1. Foster an understanding and appreciation of the principles and practices of Accounting;
2. Develop an awareness of the links between concepts in Accounting and those pertaining to other disciplines;
3. Develop knowledge and skills for decision-making in accounting;
4. Develop the capacity to research and communicate accounting information in written, numerical and diagrammatic form appropriate to its purpose;
5. Provide students with an understanding and appreciation of social, economic and technological aspects of Accounting in the dynamic Caribbean environment;
6. Develop ethical consciousness and moral integrity in financial undertakings.

### **Learning Objectives**

- a) Develop and understand the nature and purpose of financial statements in relationship to decision making.
- b) Develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements.
- c) Develop the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
- d) Develop the ability to use accounting concepts, principles, and frameworks to analyze—and effectively communicate information to a variety of audiences.
- e) Develop the ability to use accounting information to solve a variety of business—problems. Develop the ability to interact well with team members.—
- f) Preparing financial statements in accordance with appropriate standards.
- g) Interpreting the business implications of financial statement information
- h) Preparing accounting information for planning and control and for the evaluation of products, projects and divisions.
- i) Applying auditing concepts to evaluate the conformity of financial statements with appropriate auditing standards.
- j) Analyzing internal controls and interpreting assessment of engagement risk.

<b>Unit/chapter</b>	<b>Content</b>
<b>01</b>	<b>Introduction:</b> Definition and Terms of Accounting-The Accounting Process-Accounting Information-Users & Uses of Accounting Information-Accounting Systems-Financial Accounting Information-Basic Function of Accounting Systems Designing and Installing Accounting System-External Financial Reporting.
<b>02</b>	<b>Conceptual Framework for Financial Accounting:</b> First Level: Basic Objectives Second Level: Qualitative Characteristics of Accounting Information-Relevance (Predictive Value and Feedback Value)-Reliability (Verifiability, representational faithfulness and neutrality), Comparability and Consistency-Basic Elements of Financial Statements and Third Level: Operation Guide GAAP, Basic Assumptions, Basic Principles and Constraints.

03	<b>Management Accounting Information:</b> Internal Users of Accounting Information-Objectives of Management Accounting-Integrity of Accounting Information-Institutional Features-Professional Organizations-Ethical Issues in Accounting.
04	<b>Accounting Process:</b> Double entry accounting recording process-Accounting equation-Understanding financial transactions and their effects on equation, solution of problems
05	<b>The Accounting Cycle:</b> Steps of the Accounting Cycle-Process of recording transitions; journalize business transactions, various kinds of journals, posting of journals to ledger, preparation of trial balance, solution of problems.
06	<b>The Journal:</b> Net Income-Retained Earnings-Revenues-Expenses-The Accrual Basis of Accounting Dividends-Recording Revenues and Expenses-The Trial Balance, Special journals: Advantages of special journals-Cash receipts journals, sales journals, purchase journals, cash payment journals and Financial Statements.
07	<b>Reporting Financial Results:</b> Adjusting Entries-Converting Assets to Expenses-The Concept of Depreciation-Converting Liabilities to Revenue-Accruals-Final Adjusting Entries-Adjusting Entries and Accounting Principles
08	<b>Preparation of Worksheet:</b> Unadjusted Trial Balance-Adjustments-Prepaid Expenses-Unearned Revenue-Accrued Liability or Expenses-Estimated Items (Collectible, Depreciation)-Inventory and Related Accounts-closing Entries-Post Closing Trial Balance-Reversing Entries-Prepared Worksheet-Preparation of Financial Statements
09	<b>Preparing Financial Statements:</b> Closing Temporary Accounts-summary of the Closing Process-After Closing Trial Balance-The Worksheet
10	<b>Accounting for Merchandising Activities:</b> Income Statement of a Merchandising Company-General Ledger Accounts-Perpetual Inventory Systems-Periodic Inventory Systems.
11	<b>Modifying an Accounting System:</b> Transactions Relating to Purchases-Transactions Relating to Sales Evaluating the Performance of Merchandising
12	<b>Inventories and the Cost of Goods Sold:</b> Flow of Inventory Costs-Physical Inventories-FIFD-LIFD Liquidity of Inventory.

**Text Book:**

1. Financial Accounting, Meigs, Williams, Haka and Beltner, McGraw Hill Inc.

**Books Recommended:**

1. Financial Accounting-Weygant&Keiso
2. Fundamental Accounting Principle-William W. Oyle and Kermit D. Larson.

**Teaching strategies**

▪ Lecture
▪ discussion
▪ practice in class room through trial & error
▪ presentation

<b>Text Books:</b>	
1.	Economics, Paul A. Samuelson & William d. Nordhaus, McGraw-Hill.

<b>Reference Books:</b>	
1.	Principles of Macroeconomics, E. Mansfield
2.	Poverty, Markets and Government Interventions: a Text Book in Microeconomic Theory and Applications, D. Orr.

<b>Teaching Strategies:</b>	
	▪ Lecture
	▪ Discussion/Participation
	▪ Presentation

<b>Course Title: Business Mathematics-II</b>	
<b>Course No: MKT-123</b> Clock Hours: 45	Course Credit: 03 Total Marks: 100

**Rationale:** This course is focused on quantitative literacy in mathematics found in both business and everyday life. Upon successful completion of this course, students will be able to:

- Logically formulate mathematical variables and equations to quantitatively create mathematical models representing problems in everyday life, as well as business, so that calculus can be applied to achieve an optimal solution.
- Quantitatively analyze business concepts such as co-ordinate geometry and investigate the relationship between variable.
- Demonstrate knowledge of matrix and determinants to solve financial investment problems.
- Demonstrate knowledge of basic functions, including exponentials and logarithms, to solve financial investment problems.
- Identify patterns in numeric data to calculate limits and derivatives of functions numerically.
- Justify whether a function is continuous or not using the mathematical definition of continuity.

**Objectives:**

- Understanding basic terms in the areas of business calculus, matrix, determinants and financial mathematics,
- Independently solving of business problems.

**Learning Outcomes:**

**• Critical Thinking**

- Students will analyze a function and justify whether or not it is continuous using the definition of continuity.
- Students will use inquiry to determine the best method for taking derivatives of complicated functions.
- Students will identify and categorize information about a function in order to construct a graph of its derivative.
- Students will apply calculus to find innovative ways to graph complicated functions without the aid of technology.
- Students will analyze and synthesize data and think creatively to develop mathematical models for optimization purposes.
- Students will examine how the Fundamental Theorem of Calculus connects differential and integral calculus.

**• Communication Skills**

- Students will symbolically relay mathematical information and concepts by creating variables and writing equations.
- Students will recognize, construct, and interpret graphs of basic functions.

- Students will write mathematical information symbolically to describe the behavior of functions.
- Students will justify results that use mathematical definitions such as the definition of continuity by writing proofs.
- Students will explain verbally in class the connection between derivatives, rates of change, and slopes of tangent lines.
- Students will develop sketches of the graphs of complicated functions by analyzing their first and second derivatives.
- Students will explain (both in writing and verbally) mathematical solutions to problems.
- Students will be required to answer questions during lecture concerning topics discussed in class.
- **Empirical and Quantitative Skills**
  - Students will evaluate limits numerically and use the information to draw conclusions about the behavior of a function.
  - Students will calculate a derivative numerically and explain the result in the context of the problem.
  - Students will use marginal analysis to make informed and quantitative business decisions.
  - Students will manipulate empirical data to develop a mathematical model to use in an optimization problem, such as maximizing revenue or minimizing cost, and then apply calculus to find and interpret the optimal solution.
  - Students will apply the Fundamental Theorem of Calculus to quantitatively compute the accumulated change of a quantity.

Unit/ Chapter	Contents
01	<b>Binomial Theorem:</b> Statement of the Binomial Theorem, Position of Terms Binomial Co-efficient, Binomial Theorem of any Index, Binomial Coefficients and Pascal's Triangle.
02	<b>Trigonometry:</b> Introduction, Definitions, Measurement of Angles, Trigonometric Rations and Their Relations.
03	<b>Progression:</b> Definition of Arithmetic Progression, The $n^{\text{th}}$ term, Sum of a series in AP, Representation of Terms in AP, Definition of Geometric Progression, Sum of Finite and Infinite Series in GP, Representation of Terms in GP.
04	<b>Co-Ordinate Geometry:</b> Directed Line, Quadrants, Cartesian Coordinates, Mid Points, Distance between Two Points, Dividing Line Segments Internally and Externally, Centroids, Area of Triangles and Quadrilaterals, Slope and Equations of a Straight Line, General Equation of a Straight Line, Equation of Intersecting and Parallel Lines, Perpendicular Distance of a Point from a Line, Equations of a Circle, General Equation of a Circle.
05	<b>Functions and Limits:</b> Definition and Types of Functions, Domain and Limit of a Function.
06	<b>Differential Calculus:</b> Concept of Derivative, Finding Derivatives of Different Functions, Maxima and Minima, Applications to Business.
07	<b>Integral Calculus:</b> Integration, Area Determination, Integrals of Different Functions, Indefinite and Definite Integral, Applications.
08	<b>Matrices and Determinants:</b> Meaning, Types of Matrices, Addition, Subtraction and Multiplication of Matrices, Matrix Operations, Properties of Matrix, Determinants of Square Matrix, Solving Simultaneous Equations Using Cramer's Rule and Sarrus Diagram, Solving Simultaneous Equations Using Determinants, Minors, Cofactors, Adjoint and Inverse of a Matrix; Rank of Matrix, Problems and Applications of Mathematics in Business.

<b>Text Books:</b>	
01	Business Mathematics. Sanchati, D.C. and Kapoor, V.K.

<b>Reference Books:</b>	
01	Mathematics with Application in Management and Economics. Bowen L.K.

<b>Teaching Strategies:</b>	
	▪ Lecture
	▪ Discussion
	▪ Presentation
	▪ Group Discussion

<b>Course Title: Business Law</b>	
<b>Course No: MKT-124</b>	Course Credit: 03
Clock Hours: 45	Total Marks: 100

<b>Rationale:</b>	
<ul style="list-style-type: none"> <li>• Every stakeholders are responsible to follow business law and business ethics. In business arena, legal issues are becoming increasing day to day. The importance of the course is to increase knowledge of undergraduate students about business law for take business decision, or involved in the decision making process and to create awareness of legal principles involved in economic relationships and business transactions.</li> </ul>	
<b>Objectives:</b> The specific objectives of the course are-	
<ul style="list-style-type: none"> <li>• to generate idea about business law, ethics and social responsibilities;</li> <li>• to know the way to create contract with other parties considering business law;</li> <li>• to know how the law responds to complex social issues; and</li> <li>• to know and implement the principles of private law ( e.g., contract law, company law).</li> </ul>	
<b>Learning Outcomes:</b> Undergraduate students will be able-	
<ul style="list-style-type: none"> <li>• to understand rigour and theoretical framework with respect to business law, ethics and social responsibility;</li> <li>• to explore legal issues and business implications to the legal principles perspective.</li> <li>• This course integrates &amp; addresses the significant impact of business transactions, economic, political, infrastructure and legal issues in business sector.</li> </ul>	

Unit/ Chapter	Contents
1.	<b>Legal Environment and Marketing Overview:</b> Meaning of Legal Environment, Rational for Understanding Legal Environment, The Demand for Legislation, The Demand for Consumer Protection, Law Influencing Marketing Decision, Law against Deceptive Practice, The Purpose of Laws, Design to Prevent Fraudulent , Deception Nature of State Influence, Resorts for Maintaining Legal Framework.
2.	<b>Law of Contract:</b> Definition of Contract, Essential of Contract, Offer Acceptance, Consideration, Void and Violable Agreements, Capacity of Parties-free Consent, Contingent Contract, Discharge of A Contract, Quasi Contract , Indemnity and Guaranty, Bailment & Pledge, Law of Agency, Test of Agency, Classes of Agent, Creating Agency, Misrepresentation and Frauds by Agent-subagent-co agent,Agents Right, Personal Responsibility of Agent

3.	<b>Law Relating to Sale of Goods:</b> Essential Elements, Transfer of Ownership Conditions and Warranties, Sale and Agreement to sell, Performance of the Contract of Sale.
4.	<b>Carriage of Goods Act:</b> Carriage by Land, Sea and Air.
5.	<b>Company Law:</b> Memorandum of Association, Articles of Association, Registration, Prospectus and Winding up.
6.	<b>Other Important Acts:</b> Agricultural Produce Market Regulation Act-1964, Bangladesh Control of Essential Commodities Act-1956, Hats and Bazar Ordinance - 1959, Pure Food Ordinance-1969, Trade Marks Act-1940, Patent Design Act-1911, Standards of Weights and Measure Ordinance-1982, Drug Policy-1982, The Payment of Wages Act-1936, The Industrial Relation Ordinance-1969, The Shops and Establishment Rules 1970, Other Laws, Acts and Ordinances Relating to Marketing.

#### Text Books:

1.	A.K.Sen & J. K. Mitra, <i>Commercial Law</i>
2.	M.c.Shukla, <i>A Manual of Mercantile law</i>
3.	Charleworth and Cain, <i>Company law</i>
4.	<i>Manual of Company law</i> ( Amendment 1994)

#### Teaching Strategies:

<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> <li>▪ Term Papers Presentation</li> </ul>
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#### Course Title: Principles of Management

Course Code: MKT125	Course Credit: 03
Clock Hours: 45	Total Marks: 100

#### Rationale:

The course focuses on the management principles, processes and procedures. The knowledge and understanding of the Principles of Management will enable the students, managers and/ or employees and gain valuable insight into the workings of business and other organizations.

#### Objectives:

This is a preliminary course about the management of organizations. The course is designed to be an overview of the major functions of management. Emphasis is on planning, organizing, controlling, directing, and communicating.

#### Learning Outcomes:

- a) Explain strategic management in business operations.
- b) Define management, quality management, and project management.
- c) Evaluate the global context for taking managerial actions of planning, organizing and controlling.
- d) Evaluate leadership styles to anticipate the consequences of each leadership style
- e) Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.

Unit/ Chapter	Contents
01	<b>Meaning and Significance of Management:</b> Definition of Management, Nature, Purpose and Principles of Management, Technique of Management, Difference Between Business Administration and Business Management, Management as a Resource, Management as a Profession, Need for Organizations and Managers, Managerial Responsibility, Type of Managers, Management Process, Skills, Managerial Role, Concept of Productivity, Effectiveness and Efficiency, Managerial and Organizational Performance.
02	<b>Management in Business enterprise and Non-Business Entities:</b> Management of Public Sector Enterprises, Role of Management in Harnessing and Using Resources for High Productivity, Management as a Process, Management and Cost Effective Operation.
03	<b>Environment:</b> Internal and External Environment of Organizations, Components of External Environment, Elements of Direct Action Environment, Elements of Indirect Action Environment, International Environment, Managing Environment
04	<b>Planning:</b> Meaning, Importance of Planning, Steps in Setting Strategic Plans, Factors to Be Considered in Formulation of a Sound Plan, Types of Planning, Need for Long-Range Planning, Tools and Techniques for Planning, The Planning Process, Planning by Business and Non-Business firms in Bangladesh, Planning Environment, Managerial Decision Planning.
05	<b>Objectives:</b> Nature of Objects, Management by Objectives (MBO), The Process of MBO, Setting Objectives, Benefits and Weakness of MBO.
06	<b>Decision Making:</b> Decision Making Process, Problem and Opportunity Finding, Nature of Managerial Decision Making, Organization Structure, Division of Works, Span of Management, Delegation of Authority, Centralization and Decentralization, Coordination, Committee and Group Decision Making, Types of Committee, Organizing practices in Bangladesh
07	<b>Leading:</b> Nature of Directing and Leading, Features of good Directing, Elements of Consultative Directing and Its Benefits, Leadership Patterns Observed in Business Firms, Leadership Styles Followed by Managers of Bangladesh, Human Factors in Managing, Relevant Theories, Creativity and Innovation, Motivation, Leadership
08	<b>Controlling:</b> Meaning and Importance of Control, Features of Good Control System, Setting Control Standards, Reporting and Feedback, Budgetary Control System, Budget as Motivation Tool, Types of Control Methods, Control Process, Requirements of Effective Controls, Management Information Systems and Control, Production and Operational Control.
<b>Text Books:</b>	
Harold Koontz Heinz Weihrich, "Management", McGraw Hill Book Company.	

<b>Reference Books:</b>	
1	James A F Stonner and R Edward Freeman, “Management”, Prentice Hall of India Private Limited, New Delhi.
2	Griffin, W. Ricky, “Management” Houghton Miffling Company.
<b>Teaching Strategies:</b>	
	▪ Lecture
	▪ Discussion
	▪ Case Study & Presentation

<b>Course Title: Principles of Marketing-I</b>	
<b>Course No: MKT-211</b> Clock Hours: 45	Course Credit: 03 Total Marks: 100

<p><b>Rationale:</b></p> <ul style="list-style-type: none"> <li>Principles of Marketing Irelates to the actions consumers display when searching for, evaluating, purchasing, using, and disposing of products and services that meet their needs.</li> <li>This course's main importance is to follow the consumer's motivations and decisions.</li> <li>Consumer psychology, sociology and economics are difficult and complex for the marketers</li> </ul>
<p><b>Objectives:</b> <i>At the end of the course, the student should:</i></p> <ol style="list-style-type: none"> <li>Understand the basic principles, theories, concepts and dynamics of Marketing.</li> <li>Apply these principles and tools in case analysis and to practical business decision making situations.</li> <li>Integrate the concepts/techniques learned through application in the preparation of a comprehensive marketing plan.</li> <li>Appreciate and learn more about Marketing as a career.</li> </ol>
<p><b>Learning Outcomes:</b></p> <ol style="list-style-type: none"> <li>Develop customer relationships and value through marketing.</li> <li>Link marketing and corporate strategies.</li> <li>Define consumer behavior.</li> <li>Recognize organizational markets and buyer behavior.</li> <li>List ways to reach global markets.</li> <li>Turn marketing information into action.</li> <li>Identify market segments and targets.</li> <li>Implement interactive and multichannel marketing.</li> </ol>

Unit/ Chapter	Contents
01	<b>Understanding Marketing and the Marketing Process:</b> Marketing, Managing profitable customer relationship, company and marketing strategy, Partner to build customer relationship
02	<b>Marketing in a Changing World:</b> Creating Customer Value and Satisfaction, Strategic Planning and the marketing Process, The marketing Environment
03	<b>Developing Marketing Opportunities and Strategies:</b> Marketing Research and

	Information Systems, Consumer Markets and Consumer Buyer Behavior, Market Segmentation, Targeting and Positioning for Competitive Advantage.
<b>04</b>	<b>Developing the Marketing Mix:</b> Product and Services Strategy, New-Product Development and Product Life-Cycle Strategies

<b>Text Books:</b>	
1.	Principles of Marketing Philip Kotler & Gary Armstrong

<b>Reference Books:</b>	
1.	Fundamentals of Marketing, W.J. Stanton, McGraw Hill.
2.	Essentials of Marketing, E.J. McCarthy & W.D & Perreault, Irwin.

<b>Teaching Strategies:</b>	
	▪ Lecture
	▪ Discussion
	▪ Presentation

<b>Course Title: International Economics</b>	
<b>Course No: MKT-212</b>	Course Credit: 03
Clock Hours: 45	Total Marks: 100

<p><b>Rationale:</b></p> <p>The study of Economics can also be judged from this fact that the daily newspapers cannot be understood without some knowledge of Economics. The newspapers often describe complicated economic problems such as inflation, balance of payment, balance of trade, imperfect markets, dumping, co-operative farming, sub-division and fragmentation of holdings, mechanization of agriculture, If you do not have working knowledge of Economics, you cannot understand these diverse problems</p> <p><b>1) Intellectual Value:</b> The knowledge of Economics is very useful as it broadens our outlook, sharpens our intellect, and inculcates in us the habit of balanced thinking. The study of Economics makes us realize that we as human beings are dependent upon one another for our daily needs.</p> <p><b>(2) Practical Advantages:</b> The practical advantages of Economics are much more important than its theoretical advantages. These advantages can be looked at from the individual and community point of view of Bangladesh.</p> <p><b>(3) Personal Stake in Economics:</b> From personal point of view, the study of Bangladesh Economics is useful as it enables each of us to understand better and appreciate more intelligently the nature and significance of our money earning and money spending activities. With the knowledge of Economics, the consumer can better adjust his expenditure to his income. The knowledge of Economics also explains us as to how the reward of various factors of production is determined.</p> <p><b>(4) Economics for the Leader:</b> The study of Bangladesh economics is not only helpful from the individual point of view but it is also very useful for the welfare of the Bangladeshi community. Every government has to tackle different kinds of economic problems such as unemployment,</p>
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inflation, over production, under-production, imposition of tariffs and control, problem of monopolies, etc. the statesman can successfully solve these problems, if he has thorough knowledge of the subject of Economics. The knowledge of Economics for a finance minister is also indispensable. He has to raise revenue by imposing taxes on the incomes of the people for meeting the necessary expenditure of the government. Economics here comes to his rescue and guides him as to how the taxes could be levied and collected.

**(5)Poverty and Development:** The study of Economics helps in devising ways and means and suggesting practical measures in solving these problems.

**(6)Economics for the citizen:** The world is so fast changing that we are completely now living in a world dominated by economic forces and economic ideas. If the people of any country do not have the working knowledge of an economic system; then the government of that country can easily hoodwink citizens have knowledge of Economics, then the government will be very vigilant and spend the money in a wise manner.

**Objectives:**

- This course analyzes the economic features and macroeconomic performance of the economy of Bangladesh.

**Learning Outcomes:**

After completing this course, students should be able to:

- Demonstrate an understanding of the methods and principles of microeconomic theory, including tradeoffs, opportunity costs, and marginal decision making.
- Explain how markets work and how market prices are determined using principles of supply and demand.
- Analyze financial markets and investments, including the stock market, and their relation to the economy
- Evaluate key economic indicators (including GDP, unemployment, inflation) and their use in evaluating macroeconomic conditions
- Understand major macroeconomic tools, including fiscal and monetary policies, and their use in managing the economy
- Apply quantitative reasoning to understand and solve problems.
- Become critical consumers of information by explaining alternative perspectives and structuring hypotheses to evaluate evidence and distinguish between those alternatives.
- Identify and describe any particular virtuous or ethical behavior as some combination of fundamental virtues (courage, temperance, prudence, justice, faith, hope, and love)
- Understand how ethical principles support effective microeconomic interactions between pairs of individuals or small groups, and how they support effective macroeconomic systems.
- Apply ethical principles in a variety of economic contexts.

Unit/ Chapter	Contents
1.	<b>Elementary Principles of Trade:</b> Differences between Domestic and Foreign Trade.
2.	<b>The Principle of Absolute Cost and Comparative Cost Advantages:</b> Production Possibilities Curve with Constant Costs, Increasing Opportunity Costs, Factor Proportions, Trade and Factor Efficiency, Decreasing Costs, Gains from International Trade. Advantages and Disadvantages of International Trade The Effects of Tariff on Consumers and Producers, Argument for and Against Protection. The Infant Industry Agreement The Infant Government Argument, Non Economic Argument, Justification of Imposing Protection in Bangladesh, Economic Integration Causes and Effects of Economic Integration, International Cartels.

3.	<b>Balance of Payment:</b> Causes and Remedies of Disequilibrium in B/P Economic Development and Balance of Payments.
4.	<b>Exchange Control:</b> Objectives of Exchange Control, Methods of Exchange Control, Merits and Demerits of Exchange Control.
5.	<b>Devaluation:</b> Merits, Demerits and International Obligations.
6.	<b>Foreign Capital and Economic Development:</b> Need for Foreign Aid, International Economic Cooperation and Trade Agreements.

**Text Books:**

1. International Economics, Kindleberger, Charles P.

**Book Recommended:**

1. International Economy, Elsworth, P.T.

**Reference Books:**

1. Development Strategy for Bangladesh, A.R.Khan and M. Hossain.
2. Development Planning in Bangladesh, Nurul Islam.
3. Entrepreneurship Development, A.H.M. HabiburRahman (edited).
4. Pan Documents Five Year, Annual and Perspective Plans.
5. Statistical Year Book for Bangladesh.

**Teaching Strategies:**

- Lecture
- Discussion
- Presentation
- Online News and Discussion

**Course Title: Financial Management**

**Course No: MKT 213**  
**Clock Hours: 45**

**Course Credit: 03**  
**Total Marks: 100**

**Rationale:**

This course studies corporate finance and capital markets, emphasizing the financial aspects of managerial decisions. The course touches on all areas of finance, including the valuation of real and financial assets, risk management and financial derivatives, the trade-off between risk and expected return, and corporate financing and dividend policy. The course draws heavily on empirical research to help guide managerial decisions.

**Objectives:**

- Develop an understanding of the tools that are used to value investment projects and companies (valuation).
- Understand the basic issues involved in how firms should raise funds for their real investments (financing).
- Evaluate how investment and financing decisions are related.

**Learning Outcomes:**

**Learning Outcomes:****• Critical Thinking**

- Students will analyze different financial problems in corporate finance
- Students will use inquiry to determine the best method for taking decision regarding financial problems

**• Communication Skills**

- Students will recognize, construct, and interpret different financial analysis.
- Students will explain (both in writing and verbally) financial solutions to problems.
- Students will be required to answer questions during lecture concerning topics discussed in class.

**• Empirical and Quantitative Skills**

- Students will calculate financial problems numerically and explain the result in the context of the problem.
- Students will use marginal analysis to make informed and quantitative business decisions.

<b>Unit/ Chapter</b>	<b>Contents</b>
<b>01</b>	<b>Nature of Financial Management:</b> Scope of Finance Functions, Job of Financial Manager, Financial Decision Making and Financial Goal: Profit Vs. Wealth, Conflict of Goals: Management vs. Owners, Financial Goal and Firm's Objective.
<b>02</b>	<b>Time Value of Money:</b> Time Preference for Money, Future of a Lump Sum, Present of a Lump Sum, Compound Value of a Steam Payments, future Value of an Annuity, Future Value of an Uneven Stream, Present Value of a Stream Payments, Present Value of an Annuity, Present Value of an Uneven Stream, Non-Annual Compounding, Continues Compounding and Discounting.
<b>03</b>	<b>Risk and Return:</b> Financial and business Risk, Leverage and Risk, Measuring Risk-Probability Distribution, Expected Value, Standard Deviation and Co-efficient of Variation, Risk Premium, Risk and Required Return.
<b>04</b>	<b>Capital Budgeting:</b> Importance of Investment Decisions, Types of Investment Decisions, Investment Evaluation Criteria, Different Methods of Project Evaluation: BP, ARR, NPV, IRR, PI, Incremental Approach.
<b>05</b>	<b>Financial Analysis:</b> Users of Financial Analysis, Type of Ratios and Their Comparison, Utility of Ratio, Cautions in Using Ratio Analysis, Different Problems of Ratio Analysis.
<b>06</b>	<b>Short Term Financing Sources:</b> Trade Credit, Overdraft, Various terms of Sales: Accrued Expenses: Unsecured Loans; Secured loans and other sources; Pledging Accounts Receivables and Factoring, Short-Term Bank Credit, Obtaining funds by Using Current Assets, Working Capital.
<b>07</b>	<b>Intermediate Term Financing &amp; Leasing:</b> Types and Uses of Intermediate-Terms Debt. Cost and benefits, revolving credit agreements, Characteristics of Lease Arrangements, Sources of Lease Arrangements, Types of Lease, Reasons for Leasing, Lease vs. Borrow Purchase Analysis. Insurance company term loans; Provisions of loan agreements.
<b>08</b>	<b>Financial Structure &amp; Leverage:</b> Characteristics of Debt vs. Equity, Factors to consider in Planning Methods of Financing, Evaluation of Determining Factors.
<b>09</b>	<b>Long-Term Financing Decisions and Investment Banking:</b> Long-Term Financing: The Capital Structure Problem, Decision Criteria for Long-Term Financing Decisions, Raising Funds from the Capital Market, Institutions Supplying Long Term Finance in Bangladesh.
<b>10</b>	<b>Valuation of Cost of Capital:</b> Capital Components and their costs; Measures of Value Component, Costs of Debt. and Equity Capital, cost of preferred stock, cost of

	Common Equity, Cost Retained Earnings, Weighted Average Cost of Capital, Marginal Cost of Capital.
<b>11</b>	<b>Introduction to Capital Market:</b> Shares and Debentures, SEC, Stock Exchange (DSE & CSE) in Bangladesh-Problems and Prospects.

<b>Text Books:</b>	
<b>01.</b>	Financial Management, Pandey, Vikas Publishing House Pvt. Ltd.
<b>02.</b>	An Introduction to Financial Management. Henderson, G.V, Trennepohl, G.L. et al.

<b>Reference Books:</b>	
<b>01.</b>	Financial Management, John hen Horna.
<b>02.</b>	Financial Management, Robert W. Johnson & Ronald W. Melicher.

<b>Teaching Strategies:</b>	
	▪ Lecture
	▪ Discussion
	▪ Presentation
	▪ Group Study

<b>Course Title: Business Statistics-I</b>	
<b>Course Code: MKT 214</b> <b>Clock Hours: 45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>

<p><b>Rationale:</b> Statistics is a scientific art of collection, organization, presentation, analysis and interpretation of data to assist in making more effective decisions. Hence, for first-class business managers, statistics is an extremely important science, which uses numbers as well as qualitative information to collect and categorize facts, paving the way to make decisions effectively and efficiently. This course review fundamental statistical techniques related to solve quantitative problems encountered in business.</p>
<p><b>Objectives:</b> The purpose of this course is to provide the statistical foundations required to make informed decisions useful in solving real-life business problems. The course involves concepts that enable students to understand topics such as corporate risk, market research and quality control. The emphasis throughout the course is on data summarization and data interpretation using different methods and techniques.</p>
<p><b>Learning Outcomes:</b> Upon successful completion of this course, students will be able to demonstrate proficiency with:</p> <ol style="list-style-type: none"> <li>Organize, analyze, interpret, and summarize the data in a useful and informative way.</li> <li>Calculate the frequency, central tendency, and interprets the meaning and applications of standard deviation.</li> <li>Understand the probability distribution and the uses of random and non-randomized variables</li> </ol>

- d. Detecting relationships in data and building regression models.
- e. Estimate the population parameters using sample statistics.
- f. Calculate the trade-off between sample size and sampling error.

Unit/ Chapter	Contents
01	<b>Understanding Statistics:</b> Introduction Meaning of Statistics, Users of Statistics, History and Subdivisions within Statistic: Population, Sample, Statistic and Parameter.
02	<b>Groping and Displaying Data to Convey Meaning:</b> Table and Graphs, Data Arranging, Data Array and the Frequency Distribution, Graphing Frequency Distributions.
03	<b>Measures of Central Tendency and Dispersion in Frequency Distributions:</b> Summary Statistics, A Measure of Central Tendency: The Arithmetic Mean, The Weighted Mean, The Geometric Mean, The Harmonic Mean, The Median, The Mode, Dispersion: Useful Measures of Dispersion, Average Deviation, Standard Deviation, Relative Dispersion: The C-efficient of Variation.
04	<b>Probability:</b> Introductory Ideas, Odds and Evens, Basic Terminology in Probability, Three Types of Probability, and probability Rules, Probabilities under Conditions of Statistical Independence and Dependence, Revising Prior Estimates of Probabilities: Byes Theorem.
05	<b>Probability Distributions:</b> Meaning of Probability Distribution, Random Variables, Use of Expected Value in Decision Making, The Binomial Distribution, The Normal Distribution: A distribution of A Continuous Random Variable, choosing the Correct Probability Distribution.
06	<b>Sample and Sampling Distribution</b> Population, Sample and Sampling, Types of Sampling, Classification of Random and Nonrandom Sampling Techniques, Sampling Distribution, Conceptual Basis of Sampling Distributions, Sampling from Normal and Non-normal Distributions, The Central Limit Theorem, Standard Error, its Relationship with the Sample Size, Finite Population Multiplier.
07	<b>Estimation:</b> Introduction, Point Estimates, Interval Estimates: basic Concepts, Interval Estimates and Confidence Intervals, Calculating Interval Estimates of the mean from large Samples, Interval Estimates using the Distribution, Determining the Sample Size in Estimation.
08	<b>Regression and Correlation Analysis:</b> Introduction, Estimation Using the Regression Line, Correlation Analysis, Making Inferences about Population Parameters, Using Regression and Correlation Analysis: Limitations, Errors and Caveats. Multiple Regression and its Equation, Making Inferences about Population Parameters, Inferences about Individual Slopes using Computers, Test of Significance of a Variable.

**Text Books:**

Statistics for Management, Richard I. Levin and David S. Rubin

**Reference Books:**

Statistics for Management & Economics, Lind, Marchal, and Wathen  
 Statistics & Their Application to Commerce, A.L. Buddington.

**Teaching Strategies:**

<b>Course Title: Elementary Psychology</b>	
<b>Course No: MKT-215</b> <b>Clock Hours:45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>

**Rationale:**

This course is designed to provide students with an overview of the field of psychology and an appreciation for the scientific nature of the discipline. We will examine ways in which psychologists apply scientific principles to the study of a variety of specialty topics in the field, including perception, learning, cognition, behavior, human motivation and emotion, personality and its assessment. We will also examine the ways that psychological principles impact on marketing fields and our daily lives.

**Objectives:**

- Students who successfully complete this course will
- a. Acquire an understanding and appreciation for the science of psychology and the methodology used to conduct psychological research
  - b. Have a strong foundation in content knowledge of the subject and its application in marketing
  - c. Be able to think critically about the material and apply psychological principles to real-world problems and experiences
  - d. Gain an appreciation for the diversity within the field of psychology

**Learning Outcomes:**

- By the time they graduate, students will:
1. Demonstrate knowledge of the major theoretical approaches and findings in psychology
  2. Know the research methods used in psychology, apply their knowledge in research design, and data analysis
  3. Critically assess information related to the study of behavior and mental processes, and use the critical assessment in forming conclusions and arguments
  4. Develop tolerance for ambiguity and opinions that differ from their own

<b>Unit/ Chapter</b>	<b>Contents</b>
<b>01</b>	Conceptual Approaches to Psychology, Scope of Contemporary Psychology and Fields of Psychology, Research Methods and Measurement in Psychology.
<b>02</b>	Biological basis of Behavior: Basic Units of the Nervous System, Organization of the Nervous System,
<b>03</b>	Psychological Development: Factors Governing Development, Early Years, Cognitive Development, Personality and Social Development.
<b>04</b>	Some General Properties of the Senses, the Visual Sense, the Auditory Sense and the other Senses.
<b>05</b>	Object Perception and Perceptual Constancies, Organization and Perceptions, Perceptual Hypothesis, Movement Perception, Depth Perception, Role of Learning

	in Perception,
06	Attention and Perception, Extrasensory Perception, Varieties of Waking States, Sleeping and Dreaming, Meditation.
07	Classical Conditioning, Operant conditioning, Principle of Reinforcement, Multiple Response Learning, Models of Learning.
08	Kinds of Remembering, the Nature of Forgetting, Two Process Theories of Memory, Improving Memory.
09	Theories of Motivation, Motivational Factors in Aggression, Emotion, Psychological Responses in Emotion. Theories of Emotion, Arousal and Emotion, Emotional Expression, Emotion as Adaptive and Disruptive.
10	Personality and its Assessment: Shaping of Personality, Trait Approach, Social learning Approach, Psychoanalytic Approach, Phenomenological Approach, Personality Assessment, consistency of Personality.
11	Frustration, Reactions to Frustration, Anxiety, Theories of Anxiety, Defense Mechanisms and Adjustments.
12	Abnormal Behavior, Neuroses and Psychoses, Schizophrenia, Psychophysiological Disorders, Personality Disorders, Historical Background of Psychotherapy, Techniques of Psychotherapy,

<b>Text Books:</b>
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| 1. | Introduction to Psychology. Hilgard, E.R, Atkinson, R.T, Atkinson, R.C. |
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<b>Reference Books:</b>
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| 1. | Introduction to Psychology, Morgam, T. Clifford and Richard A. King, Mcgrow Hill Publishing Co. Ltd. |
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<b>Teaching Strategies:</b>
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| <ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion/Participation</li> <li>▪ Presentation</li> </ul> |
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<b>Course Title: Principles of Marketing-ii</b>
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<b>Course No: MKT-221</b> <b>Clock Hours: 45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>
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<b>Rationale:</b>
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<p>This course considers the basic concepts of Principles of Marketing, the various activities necessary for marketing planning, the beginning of marketing activities to be conducted by a firm, and relevant issues on strategy and marketing management relevant to expanded global operations.</p>
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<b>Objectives:</b>
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<p>At the end of the course, the student should:</p>
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| <ol style="list-style-type: none"> <li>a. Understand the basic principles, theories, concepts and dynamics of Marketing.</li> <li>b. Apply these principles and tools in case analysis and to practical business decision-making situations.</li> <li>c. Integrate the concepts/techniques learned through application in the preparation of a comprehensive marketing plan.</li> <li>d. Appreciate and learn more about Marketing as a career.</li> </ol> |
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**Learning Outcomes:**

- Develop customer relationships and value through marketing.
- Link marketing and corporate strategies.
- Scan the marketing environment.
- Discuss ethics and social responsibility in marketing.
- Recognize organizational markets and buyer behavior.
- List ways to reach global markets.
- Turn marketing information into action.
- Define personal selling and sales management.
- Implement interactive and multichannel marketing.

*At the end of the course students should be able to-*

- Identify the elements to be analyzed when firms do an internal control of their record
- Recognize the factors to be considered when analyzing a firm's marketing environment, especially who the competition is and might be in the future
- Appreciate the efforts that some enterprises make in terms of green marketing and corporate social responsibility
- Distinguish between segmenting, targeting and positioning and their relation to a company's strategy choices and value propositions
- Identify the elements of the Marketing Mix
- Appreciate the differences between Products and Services and Products with Service components—including the B2B and B2C perspectives
- Recognize and justify the use of different pricing approaches and strategies
- Differentiate between logistics and material management

Use the tools available in an integrated marketing communications program to create a successful campaign to either launch a product/service or enhance the sales volume of an already existing offer

- Improve their job interview skills after enhancing their vocabulary with many useful and common words relevant to the world of business

Unit/ Chapter	Contents
01	<b>Developing the Marketing Mix:</b> Products, Pricing Considerations and Approaches. Pricing Strategies, Distribution Channels and Logistics Management Retailing and Wholesaling Integrated Marketing Communications Strategy, Advertising, Sales, Promotion and Public Relations, Personal Selling and Sales Management, Direct and online Marketing Model.
02	<b>Managing Marketing:</b> Competitive Strategies, Attracting, Retaining, and Growing Customers, the Global Marketplace, Marketing and Social Responsibility and marketing Ethics.

**Text Books:**

1. Principles of Marketing, Philip Kotler & Gary Armstrong, Prentice-Hall.

**Reference Books:**

1. Fundamentals of Marketing, W.J. Stanton, McGraw-Hill.
2. Essentials of Marketing, E.J. McCarthy & W.D. Perreault, Irwin.

<b>Teaching Strategies:</b>
▪ Lecture
▪ Discussion
▪ Presentation

<b>Course Title: Human Resource Management</b>	
<b>Course No: MKT-222</b> <b>Clock Hours: 90</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>

**Rationale:**  
Human Resource management is a central function of any organization. Generally, 50 percent or more of an organization’s operating budget is used to pay the people who work there. HR management can be defined as the effective use of human capital in an organization through the management of people-related activities. It involves leadership, values, employment planning, recruiting and selecting employees, training and compensating them, and evaluating their performance. It also significantly influences the corporate culture and norms.  
The general purpose of the course is to familiarize students with the basic principles and techniques of human resource management. The course takes a practical view that integrates the contributions of the behavioral sciences with the technical aspects of implementing the HR function in the ‘real world.’ Certainly, not everyone who takes this course will become a human resource professional, although they will learn a great deal about those roles. Indeed, for many students this course will be the only HR course they take. However, all managers, no matter what their specialization, play an integral role in carrying out HR policies and practices in their organization – and they have to deal with their organization’s human resources department.  
Thus, a basic understanding of human resource management is essential whether the student works in a government agency, financial services, hospital, high technology industry, retail, educational institution, or other type of organization.

**Objectives:**  
A key objective of this course is to show that HR management is more than just accepting employment applications and keeping records; it is a central and strategic organizational activity of increasing complexity and importance.  
These broad intentions can be defined more precisely through an examination of the course’s specific objectives. By the end of the course the student will be able to:

- ✚ Appreciate the importance of human resource management as a field of study and as a central management function;
- ✚ Understand the implications for human resource management of the behavioral sciences, government regulations, and court decisions;
- ✚ Know the elements of the HR function (e.g. – recruitment, selection, training and development, etc.) and be familiar with each element’s key concepts & terminology; and
- ✚ Apply the principles and techniques of human resource management gained through this course to the discussion of major personnel issues and the solution of typical case problems.

**Learning Outcomes:**  
✚ Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.

<ul style="list-style-type: none"> <li>✚ Administer and contribute to the design and evaluation of the performance management program.</li> <li>✚ Develop, implement, and evaluate employee orientation, training, and development programs.</li> <li>✚ Facilitate and support effective employee and labour relations in both non-union and union environments.</li> <li>✚ Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.</li> <li>✚ Present and evaluate communication messages and processes related to the human resources function of the organization.</li> <li>✚ Manage own professional development and provide leadership to others in the achievement of ongoing competence in human resources professional practice.</li> <li>✚ Facilitate and communicate the human resources component of the organization's business plan.</li> <li>✚ Conduct research, produce reports, and recommend changes in human resources practices.</li> </ul>
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Unit	Contents
01	<b>The Context of the Practice of HRM:</b> Fundamentals of Human Resource Management, Human Resource Management in a Changing Environment, Understanding Equal Employment Opportunity, Motivating Employees and Designing Jobs.
02	<b>Staffing the Organization:</b> Employment Planning and Job Analysis, Recruiting and the Foundations of Selection, Effective Selection Devices.
03	<b>Training and Development:</b> Socializing, Orienting and Developing Employees, Managing Careers.
04	<b>Appraisal and Pay Systems:</b> Evaluating Employee performance, Establishing Rewards and pay plans, Employee Benefits.
05	<b>Creating a Productive, Safe, and Fair Workplace:</b> Employee Rights, Safety and Health Programs. Effective HRM Communications, Labor Relations and Collective Bargaining.

<b>Text Books:</b>	
1.	Human Resource Management –Decenzo/Robbins. (Latest Edition)

<b>Reference Books:</b>	
1.	Gary Dessler, Human Resource Management.

<b>Teaching Strategies:</b>	
	▪ Lecture
	▪ Discussion/Participation
	▪ Presentation

<b>Course Title: Insurance and Risk Management</b>	
<b>Course Code: MKT 223</b> <b>Clock Hours: 45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>

<p><b>Rationale:</b> The Insurance and Risk Management concentration examines the techniques useful to corporations, organizations, and individuals in minimizing the potential financial and nonfinancial losses arising from their exposure to risk. These techniques range from traditional insurance products, to recent advances in corporate and insurer risk management (e.g., risk financing and retention, non-insurance risk transfer, catastrophe derivatives). The concentration also encompasses such topics as risk and insurance regulation, global risk management, and related public policy initiatives.</p>
<p><b>Objectives:</b> The objective of the course is to acquaint the student with the basic knowledge of the principles of risk and insurance and the methods of risk management found in strategic planning. It is an attempt to give some basic principles of insurance buying, with an emphasis on how to develop a strong insurance and financial estate planning program</p>
<p><b>Learning Outcomes:</b></p> <ol style="list-style-type: none"> <li>Demonstrate the ability to communicate effectively both orally and in writing.</li> <li>Reveal knowledge of the legal and ethical environment impacting business organizations and exhibit an understanding and appreciation of the ethical implications of decisions.</li> <li>Exhibit an understanding of and appreciation for the importance of the impact of globalization and diversity in modern organizations.</li> <li>Express an ability to work effectively with others.</li> <li>Display knowledge of current information, theories and models, and techniques and practices in all of the major business disciplines including the general areas of Accounting and Finance, Information Technologies, Management, Marketing, and Quantitative Analysis.</li> </ol>

<b>Unit/Chapter</b>	<b>Contents</b>
<b>01</b>	<b>Introduction of Insurance:</b> Origin and History-Definition-Nature-Scope-Role-Social and Economic Values of Insurance. Fundamental Principles-Insurance Contract.
<b>02</b>	<b>Life Insurance:</b> Contract-Kinds of Policies and Annuities-Mortality Table-Claims and Settlement-Premium Plans-Computation of Net Premium-Calculations of Reserve Surplus and its Distribution.
<b>03</b>	<b>Marine Insurance:</b> Contract -Types of Policies-Marine Losses-Claims and Settlement.
<b>04</b>	<b>Fire Insurance:</b> Contract-Claims and Settlement-Reinsurance.
<b>05</b>	<b>Miscellaneous Insurance:</b> Postal Life Insurance; Group Insurance; Accident Insurance; Automobile Insurance.
<b>06</b>	<b>Risk Management:</b> Definition of Risk-Classification of Risk-Insurance as a Device for Handling Risk, Objectives of Risk Management. Fire Hazards, Physical and Moral Hazards, Approaches towards Risk Prevention. Peril.
<b>07</b>	<b>Insurance Business in Bangladesh:</b> Present Pattern of Insurance Business-JibanBima Corporation-SadharanBima Corporation-American Life Insurance

	Company and other Private Insurance Companies of Bangladesh.
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<b>Text Books:</b>
Insurance, Principles and Practice, M.N.Misra.

<b>Reference Books:</b>
1   Insurance Principles, Practices, M.K Ghosh and A.N Agarwala.
2   Risk and Insurance, DenenbergH.S.EjlersR.D.andHorfman, G.W.Prentice-Hall.

<b>Teaching Strategies:</b>
▪ Lecture
▪ Discussion
▪ Presentation

<b>Course Title: Business Statistics-II</b>	
<b>Course Code: MKT 224</b> <b>Clock Hours: 45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>

<p><b>Rationale:</b> In the sequel of statistic knowledge, Business Statistics II will further expanded by taking advanced quantitative decisions about any larger set of observation. This course reviews advanced statistical techniques related to solve quantitative problems encountered in business. The basic conception about this technical learning is tremendously important for our today's' business school student because this is the magical blow of statistics that renovate so many business entrepreneurs. Hence, advanced statistics is an extremely important science of upgraded qualitative information and quantitative techniques to collect and categorize facts, paving the way to make decisions effectively and efficiently.</p>
<p><b>Objectives:</b> The purpose of this course is to provide the advanced statistical tools and techniques required to make informed decisions useful in solving real-life business problems. The course involves concepts that enable students to understand topics such as corporate risk, advanced marketing research and quality control. The emphasis throughout the course is on data summarization and data interpretation, data trend, quantitative models, and decision tree using different advanced analytical methods and techniques.</p>
<p><b>Learning Outcomes:</b> Upon successful completion of this course, students will be able to demonstrate proficiency with:</p> <ol style="list-style-type: none"> <li>1. Testing Hypotheses: One Sample Tests and two sample tests</li> <li>2. Analyzing variance between or among different variables</li> <li>3. Interpreting test of significance of association and strength of association</li> <li>4. Forecasting trends among decision variables</li> <li>5. Constructing and using index numbers and decision tree.</li> </ol>

<b>Unit/ Chapter</b>	<b>Contents</b>
<b>01</b>	<b>Testing Hypotheses: One Sample Tests</b> Introduction, Concepts basic to the Hypothesis Testing Procedure, Testing Hypotheses.
<b>02</b>	<b>Testing Hypothesis: Two-Sample Tests</b> Hypothesis Testing for Differences Between means and Proportions, Test for Differences Between means, Tests for Differences between Proportions.
<b>03</b>	<b>Chi-Square and Analysis of Variances:</b> Introduction, Chi-Square as Test of Independence, Chi-Square as a Test a Goodness of Fit. Testing the Appropriateness of a Distribution, Analysis of Variance, Inferences about a Population variance, Inferences about Two Population Variance.
<b>04</b>	<b>Nonparametric Statistics:</b> Difference between Parametric and Nonparametric Statistics, Advantages and Disadvantages of Nonparametric Statistics, Rank-Sum Tests: Solving Problems with Mann-Whitney U-test, Kruskal-Wallis Test, Rank Correlation, the Kolmogorov- Smirnov Test.
<b>05</b>	<b>Time Series and Forecasting:</b> Introduction, Variance in Time Series Trend Analysis, Cyclical Variation, Seasonal Variation, Irregular Variation, A Problem Involving All Four Components of a Time Series, Time Series Analysis in Forecasting.

<b>06</b>	<b>Index Numbers:</b> Defining an Index Number, Un-weighted Aggregates Index, Weighted Aggregates Index, average of Relatives Methods, Quantity and Value Indices, Issues in Construction and Using Index Number.
<b>07</b>	<b>Decision Theory:</b> Decision Environment, Expected Profits Under Uncertainty, Expected Value of Perfect Information, Decision Tree Analysis and Its Uses.

<b>Text Books:</b>
Statistics for Management, Richard I. Levin and David S. Rubin

<b>Reference Books:</b>
Statistics for Management & Economics, Lind, Marchal, and Wathen Statistics & Their Application to Commerce, A.L. Buddington.

<b>Teaching Strategies:</b>
Lectures, discussion, assignment, participation, and presentation

<b>Course Title: Organizational Behavior</b>	
<b>Course Code: MKT 225</b> <b>Clock Hours: 45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>

<b>Rationale:</b> Organizational behavior is not the study of how organizations behave, but rather the study of employee's behavior as an individual or groups within an organizational setting. This course reviews fundamentals of employees' behaviors and its impact organizations, helping graduates to develop skills in internal marketing and management.
<b>Objectives:</b> The objective of this course is to increase students' ability to understand organizational culture and to improve the concepts of behavioral sciences. The emphasis throughout the course is on approaches, models, techniques of organizational behavior.
<b>Learning Outcomes:</b> OB will facilitate the upcoming managers with the information and tools they need to select, train, and retain employees in a fashion that yields maximum benefit for the individual employee as well as for the organization. Upon successful completion of this course, students will be able to demonstrate proficiency with: <ol style="list-style-type: none"> <li>1. Detailed idea and solid theoretical background about organizational behavior.</li> <li>2. Dynamics of people and organizations.</li> <li>3. Different types of motivational methods and reward system.</li> <li>4. Employee attitudes one's personality and how to deal with others within organization.</li> <li>5. Traditional and emerging Leadership approaches.</li> <li>6. Group and team behavior.</li> <li>7. Changing working place and work stress and respective counseling.</li> </ol>

<b>Unit/Chapter</b>	<b>Contents</b>
<b>01</b>	<b>Fundamentals of Organizational Behavior:</b> The Dynamics of the People and Organizations, Models of Organizational Behavior, Managing Communications, Social Systems and Organizational Culture.

02	<b>Motivation and Reward System:</b> Motivational Basics, Motivational Applications, Appraising and Rewarding Performance.
03	<b>Leadership and Empowerment:</b> Leadership, Empowerment and Participation.
04	<b>Individual and Interpersonal Behavior:</b> Employee Attitudes and their Effects, Issues between Organizations and Individuals, Interpersonal Behavior.
05	<b>Group Behavior:</b> Informal and Formal Groups, Teams and Team Building.
06	<b>Change and Its Effects:</b> Managing Change, Work Change, Resistance to Change, Implementing Changes Successfully, Organization Development, Understanding Organization Development, OD Approaches to Change, Benefits and Limitations of OD and Counseling.

**Text Books:**

Organizational Behavior: Human Behavior at Work, Keith Davis and John W. Newstrom, Tata McGraw-Hill

**Reference Books:**

Stephen P Robbins, Seema Sanghi, Timothy A Judge, Organizational Behavior, Pearson

**Teaching Strategies:**

Lectures, discussion, case studies, participation, and presentation

**Course Title: Taxation in Bangladesh**

**Course No:** MKT-311  
**Clock Hours:** 45

**Course Credit:** 03  
**Total Marks:** 100

**Rationale:**

To enable students to understand the general objectives, ethics and administration of tax. To calculate income tax, national insurance contributions, capital gains tax corporation tax, inheritance tax, and VAT in straightforward scenarios, including an appreciation of international taxation and basic tax planning. This course is designed to teach students to recognize major tax issues inherent in business and financial transactions. Federal taxation acquaints the student with the social and economic policy implications of the Tax Code. The course focuses on fundamental tax concepts, the mastery of which will enable students to incorporate tax factors into business and investment decisions. Taxes motivate people and institutions to engage in certain transactions. The course develops certain income tax principles to maximize an entity or individual's net present value cash flow resulting from a transaction. The student will become acquainted with the social and economic policy implications of the Tax Code as well as explore the question of what constitutes a "good tax."

**Objectives:**

This course aims to provide students with:

- a broad understanding of the tax system and introduces tax law statutes, Income Tax Act etc.
- an in-depth understanding of the taxation of business and employment income;
- the ability to identify pertinent tax law problems and provide viable solutions using analytical skills;
- the ability to analyze complex 'real-world' problem scenarios, in order to give tax advice to taxpayers;
- the ability to develop well-reasoned arguments as to why a taxpayer is or is not obliged to pay

tax in certain scenarios; and

- Tutorials which will provide a context for student collaboration and independent thought. Tutorials will encourage students to communicate effectively with teaching staff and other students. Students will be guided and encouraged to communicate in these tutorials in a professional and ethical manner.

**Learning Outcomes:**

By the end of this course it is expected that the student will be able to:

- Broad understanding of the tax system
- Specialized knowledge of the taxation of business and employment income
- Practical problem-solving skills
- Argument building
- Analytical thinking
- Independent thinking
- Collaborative thinking
- Effective communication
- Professional and ethical communication

Unit/ Chapter	Contents
01	<b>Introduction:</b> Principles of Public Finance, Objectives of Taxation, Types of Taxes in Bangladesh, Incidence, Shifting of Burden.
02	<b>History of Income Tax Act:</b> Income for Tax Purposes, Characteristics, Classifications of Income and their effects, Exemptions, Income Year and Assessment Year, Assesses, Residential Status of Assesses and Tax Liability, Locales of Income, Determination of Total Income.
03	<b>Heads of Income:</b> Methods of Computing Income and Allowable Deductions Under Each Head.
04	<b>Assessment Procedure:</b> Tax Return and Assessment of Individuals.
05	<b>Income Tax Authorities in Bangladesh:</b> Administrative, Judicial Appeal, Revision, Penalties.
06	<b>Wealth Tax, VAT &amp; Custom Duty – Gift Tax.</b>
07	<b>Tax Evasion &amp; Avoidance:</b> Methods & Techniques, Preventive Measures.

**Text Books:**

01	Morshed M & Others	: Income – Tax
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**Reference Books:**

01	Income Tax Ordinance 1984 and Finance Acts.
02	KhajaAmjadSayeed
03	A.H. Shahadatullah
04	M. Nurunnabi : Income – Tax

<b>Teaching Strategies:</b>
▪ Lecture
▪ Discussion
▪ Presentation

<b>Course Title: Business Environment</b>	
<b>Course No:</b> MKT-312 <b>Clock Hours:</b> 45	<b>Course Credit:</b> 03 <b>Total Marks:</b> 100

**Rationale:**  
To provide an introduction to business and the economic environment within which it operates, which has an increasingly important influence as free market policies are pursued worldwide. Important economic principles will be explained and applied to provide convincing explanations of current economic and business events. The consideration of issues relating to policy towards business will encourage the development of student’s judgmental skills. In addition, the concepts and knowledge learnt in this course will provide a firm basis for the study of business strategy in future courses.

- Objectives:**
- To develop the concept of the business organization operating within the parameters of the internal and external environment.
  - To understand the place of business within the economic system and present some important economic principles relevant to the behavior of business in response to changes in the environment.
  - To impart knowledge about, and encourage awareness of, current issues, facts and events in the local national and international business world.

**Learning Outcomes:**  
Students should gain from the course the following:

- a. An understanding of environmental management approaches in Australia and internationally.
- b. The ability to analyze environmental management in relation to the major principles of sustainable development, defined broadly as: Biodiversity conservation; The Precautionary Principle; Economic sustainability; Intergenerational equity; and Intergenerational equity.
- c. The capacity to translate generic concepts and methods into critical reviews of contemporary, real-world environmental management practices.
- d. The capacity to critically assess theoretical and conceptual issues relating to environmental management utilizing dialectical analysis approaches.
- e. The ability to present synthesized and critically evaluated information in oral and written forms.
- f. The ability to work effectively to create environmental management analysis outputs of professional quality, both independently and within team environments.

<b>Unit/ Chapter</b>	<b>Contents</b>
<b>01</b>	<b>Business Environment:</b> The Microenvironment and macro environment- Environmental management perspective- Environmental influences in marketing-A Socio-economic model of business and society- Consumerism.
<b>02</b>	<b>Social Involvement:</b> Arguments for and against social involvement-Social interaction-Social responsibility-Social challenges.
<b>03</b>	<b>Economic and Cultural Environment:</b> Free economy-Free market economy-

	Mixed economy-Planned economy-Pluralistic society-Fiscal & monetary policy-Price mechanism & market mechanism-Persistence of cultural values-shifts in secondary cultural values.
<b>04</b>	<b>Legal and Political Environment:</b> Political involvement of business- Types and mechanism of political influence-Govt. Regulation and control-Laws relating to contemporary important issues.
<b>05</b>	<b>Technological and Competitive Environment:</b> Technological change and its effect on business- Industry structure-Competitive advantage-Competitive forces.
<b>06</b>	<b>Business Ethics and Ecology:</b> Constraints on better business ethics-General ethical guides-Simplified guides-Environmental pollution and control.
<b>07</b>	<b>Environmental Opportunity and threat:</b> Causes of environmental threat-Environmental threat from the point of marketing-Environmental opportunity VS environmental threat-Challenges to environmental threats.

<b>Text Books:</b>	
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01	Keith Davis and William C. Frederick : Business and Society
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<b>Reference Books:</b>	
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1	Michael Porter	:	Competitive Advantage
2	Kotler and Armstrong	:	Principles of Marketing
3	J.M. Ivan CevichM.L.Leyon	:	Environment: Business in a Dynamic Environment
4	W. D. Ross	:	Business in Free Society

<b>Teaching Strategies:</b>	
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▪	Lecture
▪	Discussion
▪	Presentation

<b>Course title : Managerial Accounting</b>	
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Course no	: MKT-313	Course credit	:03
Course hours	:45	Total marks	:100

**Rationale :** Managers are entrusted with organizational operational planning, decision making and strategic management. Managerial accounting is a company's internal language, and is used for decision-making, production management, product design and pricing and for motivating and evaluating employees. Unless you understand managerial accounting, you cannot have a thorough understanding of a company's internal operations. What you learn in this course will help you understand the operations of your future employer (and enable you to be more successful at your job), and help you understand other companies you encounter in your role as competitor, consultant, or investor.

**Objectives :** This course is planned for the graduate students of the department so that the students realize the importance of Management Accounting as a major source of relevant information for decision making. Specific objectives of this course are to describe what managers do and why they need accounting information; to give ideas about cost terms, concepts and classifications; to explain the importance of cost behavior and their relationship with managerial decision making. This course will further provide students with the elementary idea about budgets and budgetary control, various methods of segment performance measurement, and techniques of generating relevant information for decision making.

**Learning objectives :** At the end of this course students should be able to:

- Identify and illustrate the primary activities and informational needs of managers, explain the role of the managerial accountant as a member of the management team, compare and contrast financial and managerial accounting.
- Prepare traditional and contribution-margin income statements, define related terms, conduct cost-volume-profit analysis.
- Discuss the impact of technology on the manufacturing environment and its implications for product costs and development of activity based costing and management.
- Explain the purposes of budgeting and the master budget, prepare component schedules, and relate the budget to planning and control.
- Prepare and interpret variance analysis reports and relate them to responsibility accounting and control.
- Explain the nature of and need for segment reporting and the relationship with cost, revenue, profit, and investment centers; prepare and analyze related segment reports.
- Explain the nature of capital expenditure decisions and apply and evaluate various methods used in making these decisions.

Unit/chapter	Contents
01	<p><b>Introduction:</b> Definition; Management Accounting; Scope and Functions of Management Accounting; Evolution of Management Accounting; Financial Accounting Vs. Management Accounting; Cost Accounting Vs. Management Accounting; the Management Accountant: the Controller Function; the Treasurer Function; Expanding Role of Management Accountants; Comparison between Traditional and Contemporary Role of Management Accountants; Management Accounting in Service and Non-Profit Organizations; the Management Accounting Profession; Standard of Ethical Conduct for Management Accountants.</p>
02	<p><b>Cost Classification and Cost Behavior analysis:</b> Cost Classification for Decision Making; Cost Behavior; Analysis and Measurement of Cost Behavior; Methods of Segregating Costs into Fixed and Variable Costs (High- Low Method; Inspection of Accounts/Accounts Classification Method; Engineering Method; Ordinary Least Square Method); Contribution Format of Income Statement.</p>
03	<p><b>Cost-Volume-Profit Analysis:</b> Assumption and Uses of Cost-Volume-Profit (CVP) analysis; Breakeven Analysis; Computations of Breakeven Point and Shutdown Point; Graphical Approach to CVP Analysis; Margin of Safety; Degree of Operating Leverage (DOL); CVP Analysis Under Multi-Product</p>

	Situations; Limitations of CVP Analysis.
04	<b>Variable Costing and Absorption Costing:</b> Meaning; Comparison; Variable Costing and Absorption Costing Income Statement; Reconciliation of Absorption Costing Income with Variable Costing Income; Uses and Limitations of Absorption Costing and Variable Costing.
05	<b>Activity Based Costing:</b> Traditional Costing System; Application and Limitation; Definition of ABC; Treatment of Cost under Activity Based Costing; Designing an Activity Based Costing System; Identifying Activities that Use Resources; Cost Drivers and Choosing Cost Drivers; Assigning Cost using Activity Based Costing; Benefits of ABC; Comparison of Traditional and ABC Product Costs; Criticism of ABC.
06	<b>Budgeting and Budgetary Control:</b> Budget, Forecast and Budgeting; Purposes of Budgeting; Benefits; Applicability of Budgeting and Budgetary Control; Budgeting Process; Types of Budgets and their Interrelationship; Preparation of Functional Budgets; Cash Budget; Master Budget; Budgeted Income Statement; Budgeted Balance Sheet; Role of Budgeting in Service and Not-for -Profit Organizations; Behavioral aspects of Budgeting.
07	<b>Flexible Budgeting:</b> Flexible Budget vs. Static Budget; Limitation of Static Budget; Characteristics of a Flexible Budget; Advantages of Flexible Budget; Preparation of Flexible Budget; Flexible Budget and Variance Analysis.
08	<b>Relevant Information for Decision Making:</b> The Concept of Relevant Cost; Using Relevant Cost Information in Decision Making; Make or Buy Decisions; Limiting Factor Analysis; Addition or Deletion of Products or Departments; Special Sales Orders; Sell or Process Further Decision; Replacement of Asset Decision etc.
09	<b>Pricing Policy and Decisions:</b> Transfer Pricing; Cost Plus Pricing Methods; Variable Cost Pricing; Differential Cost Pricing; Full Cost Pricing; ABC and Pricing; Rate of Return Pricing; Pricing Policies and Strategies.
10	<b>Responsibility Accounting:</b> Meaning and Objectives of Responsibility Accounting; Financial Control and its Relationship with Operations Control; Centralization Vs. Decentralization; Advantages and Disadvantages of Decentralization; Decentralization and Responsibility Centres: Cost Centres, Revenue Centres, Profit Centres and Investment Centres; Decentralization and Segment Reporting; Accounting for Responsibility Centres: ROI, RI, EVA and MVA Measures; Comparison between ROI, RI, EVA and MVA; Performance Responsibility Reporting.

Text books :

**Text Book:**

1. C. T. Horngren, G. Sundemand W. O. Stratton. Introduction to Management Accounting (Prentice Hall).
2. R. H. Garrison and E. W. Noreen. Managerial Accounting (Irwin).

**Reference books :**

1. A. A. Atkinson, R. S. Kaplan and S. M. Young. Management Accounting (Prentice Hall).
2. A. Belkaoui. Advanced Management Accounting (Quorum Books).
3. M. L. Hirsch. Advanced Management Accounting (Kent Publishing Company).
4. L. G. Rayburn. Cost Accounting: Using a Cost Management Approach (IRWIN)

**Teaching strategies :**

- Lecture
- Discussion
- Presentation
- Lab class

**Course Title: Agricultural and Rural Marketing**

**Course Code: MKT 314**  
**Clock Hours: 45**

**Course Credit: 03**  
**Total Marks: 100**

**Rationale:**

Agribusiness in Bangladesh is a major part of the economic system and contributes about 70 percent to the GNP and employs approximately 80 percent of the labor force. This course covers basic concepts and economic principles related to markets for agricultural products from the farm to the consumer's table. The course applies basic economic principles to analyze current issues in agricultural marketing. Moreover, the population is predominantly rural with about 76.61 percent of the total population living in rural areas and directly or indirectly engaged in a wide range of agricultural activities. The course includes an overview of current marketing problems faced by farms and agribusinesses, farm and retail price behavior, structure of markets, food marketing channels, food quality, food safety, rural marketing, and the role of agriculture in the general economy and considers the implications of consumer preferences at the farm level.

**Objectives:**

The main objective is to provide a clear understanding about the underlying economic theory of agricultural and rural marketing strategies as well as their application to various agribusiness situations.

**Learning Outcomes:**

This can be accomplished by designing a course entitled Agribusiness Marketing with the following objectives that should be mastered by students:

- a. Demonstrate an understanding of agribusiness marketing terminology.
- b. Explain the roles of institutions and specialized individuals in the food and fiber marketing system.
- c. Describe the market structure for selected agricultural commodities and food products.
- d. Formulate a marketing strategy for an agribusiness product given a hypothetical market situation.
- e. Clarify the concepts of rural marketing strategies for rural markets.

<b>Unit/ Chapter</b>	<b>Contents</b>
<b>01</b>	<b>The Analytical Approach:</b> Agricultural Marketing System, a Framework of Theory for Market Analysis, Agricultural Product and Marketing
<b>02</b>	<b>Food Market and Institutions:</b> Food consumption and Marketing, Food Processing and Manufacturing, Food Wholesaling and Retailing, The International Markets for Food.
<b>03</b>	<b>Prices and Marketing Costs:</b> Price Analysis and the Exchange Function, Demand and Supply for Farm Products, Cyclic Movement in Production and Prices, Seasonal Price Movement, Hedging in Future Contracts, Effects of Speculation on Future Contracts.
<b>04</b>	<b>Functional and Organizational Issues:</b> Changing Organization of Food Markets,

	Cooperative Marketing, Market Information, Standardization and Grading, Transportation, Storage
<b>05</b>	<b>Government and Agricultural Marketing:</b> Government Price, Income and Marketing Programs, Food Marketing regulation
<b>06</b>	<b>Rural Marketing:</b> Definition, Difference between Rural Marketing and Agricultural Marketing, The rural Marketing Mix: Challenges, The Rural Marketing Environment, Rural Consumer Behavior, Segmenting and Targeting Rural Markets, Product, Price, Distribution and Communication Strategies for Rural Markets, Rural Marketing in Bangladesh.

<b>Text Books:</b>
Marketing of Agricultural Products, Richard L. Kohls& Joseph N. Uhi, Richard Inrwin Inc.
<b>Reference Books:</b>
Marketing Farm Products. Shepherd G.S, Futrell, G.A.

<b>Teaching Strategies:</b>
Lectures, discussion, participation, fieldwork, and presentation

<b>Course Title: Bank Management &amp; Financial Services</b>	
<b>Course No: MKT-315</b>	<b>Course Credit: 03</b>
<b>Clock Hours: 45</b>	<b>Total Marks: 100</b>
<b>Rationale:</b> This is a survey course designed to give new students to the business world a broad overview. The course will give students a better basis for choosing business major, general information not covered in more specialized courses, and the opportunity to develop a business plan.	
<b>Objectives:</b> At the conclusion of this course, students will have a better understanding of how a business operates in our modern political, social and economic environment. Specifically, students will: <ul style="list-style-type: none"> <li>• An Overview of the Changing Financial-Services Sector.</li> <li>• Understand how business ethics apply to customers and other stakeholders in the business environment.</li> <li>• Understand the basic forms of business ownership.</li> <li>• Gain a basic understanding of international business and the complexities of operating in a global environment.</li> <li>• Understand the basic functions of management and the skills required of managers working with different concepts of motivation.</li> <li>• Be able to identify the objectives involved in Total Quality Management.</li> <li>• Understand how a company utilizes human resource management to recruit, train and retain employees.</li> <li>• Develop an understanding of the marketing concept and the various elements of the marketing mix.</li> <li>• Understand how businesses acquire and use capital.</li> <li>• Understand the concepts of accounting and the analysis of financial statements.</li> </ul>	
<b>Learning Outcomes:</b> <i>Upon completion of this course, students will be able to:</i> <ol style="list-style-type: none"> <li>a. Describe the functions of modern business</li> <li>b. Understand the role of management within a business setting</li> <li>c. Understand the vocabulary of business so that you may understand others and are able to</li> </ol>	

Speak the language of business

d. Find problems in the business environment with the use of case study analysis

e. Formulate a business plan.

Unit/ Chapter	Contents
01	<b>An Overview of the Changing Financial-Services Sector:</b> Introduction, What is a Bank? The Financial System and Competing Financial-Service Institutions, Services Banks and Many of Their Closest Competitors Offer the Public, Key Trends Affecting All Financial-Service Firms,
02	<b>The Impact of Government Policy and Regulation on the Financial Services Industry:</b> Introduction, Banking Regulation, Major Banking Laws, Where and When the Rules Originated, The 21 <sup>st</sup> Century Ushers In an Array of New Laws Regulations, and Regulatory Strategies, The Regulation of Nonbank Financial-Service Firms Competing with Banks, The Central Banking System: Its Impact on the Decisions and Policies of Financial Institutions.
03	<b>The Organization and Structure of Banking and the Financial-Services Industry:</b> Introduction, The Organization and Structure of the Commercial Banking Industry, Internal Organization of the Banking Firm, The Array of Organizational Structures and Types in the Banking Industry, Interstate Banking Organizations and the Riegle-Neal Interstate Banking and Branching Efficiency Act of 1994, An Alternative Type of Banking Organization Available as the 21 <sup>st</sup> Century Opened: Financial Holding Companies (FHCs), Merger and Acquisitions Reshaping the Structure and Organization of the Financial-Services Sector, The Changing Organization and Structure of Banking's Principal Competitors, Efficiency and Size: Do Bigger Financial Firms Operate at Lower Cost? Financial Firm Goals: Their Impact on Operating Cost, Efficiency, and Performance.
04	<b>Establishing New Banks, Branches, ATMs, Telephone Services, and Web Sites:</b> Introduction, Chartering a New (De Novo) Financial-Service Institution, The Bank Chartering Process in the United States, Questions Regulators Usually Ask the Organization of a New (De Novo) Bank, Factors Weighing on the Decision to Seek a New Charter, Volume and Characteristics of New Charters, How Well Do New Charters Perform? Establishing Full-Service Branch Offices: Choosing Locations and Designing New Branches, Establishing and Monitoring Automated Limited-Service Facilities, Home and office banking Financial- Service Facilities of the Future.
05	<b>The Financial Statements of Banks and Their Principal Competitors:</b> Introduction, An Overview of Balance Sheets and Income Statements, The Balance Sheet (report of Condition), Components of the Income Statement, The Financial Statements of Leading Nonbank Financial Firms: A Comparison to Bank Statements, An Overview of Key Features of Financial Statements and Their Consequences.
06	<b>Measuring and Evaluating the Performance of Banks and Their Principal Competitors:</b> Introduction, Evaluating Performance, Performance Indicators among Banking's Key Competitors, The Impact of Size on Performance.
07	<b>Risk Management for Changing Interest Rates: Asset-Liability Management and Duration Techniques:</b> Introduction, Asset-Liability Management Strategies, Interest Rate Risk: One of The Greatest Management Challenges, One of the Goals of Interest Rate Hedging: Protect the Net Interest Margin, The Concept of duration as a Risk Management, Tool Using Duration to Hedge against Interest Rate Risk, The Limitations of Duration Gap Management.
08	<b>Risk Management: Financial Futures, Options, Swaps, and Other Hedging Tools:</b> Introduction, Uses of Derivative Contracts, Financial Futures Contracts: Promises of Future Security Trades at a Set Price, Interest Rate Options, Regulations and Accounting Rules for Bank Futures and Options Trading, Interest Rate Swaps, Caps, Floors, and Collars.

09	<b>Risk Management: Asset-Backed Securities Loan Sales, Credit Standbys, Credit Derivatives:</b> Introduction, Securitizing Loans Other Assets, Sales of Loans to Raise Funds Reduce Risk, Standby Credit Letters to Reduce the Risk of Nonpayment or Nonperformance, Credit Derivatives: Contracts for Reducing Credit Risk Exposure on the Balance Sheet.
10	<b>The Investment Function in Financial-Services Management:</b> Introduction, Investment Instruments Available to Financial Firms, Popular Money Market Investment Instruments, Popular Capital Market Investment Instruments, Investment Instrument Developed More Recently, Investment Securities Held by Banks, Factory Affecting Choice of Investment Securities, Investment Maturity Strategies, Maturity Management Tools.
11	<b>Liquidity and Reserves Management: Strategies and Policies:</b> Introduction, The Demand for and Supply of Liquidity, Why Financial Firms Often Face Significant Liquidity Problems? Strategies for Liquidity Managers, Estimation Liquidity Needs, Legal Reserves and Money Position Management, Factors in Choosing among the Different Sources of Reserves, Central Bank Reserve Requirements around the Globe.
12	<b>Managing and Pricing Deposit Services:</b> Introduction, Types of Deposits Offered by Banks and Other Depository Institutions, Interest Rates Offered on Different Types of Deposits, Pricing Deposit-Related Services, Pricing Deposits at Cost Plus Profit Margin, Using Marginal Cost Set Interest Rates on Deposits, Pricing Based on the Total Customer Relationship and Choosing a Depository, Basic (Lifeline) Banking: Services for Low-Income Customers.
13	<b>Managing Non-deposit Liabilities:</b> Introduction, Liability Management and the Customer Relationship Doctrine, Alternative Non-deposit Sources of Funds, Choosing among Alternative Non-deposit Sources.
14	<b>Investment Banking, Insurance, and Other Sources of Fee Income:</b> Introduction, Sales of Investment Banking Services, Selling Investment Products to Consumers, Trust Services as a Source of Fee, Income, Sales Insurance-related Products, The Alleged Benefits of Financial-Services Diversification, Information Flows within the Financial Firm.
15	<b>The Management of Capital:</b> Introduction, The Many Tasks Capital Performs, Capital and Risk, Types of Capital in Use, One of the Great Issues in the History of Banking: HowMuch Capital Is Really Needed? The Basel Agreement on International Capital Standards: A Historic Contract among leading Nations, Changing Capital Standards Inside the United States, Planning to Meet Capital Needs.
16	<b>Lending Policies and Procedures: Managing Credit Risk:</b> Introduction, Types of Loans, Regulation of Lending, Steps in the Lending Process, Credit Analysis: What Makes a Good Loan? Sources of Information about loan Customers.
17	<b>Lending to Business Firms and Pricing Business Loans:</b> Introduction, Brief History of Business Lending, Types of Business Loans, Short-Term Loans to Business Firms, Long-Tram Loans to Business Firms, Analyzing Business Loan Applications, Financial Ratio Analysis of a Customer's Financial Statements, Comparing a Business Customer's Performance to the Performance of Its Industry, Preparing Statements of Cash flow from Business Financial Statements, Pricing Business Loans.
18	<b>Consumer Loans, Credit Cards, and Real Estate Lending:</b> Introduction, Types of Loans Granted to Individuals and Families, Characteristics of Consumer Loans, Evaluating a Consumer Loan Application, Example of a Consumer Loan Application, Credit Scoring Consumer Loan, Laws and Regulations Applying to Consumer Loans, Real Estate Loans, Pricing Consumer and Real Estate Loans: Determining the Rate of Interest and Other Loan Terms.
19	<b>Acquisitions and Mergers in Financial-Services Management:</b> Introduction,

	Mergers on the Rise, The Motives behind the Rapid Growth of Financial-Service Mergers, Selecting a Suitable Merger Partner, The Merger and Acquisition Route to Growth, Methods of Consummating Merger Transactions, Regulatory Rules for Bank Merger in the United States, Merger Rules in Europe and Aisa, Making a Success of a Merger, Research Findings on the Impact of Financial-Service Mergers.
20	<b>International Banking and the Future of Banking and Financial Services:</b> Introduction, Types of International Banking Organizations, Regulation of International Banking, Services Supplied by Banks in International Markets, Challenges for International Banks in Foreign Markets, The Future of Banking and Financial Services.

<b>Text Books:</b>	
1.	Peter S. Rose & Sylvia C. Hudgins- Bank Management & Financial Services, 8 <sup>th</sup> Edition.
<b>Reference Books:</b>	
<b>Teaching Strategies:</b>	
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<b>Course Title: Quantitative Business Analysis</b>	
<b>Course No: MKT 321</b> <b>Clock Hours: 45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>
<b>Rationale:</b> Quantitative business analysis techniques and methods can be applied to problems in virtually all functional areas of business, including accounting, finance, marketing, production, and human resources. Applications in these areas will be covered during the course. This course is intended to enhance a student’s analytical and decision making ability through the use of linear and non-linear programming model. The course will investigate the uses of quantitative and qualitative methods in addressing management decision. Furthermore, students will critically review and evaluate methods used in real life situations.	
<b>Objectives:</b> <ul style="list-style-type: none"> <li>• Identify the decisions necessary in business.</li> <li>• Contrast a variety of quantitative methods used to address business problems.</li> <li>• Employ qualitative analysis methods to solve business problems.</li> <li>• Employ quantitative analysis methods to solve business problems.</li> <li>• Synthesize information from multiple disciplines in order to solve business problems.</li> </ul>	
<b>Learning Outcomes:</b> <b>Learning Outcomes:</b> <ul style="list-style-type: none"> <li>• <b>Critical Thinking</b> <ul style="list-style-type: none"> <li>– Students will analyze different business problems in corporate.</li> <li>– Students will use inquiry to determine the best method for taking decision regarding business problems</li> </ul> </li> <li>• <b>Communication Skills</b> <ul style="list-style-type: none"> <li>– Students will recognize, construct, and interpret qualitative and quantitative analysis methods</li> </ul> </li> </ul>	

- Students will explain (both in writing and verbally) decision making solutions to problems.
- Students will be required to answer questions during lecture concerning topics discussed in class.
- **Empirical and Quantitative Skills**
  - Students will calculate managerial decision making problems numerically and explain the result in the context of the problem.
  - Students will use marginal analysis to make informed and quantitative business decisions.

Unit/ Chapter	Contents
01	<b>Management Science:</b> Characteristics and Process, The scientific Approach, The systems Point of View, An interdisciplinary Approach, Definition and Classification of the Problem, Modeling (Formulation), Solving the Model, Model Validation and Sensitivity Analysis, Implementation.
02	<b>Linear Programming:</b> Foundations, The Nature of Linear Programming Problems, Formulations, General Formulation and Terminology, The Graphical Method of Solution, Utilization of the Resources, Slack and Surplus Variables, The Simplex Method, Special Situations in the Simplex Method, Applications of Linear Programming.
03	<b>Topics in Mathematical Programming:</b> Duality, Primal and Dual Program, Characteristics of Primal, Dual Problem, Dual- Simplex Method, Complementary Slackness Condition.
04	<b>Distribution Models:</b> The Transportation Problem, Characteristics and Assumptions, The Transportation Method, Applications, The Assignment Problem, degeneracy.
05	<b>Network Models:</b> Introduction to PERT and CPM, Formulation: The Basic Inputs to PERT/CPM, Solving PERT and CPM, Event Analysis, Estimate of Activity Time in PERT, Finding the Probabilities of Completion in PERT(Risk Analysis), The Critical path Method (CPM): Cost-Time relationships.
06	<b>Utility and Game Theories:</b> Utility and Decision Theory-Multiple Goals-Game Theory.
07	<b>Dynamic Programming:</b> The Nature of dynamic Programming, Terminology and Structure, Allocation Processes, Mathematical Presentation and Optimization Techniques.
08	<b>Markov Analysis:</b> Markov systems-State probabilities, Steady State (Equilibrium), Managerial Applications, Absorbing States.

#### Text Books:

01.	Quantitative Techniques: Theory & Problems, Tulsian, Pearson publishing.

#### Reference Books:

01.	Fundamentals of Management Science, Efraim Turban and Jack R. Meredith & Business Publications, INC. Texas, USA.
02.	An introduction to Management Science: Quantitative Approaches to Decision Making by Anderson, Sweeney, Williams and Martin.

#### Teaching Strategies:

▪ Lecture
▪ Discussion

▪ Presentation
▪ Group Study

Course title : <b>E-Business</b>	
Course no: <b>MKT-322</b>	Course credit :03
Course hours:45	Total marks :100
<b>Rationale:</b>	
<p><b>The</b> growth of the Internet continues to have a tremendous influence on business. Companies and organizations of all types and sizes are rethinking their strategies and how they run their operations. This new course challenges students to explore the realities and implications of internet business (i.e., e-commerce) from a marketer's perspective. Business-to-consumer (B2C) and business-to-business (B2B) e-commerce markets are examined. The course introduces students to a wide range of electronic commerce issues for marketers, as a foundation for continual learning in the dynamic e-commerce environment.</p>	
<b>Objectives :</b>	
<p>The fundamental principles of e-Business and e-Commerce and the role of Management, The underlying used technologies with emphasis on Internet Technologies, and The application of tools and services to the development of small scale e-Commerce applications.</p> <ol style="list-style-type: none"> <li>a) Recognize the impact of Information and Communication technologies, especially of the Internet in business operations</li> <li>b) Recognize the fundamental principles of e-Business and e-Commerce</li> <li>c) Distinguish the role of Management in the context of e-Business and e-Commerce</li> <li>d) Explain the added value, risks and barriers in the adoption of e-Business and e-Commerce</li> <li>e) Examine applications of e-Commerce in relation to the applied strategic</li> <li>f) Develop and publish web pages using HTML5,CSS3 and Javascript</li> <li>g) Use tools and services of the internet in the development of a virtual e-commerce site.</li> </ol>	
<b>Learning objectives :</b>	
<ol style="list-style-type: none"> <li>a) To gain an understanding of basic concepts, theories, and business models underlying e-commerce .</li> <li>b) To apply e-commerce theory and concepts to what e-marketers are doing in "the real world" .</li> <li>c) To improve familiarity with current challenges and issues in e-commerce</li> </ol>	

Unit/chapter	Contents
01	<b>Introduction:</b> Meaning, Features, Types, History, E-Commerce Business Model, B2C & B2B Models.
02	<b>Internet and Web:</b> Key Technology Concept, Hypertext, Markup Languages, Web Servers and Clients, Internet and Web Features.
03	<b>Online Security and Payment System:</b> E-Commerce Security, Dimensions, Security Trends, Payment Systems.
04	<b>E-Commerce Marketing Concepts:</b> Online Purchasing Decision, Marketing Entry Strategies, Establishing Customer Relationship, Net Pricing, Channel Strategies, Online Communication.
05	<b>Online Retailing and Services:</b> Online Retailing, Online Financial Service, Online Travel Services, Online Career Services, Online Content and Media.
06	<b>Ethical Issue:</b> Privacy and Information Rights, Intellectual Property Rights

**Text Book:**

1. E-Commerce- Kenneth C. Laudon.

**Reference books :**

- a) E-Commerce Strategy;Text and Cases ;Mohapatra, Sanjay
- b) The E-Commerce Book ;2nd Edition ;Building the E-Empire;**SteffanoKorperJuanita Ellis**

**Teaching strategies :**

- Lecture
- Discussion
- Presentation

**Course Title: Consumer Behavior**

**Course No:MKT-323**

**Clock Hours: 45**

**Course Credit: 03**

**Total Marks: 100**

**Rationale:**

- Consumer behavior relates to the actions consumers display when searching for, evaluating, purchasing, using, and disposing of products and services that meet their needs.
- This course's main importance is to follow the consumer's motivations and decisions.
- Consumer psychology, sociology and economics are difficult and complex for the marketers

**Objectives:**

- To understand the importance of consumer behavior in the overall marketing process.
- To understand how and why consumers behave in general and by segments.

<ul style="list-style-type: none"> <li>• To gain a working understanding of the tools used to uncover their behaviors.</li> <li>• To learn to apply this knowledge( ethically) to create product, service and marketing ideas in ways that motivate consumers to act.</li> </ul>
<b>Learning Outcomes:</b> <ul style="list-style-type: none"> <li>• To define the conception of consumer behavior and reveal its importance in the context of marketing.</li> <li>• To identify factors that influence consumer behavior.</li> <li>• To examine the consumer decision making process.</li> <li>• To describe target market and determine the positioning strategy according to consumer characteristics &amp; behavior.</li> </ul>

Unit/ Chapter	Contents
1.	<b>Introduction:</b> Meaning of Consumer Behavior-Core elements of definition-Consumer behavior's role in marketing strategies-Relationship among affect and cognition, Behavior and environment-Consumer research-Consumer research process-Ethics in Consumer research.
2.	<b>Environmental Influence:</b> Culture, Components of Culture, Useful Concepts of Cultural Analysis, Cross Cultural, Research and Multinational Marketing Subculture.
3.	<b>Social organization and Reference Groups:</b> Socialization Reference Group Norms and Conformity, Social Change, How Social Trends Will Affect Consumption.
4.	<b>Social Class:</b> Social Stratification, Research Models of Social Class, Social Class and Buying Behavior.
5.	<b>Family:</b> Influences of Family Decision Making, using Family Concepts in Marketing.
6.	<b>Learning:</b> Learning Theory, Behavior Modification in Psychology and Marketing Retention, Advertising Message, Habit Formation and Brand Loyalty.
7.	<b>Perception:</b> Theories of Perception, Model of Perception, Factors Determining Perception, Features of Perception Affecting Consumer Behavior.
8.	<b>Motivation and Personality:</b> Motivation Theory, Motivation Research Methods, The Concepts of Personality.
9.	<b>Attitudes:</b> Influence of Attitudes, Attitude Organization, Three Component Attitude Models, Fluctuations of Attitudes, How Attitudes are Measured? Attitudes Change, Cognitive Dissonance Theory, Multi-attribute Theory.
10.	<b>Consumer Purchasing Process and Consumer Decision Process</b>
11.	<b>Product Knowledge:</b> Types of affective responses, Cognitive process, product Knowledge, Types of product Knowledge, Means-End-Chains Model.

<b>Text Books:</b>	
	Consumer Behavior (Concept and Strategies), HoroldW..Berkmen and Christopher C-Gilson & Kent Publishing Company

<b>Reference Books:</b>	
	Perspective in Consumer Behavior, Harold H. Kassringian and Thomas S. Robertson & Scott Forceman and Company.

<b>Teaching Strategies:</b>	
	▪ Lecture
	▪ Discussion
	▪ Presentation

<b>Course Title: Export Import Management</b>	
<b>Course No: MKT-324</b> <b>Clock Hours: 45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>

<p><b>Rationale:</b></p> <ul style="list-style-type: none"> <li>As a stakeholder of Business community, the undergraduate students need to know the overall scenario of world import-export market with respect to Bangladesh. The main importance of the course is to provide the needed knowledge and skills in the import-export field to the business graduates.</li> <li>One of the future goal of Business graduates to make the contribution in the managerial level of the business arena. This course will be helpful for graduates to increase managerial skill in up to the marks about export-import business.</li> </ul>
<p><b>Objectives:</b> The specific objectives of the course are-</p> <ul style="list-style-type: none"> <li>to understand the importance of export-import business in the overall marketing process;</li> <li>to understand how we can prepare export-import documents and why;</li> <li>to know how to develop the strategies for successful export-import business; and</li> <li>to learn how to increase national presence in the global market.</li> </ul>
<p><b>Learning Outcomes:</b> Undergraduate students will be able-</p> <ul style="list-style-type: none"> <li>to define the conception of export-import business and reveal its importance in the context of marketing.</li> <li>to take managerial decision about export-import market in real world efficiently;</li> <li>to train and enhance the skills of the co-workers involved in this business.</li> <li>to train and enhance the skills of the employees involved in the export-import business.</li> <li>to develop effective strategies for increasing the clients, business and profit in the global market.</li> </ul>

<b>Unit/ Chapter</b>	<b>Contents</b>
<b>1.</b>	<b>Introduction:</b> Salient features and basic purpose of export and import, preparing yourself to be an importer/ exporter, set-up your business establishing the right image, organizing your fitting system.
<b>2.</b>	<b>Locating Products to Import/ Export Matching Product to Market:</b> Importance of market research, use of trade and economic statistics, problems with trade and economic statistics, product consideration, product potential checklist, other sources of information.
<b>3.</b>	<b>Help for New Importer/ Exporter:</b> International trade administration, foreign freight, banks, consulates and embassies, special foreign trade organizations, chamber of commerce, international trade association, transportation companies, customer service, appointing overseas distributor, performance and selling to foreign department stores in the home market.
<b>4.</b>	<b>Payment System:</b> Cash with order or in advance in order, letter of credit, bill of exchange, open account, consignment, dealing with foreign currency.
<b>5.</b>	<b>Export Financing:</b> Factors affecting your use of credit, credit information about the buyers, find financing for export sales.

6.	<b>Preparing Goods for Foreign Shipment:</b> Shipping documents, collecting documents, pro-forma invoice, installation shipments, Invoicing Errors, Further Information.
7.	<b>Export Licensing and Documents Processing:</b> Country group and commodity controls, commodity controls by using the commodity control list.
8.	<b>Import Organization:</b> Importing and exporting, working together, basic Organization for an import firms, steps along the way.
9.	<b>Transporting- Imports:</b> Methods of transportation, insurance,
10.	<b>The Entry Process:</b> Entry, inspection and control, liabilities for duties, liquidation, types of entry, mail and parcel post, ocean, air and truck, hire a customer broker, dutiable status, currency conversion, temporary free importing, refunds, excess goods and shortage, damage or deterioration.
11.	<b>Marketing:</b> When marketing is not required, when marketing is required, special marketing requirements, import marketing.
12.	<b>Government Import Restriction:</b> Prohibited and restricted articles, import quota, antidumping regulations, GSP, civil and criminal fraud laws.

<b>Text Books:</b>	
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| 1. | Howard R. Goldsmith, <i>Import/ Export, A Guide to Growth, Profit, and Market Share</i> , Prentice Hall, Englewood Cliffs, New Jersey. |
| 2. | <i>The Export- Import Policy of Bangladesh.</i>  |

<b>Teaching Strategies:</b>	
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| ▪ | Lecture                 |
| ▪ | Discussion              |
| ▪ | Term Paper Presentation |

<b>Course Title: Entrepreneurship Development</b>	
<b>Course Code: MKT 325</b> <b>Clock Hours: 45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>

<p><b>Rationale:</b> A course designed for students to expand their knowledge of business/marketing principles related to ownership and management of a business, traits and characteristics of successful entrepreneurs, and strategies of business management and marketing. The development of a business plan related to the students' area of entrepreneurial interest is a course objective.</p>
<p><b>Objectives:</b> The Entrepreneurship concentration focuses on the creation of social and economic value by developing core capabilities of idea generation, opportunity recognition, resource acquisition, and entrepreneurial management. Entrepreneurship students will learn to shape entrepreneurial opportunities and assess financial feasibility, while living an entrepreneurial experience.</p>
<p><b>Learning Outcomes:</b> The students should be able to:</p> <ol style="list-style-type: none"> <li>Discuss the attitudes, values, characteristics, behavior, and processes associated with possessing an entrepreneurial mindset and engaging in successful appropriate entrepreneurial behavior.</li> <li>Converse what is meant by entrepreneurship and innovation from both a theoretical and practical perspective, and the role of the entrepreneur in the new enterprise creation process.</li> <li>Describe the ways in which entrepreneurs perceive opportunity, manage risk, organize resources and add value.</li> <li>Develop a plan for implementing entrepreneurial activities in a globalised and competitive environment being responsible for the social, ethical and culture issues.</li> <li>Critique a plan for implementing entrepreneurial activities in a globalised and competitive environment being mindful of the social, ethical and culture issues.</li> <li>Engage in a continuing learning process through the interaction with peers in related topics, as individuals and as team members.</li> </ol>

<b>Unit/ Chapter</b>	<b>Contents</b>
<b>01</b>	<b>The Foundations of Entrepreneurship:</b> The World of the Entrepreneur, What Is an Entrepreneur, The Benefits of Entrepreneurship, The Potential Drawbacks of Entrepreneurship, Behind the Boom: What's Feeding the, Entrepreneurial Fire, The Cultural Diversity of Entrepreneurship, The Power of Small Business, The Ten Deadly Mistakes of Entrepreneurship, Putting Failure into Perspective, How to Avoid the Pitfalls.
<b>02</b>	<b>Inside the Entrepreneurial Mind From Ideas to Reality:</b> Creativity Innovation and Entrepreneurship, Creativity A Necessity for Survival, Creative Thinking, Barriers to Creativity, How to Enhance Creativity, The Creative Process, Techniques for Improving the Creative Process, Intellectual Property Protecting Your Ideas.
<b>03</b>	<b>Entrepreneurial Motivation:</b> Motivational Theories; Motivating Factors; Achievement Motivation
<b>04</b>	<b>Designing a Competitive Business Model and Building a Solid Strategic Plan:</b> Building a Competitive Advantage, The Strategic Management Process, Conclusion.

05	<b>Conducting a Feasibility Analysis and Crafting a Winning Business Plan:</b> Conducting a Feasibility Analysis, Why Develop a Business Plan, The Elements of a Business Plan, What Lenders and Investors Look for in a Business Plan, Making the Business Plan Presentation, Conclusion, Business Plan Format.
06	<b>The Organizational Plan:</b> Legal Forms of Business- Proprietorship, Partnership and Corporation
07	<b>Financing New Ventures:</b> Sources of Capital, Ratio Analysis for Valuating the Venture
08	<b>Growth from External Sources:</b> Franchising, Joint Ventures, Acquisitions, Mergers, Leveraged Buyouts
09	<b>Ending the Venture:</b> Bankruptcy and Its Types, Warning Signs of Bankruptcy, Turning Bankruptcy into Success, Exit Strategy
10	<b>Institutional Support to Entrepreneurs of Bangladesh:</b> Need for Institutional Support, Financial Institutions of Govt. and Non-Govt. of Bangladesh, Supply and Demand side Analysis of Support and Assistance of Bangladesh, Govt. Policy and Programs for Small-Scale Enterprises.
11	<b>Small Business in Entrepreneurship Development:</b> Small Enterprises Characteristics; Rationale; Scope Opportunities for an Entrepreneurial Career, Role of Small Enterprises in Economic Development, Problems of Small Scale Industries
12	<b>Rural and Women Entrepreneurship:</b> Concepts, Needs for them, Their Problems and Prospects, Recent Trends and Developments

<b>Text Books:</b>
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Entrepreneurial Development, S.S. Khanka
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<b>Reference Books:</b>
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Entrepreneurship, Hisrich, Petter and Shepherd
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<b>Teaching Strategies:</b>
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| <ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> <li>▪ Presentation</li> </ul> |
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<b>Course Title: Management Information System</b>	
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<b>Course No: MKT-411</b> <b>Clock Hours: 45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>
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<b>Rationale:</b>
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<p>Information systems are omnipresent in today's businesses. Marketing managers can expect to have frequent contact these systems. Skill in using information systems – understanding their capabilities and limitations, knowing how to access them directly or through technical specialists, knowing how to effectively use the information these systems can provide, and how to participate in specifying and implementing new systems – is a distinct advantage to managers today.</p>
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<b>Objectives:</b>
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| <ul style="list-style-type: none"> <li>• Explain the meaning of terms used to describe common techniques and concepts in business information systems.</li> </ul> |
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<ul style="list-style-type: none"> <li>• Describe the ways in which computers are and will be used in business and marketing. These concepts include telecommunications, databases, MIS system, and future directions of computer-based information systems.</li> <li>• Understand the importance of an effective systems development process. The steps covered include systems investigation, analysis, design, implementation and review.</li> <li>• Identify and suggest appropriate responses to managerial, cultural and organizational issues stemming from the development, implementation, and use of computer-based information systems.</li> </ul>
<p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Critical Thinking</b> <ul style="list-style-type: none"> <li>– Students will analyze different business information requirement.</li> <li>– Students will determine way of using information system for taking decision regarding business.</li> </ul> </li> <li>• <b>Communication Skills</b> <ul style="list-style-type: none"> <li>– Students will be learnt different skills and components required for information system.</li> <li>– Students will be required to answer questions during lecture concerning topics discussed in class.</li> </ul> </li> <li>• <b>Empirical Skills</b> <ul style="list-style-type: none"> <li>– Students will be able to guide and maintain information system for organization.</li> </ul> </li> </ul>

Unit/ Chapter	Contents
01	<b>Fundamental of Marketing Information Systems:</b> What are marketing information systems? Basic MKIS components, Internal environment, User interfaces, Databases, Application software and Administrative supports.
02	<b>Marketing Information Systems and Competitive Advantages:</b> The scope of marketing, Marketing Activities, Position and jobs Within Departments, Using Information for Competitive advantages- Internal information, external information, Internal Environmental Monitoring and competitive advantages-Inbound logistics, production operations, outbound logistics, Marketing and Sales, Service.
03	<b>External Environmental Scanning and analysis for competitive advantages:</b> The complete environment, the technological environment, customers, the economic environment, the political environment, the social/ cultural environment.
04	<b>Mining the Organization’s Internal Data:</b> Inbound logistics data, purchasing and Accounts Payable Systems, the receiving systems, the raw material parts Inventory systems, production and operations, Outbound logistics, Monitoring and internal Warehousing of Finished goods, shipping and external warehousing sales, marketing and service, lead and prospect systems, quotation systems, order entry, sales commissions, Accounts receivable systems, service.
05	<b>External MKIS Data Sources:</b> Exchanges with business partners, Electronic Data Interchange (EDI), Issues to consider when implementing EDI, Interfaces to existing transaction processing Systems, Marketing Environment Data Subscriptions services, Government agencies, private data vendors, on-line data services, market research projects.
06	<b>Decision Support Systems for Marketing:</b> A brief history of decision support systems, characteristics of decision support systems, reporting and inquiry systems, Exception reports, inquiry systems, Level of aggregation, Advances in graphical displays, Geographic data mining systems, inquiry centers, Analytical models, forecast models, simulation models, optimization models, issues in model development. Executive support systems (ESS), Group decision support

	systems(GDSS)
<b>07</b>	<b>Artificial Intelligence in Marketing:</b> Expert systems, conditions for applying expert systems, applications of expert systems in marketing, expert systems in brand management, expert systems for reporting, developing expertsystems, knowledge engineer, knowledge acquisition, programming shall. Neural networks, application of neural network in marketing and developing neural network, strategies, marketing organizations, marketing systems, marketing productivity, marketing functions, developing organizational goals, determining needs, establishing goals, obtaining management commitment defining macro specifications, developing specifications, modular planning, written documentation and budgeting.
<b>08</b>	<b>Planning a marketing information system</b> An overview of the MKIS creation process, planning technical development, implementation, the MKIS planning process, securing executive commitment, establishing the MKIS team, the team leader, team members, executing a marketing audit, environmental analysis, marketing strategies, marketing organizations, marketing systems, marketing productivity, marketing functions, developing organizational goals, determining needs, establishing goals, obtaining management commitment defining macro specifications, developing specifications, modular planning, written documentation and budgeting.
<b>09</b>	<b>The MKIS Technical Development Stage:</b> Creating the MKIS database, developing a data dictionary, developing a data files, developing data integrity and access controls, designing a database administrator, defining software requirements, selecting specific applications, developing options and technical support. Defining hardware requirements, hardware configuration, CPU decisions, data storage requirements, Input/ output devices, standardization of workstations, allocation of hardware resources, developing communication network, common challenges in developing a communications network, selecting a network system, developing systems controls, software systems controls, organizational procedural control, systems administrator developing user interface, constructing prototyping, testing systems modules.
<b>10</b>	<b>The MKIS Implementation Stage</b> Phased implantation benefits of phased implementation, installation, documentation, User training, task-oriented documentations, trainers, Feedback, Modifications, modifications to correct bugs, modifications to correct systems Errors, Developing modules.
<b>11</b>	<b>Where do we go from here:</b> Continued trends in computing, Data collection and dissemination, increased computer power, intelligent user friendly software, How marketing will change, micromarketing and customized marketing, interbred competition, tactically differentiated products.

#### Text Books:

<b>01.</b>	Marshal, Kimball P. (1996) Marketing Information Systems- Creating Competitive Advantages in the Information Age, Boyd and Fraser publishing company.
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#### Teaching Strategies:

▪ Lecture
▪ Discussion
▪ Presentation
▪ Computer Lab
▪ Practical classes

<b>Course Title: Research Methodology</b>	
<b>Course Code: MKT-412</b> <b>Clock Hours: 45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>

<p><b>Rationale:</b> Research Methodology is a hands-on course designed to impart education in the foundational methods and techniques of academic research in social sciences and business management context. Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, ethical issues in research, report writing, and presentation.</p>
<p><b>Objectives:</b> The objective of Research Methodology is to learn how research is being done, and to put that knowledge into practice. The students learn how to apply a great number of statistical techniques, draw conclusions from those, and determine what statistical techniques would be suitable for a given dataset and/or research question.</p>
<p><b>Learning Outcomes:</b></p> <ol style="list-style-type: none"> <li>Defending the use of Research Methodology</li> <li>Judging the reliability and validity of experiments</li> <li>Being able to perform exploratory data analysis</li> <li>Using parametric and non-parametric hypothesis tests (and interpreting their results).</li> <li>Being able to draw conclusions from categorical data</li> <li>Using computer-intensive methods for data analysis</li> <li>Drawing conclusions from statistical test results</li> </ol>

<b>Unit/ Chapter</b>	<b>Contents</b>
<b>01</b>	<b>Introduction:</b> Meaning of research, objective and significance of research, types of research, research methods versus methodology, research process, criteria of good research, problems encountered by researchers in Bangladesh.
<b>02</b>	<b>Theory Building:</b> The meaning of Theory, concepts, proposition, business research and scientific method, How are theories generated? The role of theory in business research.
<b>03</b>	<b>Formulating a Research Problem:</b> Reviewing the literature, Defining a research problem, Identifying variables, Developing research questions, Constructing hypothesis.
<b>04</b>	<b>Research Design:</b> Meaning of research design, Components of research design, Classification of research design, Exploratory research design: Focus Group Interviews, Depth Interviews, Projective Techniques; Descriptive Research Design: Survey and Observation; Causal Research Design: Concept of Causality, Conditions for Causality, Extraneous Variables, A Classification of Experimental Design.
<b>05</b>	<b>Measurement and Scaling:</b> Qualitative and Quantitative Data; Classification of Measurement Scales, Scaling Techniques, Questionnaire and Observational Forms design; and Pretesting.
<b>06</b>	<b>Sampling Design:</b> The Sampling Design Process, A Classification of Sampling Techniques, Non-probability Sampling Techniques and Probability Sampling Techniques, Sample Size

	Determination.
<b>07</b>	<b>Writing a research proposal:</b> Defining a research plan, Developing a research proposal, Contents of a research proposal, Work schedule
<b>08</b>	<b>Data Collection and Preparation:</b> Collection of secondary and primary data, Selection of appropriate method for data collection: experiments, survey, and case study method; The Data Preparation Process, and Selecting of appropriate Data Analysis Strategy
<b>09</b>	<b>Hypothesis Testing:</b> Introduction to Hypothesis Testing, Null hypothesis and alternative hypothesis, level of significance, power of the test; A General Procedure for Hypothesis Testing, Hypothesis Testing Related to Differences, Parametric and Non-parametric Tests.
<b>10</b>	<b>Data Analysis:</b> Statistical inference, Descriptive statistics: Measures of central tendency, measures of dispersion, measures of relationship; Chi-square tests; Non-parametric methods.
<b>11</b>	<b>Interpretation and Report writing:</b> Data interpretation techniques, Steps of writing report, Layout of the research report, guidelines of writing effective research report, and Oral Presentations.

<b>Text Books:</b>	
Donald Cooper and Pamela S. Schindler, Business Research Methods.	
<b>Reference Books:</b>	
1	Research Methodology: Methods & techniques, C.R. Kothari.
2	Gopal K. Kanjii. 100 Statistical Tests. New Delhi: Sage Publication.
3	Ranjit Kumar, Research Methodology, Pearson publication

<b>Course Title: Integrated Marketing Communications</b>	
<b>Course No: MKT-413</b> <b>Clock Hours: 90</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>

<p><b>Rationale:</b> Integrated Marketing Communications is an extremely important part of the marketing mix, as no-one will rush to buy your product if they do not know about it! It is therefore vital to effectively and efficiently communicate your message about your product, service and/or idea to the marketplace. The role of integrated marketing communications in marketing management from both theoretical and practical perspectives is the core of the course.</p>
<p><b>Objectives:</b> The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning.</p>
<p><b>Learning Outcomes:</b> On successful completion of the course students will be able to:</p> <ul style="list-style-type: none"> <li>✚ Outline the nature of IMC and describe its environment;</li> <li>✚ Explain how to set IMC objectives and formulate an IMC budget;</li> <li>✚ Evaluate creative strategies in the light of given marketing objectives and strategies;</li> <li>✚ Analyze and evaluate the cost effectiveness of various forms of media;</li> <li>✚ Explain the behavioral factors that influence the effectiveness of communications;</li> <li>✚ Describe the various control mechanisms to evaluate activities;</li> </ul>

✚ Prepare an IMC Plan.

Unit	Contents
01	<b>Integrated Marketing Communication:</b> Communication and IMC Programs, the Communication Process, Barriers to Communication, Integrated Marketing Communication
02	<b>Corporate Image and Brand Management:</b> Components of Corporate Image, Role of Corporate Image, Branding, Brand Equity, Brand Extensions, Co-Branding, Private Branding, Branding Management Process
03	<b>Business to Business Buyer Behavior:</b> Business Customer, Business Buying Centers & Factors, Business Sales, Business to Business Buying Process
04	<b>Promotional Opportunity Analysis:</b> IMC Plan, Communication Market Analysis, IMC Objectives, IMC Budget, Prepare Promotional Strategies, Market Segmentation, Business, GIMC Programs
05	<b>Advertising Management:</b> Role of Advertising in the IMC Process, Company Activities in Advertising MGT, Communication and Advertising Objectives
06	<b>Advertising Design:</b> Message Strategies, Cognitive Strategies, Affecting Strategies, Brand Strategies, Exceptional Frameworks, Model of Creating and Advertisement, Advertisement Effectiveness
07	<b>Advertising Media Selection:</b> Media Strategy, Media Planning, Media Selection, Media Mix, Media Selection in Business to Business Markets
08	<b>Trade Promotion:</b> Nature of trade Promotion, Types of Trade Promotions, Objectives of Trade Promotions
09	<b>Consumer Promotions:</b> Coupons, Premiums, Bonus Packs, Price Off
10	<b>Personal Selling, Database Marketing and Customer Relationship Management:</b> Personal Selling Service, Telemarketing, Retail Sales Presentations, Database Marketing Steps, Methods of Direct Marketing, Permissions Marketing, Customer Relationship Marketing Steps
11	<b>Public Relations Events:</b> Cause Related Marketing, Green Marketing, Public Relationship Tools, Sponsorship Marketing, Event Marketing
12	<b>Internet Marketing:</b> Marketing Functions on the Internet, E-Commerce and its Incentives, B2B

#### Text Books:

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| 1. | Kenneth E. Clow, Donald Baack - Integrated Advertising, Promotion and Marketing Communications |
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#### Reference Books:

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| 1. | George E. Belch and A. Belch, Irwin McGraw Hill, 1998- Advertising & Promotion |
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#### Teaching Strategies:

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|----------------------------|
| ▪ Lecture                  |
| ▪ Discussion/Participation |
| ▪ Presentation             |

<b>Course Title: Marketing Management</b>	
<b>Course No: MKT-414</b> <b>Clock Hours: 45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>

<p><b>Rationale:</b> Information systems are omnipresent in today's businesses. Marketing managers can expect to have frequent contact these systems. Skill in using information systems – understanding their capabilities and limitations, knowing how to access them directly or through technical specialists, knowing how to effectively use the information these systems can provide, and how to participate in specifying and implementing new systems – is a distinct advantage to managers today.</p>
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Explain the meaning of terms used to describe common techniques and concepts in business information systems.</li> <li>• Describe the ways in which computers are and will be used in business and marketing. These concepts include telecommunications, databases, MIS system, and future directions of computer-based information systems.</li> <li>• Understand the importance of an effective systems development process. The steps covered include systems investigation, analysis, design, implementation and review.</li> <li>• Identify and suggest appropriate responses to managerial, cultural and organizational issues stemming from the development, implementation, and use of computer-based information systems.</li> </ul>
<p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Critical Thinking</b> <ul style="list-style-type: none"> <li>– Students will analyze different business information requirement.</li> <li>– Students will determine way of using information system for taking decision regarding business.</li> </ul> </li> <li>• <b>Communication Skills</b> <ul style="list-style-type: none"> <li>– Students will be learnt different skills and components required for information system.</li> <li>– Students will be required to answer questions during lecture concerning topics discussed in class.</li> </ul> </li> <li>• <b>Empirical Skills</b> <ul style="list-style-type: none"> <li>– Students will be able to guide and maintain information system for organization.</li> </ul> </li> </ul>

<b>Unit/Chapter</b>	<b>Contents</b>
<b>01</b>	<b>Defining Marketing for the New Realities:</b> The Value of Marketing, The Scope of Marketing, Core Marketing Concepts, The New Marketing Realities, Company Orientation toward the Marketplace, Marketing Management Tasks.
<b>02</b>	<b>Developing Marketing Strategies and Plans:</b> Marketing and Customer Value, Corporate and Division Strategic Planning, Business Unit Strategic Planning, The Nature and Contents of a Marketing Plan.
<b>03</b>	<b>Creating Long-Term Loyalty Relationships:</b> Building Customer Value, Satisfaction, and Loyalty, Maximizing Customer Lifetime Value, Cultivating Customer Relationships.
<b>04</b>	<b>Analyzing Consumer Markets:</b> What Influences Consumer Behavior? Key Psychological Processes, The Buying Decision Process: The Five Stage Model, Behavioral Decision Theory and Behavioral Economics.

05	<b>Analyzing Business Markets:</b> What is Organizational Buying, Participants in the Business Buying Process, The Purchasing/Procurement Process, Developing Effective Business-to-Business Marketing Programs, Managing Business-to-Business Customer Relationships, Institutional and Government Markets?
06	<b>Tapping into Global Markets:</b> Competing on a Global Basis, Deciding Whether to go Abroad, Deciding Which Markets to Enter, Deciding How to Enter the Market, Deciding on the Marketing Program, Country-of-Origin Effects.
07	<b>Identifying Market Segments and Targets:</b> Bases for Segmenting Consumer Markets, How Should Business Markets Be Segmented, Effective Segmentation Criteria.
08	<b>Crafting the Brand Position:</b> Developing a Brand Positioning, Choosing a Competitive Frame of Reference, Establishing a Brand Positioning, Alternative Approaches to Positioning, Positioning and Branding for a Small Business.
09	<b>Creating Brand Equity:</b> How Does Branding Work, Defining Brand Equity, Building Brand Equity, Measuring Brand Equity, Managing Brand Equity, Devising a Branding Strategy, Customer Equity.
10	<b>Addressing Competition and Driving Growth:</b> Growth, Competitive Strategies for Market Leaders, Other Competitive Strategies, Product Life-Cycle Marketing Strategies.
11	<b>Setting Product Strategy:</b> Product Characteristics and Classifications, Differentiation, Design, Luxury Products, Environmental Issues, Product and Brand Relationships, Packaging, Labeling, Warranties, and Guarantees.
12	<b>Designing and Managing Services:</b> The Nature of Services, The New Services Realities, Achieving Excellence In Services, Managing Services Quality, Managing Product-Support Services.
13	<b>Introducing New Market Offerings:</b> New-Product Options, Challenges in New-Product Development, Organizational Arrangements, Managing the Development Process, Managing the Development Process, Managing the Development Process, The Consumer-Adoption Process.
14	<b>Developing Pricing Strategies and Programs:</b> Understanding Pricing, Setting the Price, Adapting the Price, Initiating and Responding to Price Changes.
15	<b>Designing and Managing Integrated Marketing Communications:</b> The Role of Marketing Communications, Marketing Communications Mix, How Do Marketing Communications Work, Developing Effective Communications, Selecting the Marketing Communications Mix, Managing the Integrated Marketing Communications Process?
16	<b>Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations:</b> Developing and Managing an Advertising Program, Sales Promotion, Events and Experiences, Public Relations.
17	<b>Managing Digital Communications: Online, Social Media, and Mobile:</b> Online Marketing, Social Media, Word of Mouth, Mobile Marketing.
18	<b>Managing Personal Communications: Direct and Database Marketing and Personal Selling:</b> Direct Marketing, Customer Databases and Database Marketing, Designing the Sales Force, Managing the Sales Force, Principles of Personal Selling.
19	<b>Designing and Managing Integrated Marketing Channels:</b> Marketing Channels and Value Networks, The Role of Marketing Channels, Channel-Design Decisions, Channel-Management Decisions, Channel Integration and Systems, E-Commerce Marketing Practices, M-Commerce Marketing Practices, Conflict, Cooperation, and Competition.
20	<b>Conducting Marketing Responsibly for Long-term Success:</b> Trends in Marketing Practices Internal Marketing, Socially Responsible Marketing, Corporate Social Responsibility, Socially Responsible Business Models, Cause-Related Marketing, Marketing Implementation and Control Marketing Implementation, The Future of Marketing.

<b>Text Books:</b>	
<b>01.</b>	Management Information System-James A. O'Brien and George M. Marakas, Latest Edition.
<b>02.</b>	Management Information System: Conceptual Foundations, Structure and Development-Gordon B. and Margrethe H. , Latest edition.

<b>Teaching Strategies:</b>	
▪	Lecture
▪	Discussion
▪	Presentation
▪	Computer Lab
▪	Practical classes

<b>Teaching Strategies:</b>	
▪	Lecture
▪	Discussion

<b>Teaching Strategies:</b>	
▪	Lecture
▪	Discussion
▪	Presentation
<b>Course Title: International Business</b>	
<b>Course Code: MKT-415</b>	<b>Course Credit: 03</b>
<b>Clock Hours:45</b>	<b>Total Marks: 100</b>

<p><b>Rationale:</b></p> <ul style="list-style-type: none"> <li>• This course moves progressively through individual, group, organizational level of behavior drawing on concepts and practices from the field of International Business</li> <li>• It enhances ability to communicate and work effectively with others, core skills of leadership.</li> </ul> <p>It helps to strengthen people management skill so anyone can be a successful leader.</p>
<p><b>Objectives:</b></p> <p>At the end of the course, the student should:</p> <ol style="list-style-type: none"> <li>Understand the basic principles, theories, concepts and dynamics of International Business</li> <li>Apply these principles and tools in case analysis and to practical business decision-making situations.</li> <li>Integrate the concepts/techniques learned through application in the preparation of a comprehensive marketing plan.</li> <li>Appreciate and learn more about International Business as a career.</li> </ol>
<p><b>Learning Outcomes:</b></p> <ol style="list-style-type: none"> <li>Describe the strategies and tactics that can lead to successful international business given those environmental constraints.</li> <li>Discuss the more typical management decisions and problem faced, highlighting those peculiar to the international arena.</li> <li>Understand how managers perform the functional tasks that constitute international marketing such as marketing intelligence and marketing mis adaptations.</li> </ol>

<b>Unit/ Chapter</b>	<b>Contents</b>
<b>01</b>	<b>Introduction:</b> Globalization, Multinational enterprises, Geography foundations, Countries and regions of the world, Population and geography, Economic development and geography, Technology and globalization, Data sources and international research
<b>02</b>	<b>Culture:</b> Elements of culture, Self-reference criterion, Business customs, Business ethics, Religion, Communication, Frameworks for cultural analysis, Hofstede (dimensions of cultural values), Effect of culture on business
<b>03</b>	<b>Political, Economic, and Legal Systems:</b> Sovereignty of nation states, Types of political systems, Types of economic systems, Types of legal systems, Treaties, Resolution of international business disputes, Risk and other impacts of political, economic, and legal systems on business
<b>04</b>	<b>International Trade Theory:</b> Mercantilism, Absolute advantage, Comparative advantage, Ricardo, Factor endowments (Heckscher-Ohlin, Leontief), National competitive advantage (Porter's diamond), Trade theory and business
<b>05</b>	<b>International Trade Policies and Institutions:</b> Tools for trade policy (Tariffs, Subsidies, Quotas, Local content mandates and Others), Purposes of protectionism, Benefits of free trade, Foreign direct investment, History of world trade, Modern world trade (post WWII)- a) WTO b) Regional economic integration: European Union, Asian trade agreements (Asia Pacific Economic Cooperation, Association of Southeast Asian Nations), African trade agreements, Western hemisphere trade agreements (NAFTA, CAFTA, MERCOSUR, Andean Community) and Other
<b>06</b>	<b>International Monetary and Financial Issues:</b> Foreign exchange markets, Exchange rates, Relationship between prices and exchange rates (Purchasing power parity, Money supply and inflation and Interest rates and exchange rates), International monetary system (The gold standard, Bretton Woods: International Monetary Fund, World Bank, Fixed exchange rates, Floating exchange rates, Effect of exchange rates on business
<b>07</b>	<b>Entering International Markets:</b> Purposes of expanding into global markets, Entry strategies : Exporting, Importing, Licensing, Franchising, Wholly owned subsidiaries, Strategic alliances

#### **Text Books:**

John Danials, Lee Radebaugh, and Daniel Sullivan, International Business Environments and Operations, Pearson Education, 2011.

#### **Teaching Strategies:**

- Lecture
- Discussion
- Presentation

#### **Course Title: Marketing Research**

**Course Code: MKT 421**  
**Clock Hours: 45**

**Course Credit: 03**  
**Total Marks: 100**

**Rationale:**

Marketing tries to earn a profit by providing products that satisfy people's need. The outcome of its efforts is product that has both tangible and intangible characteristics that provide satisfaction and benefits. On the other hand, Research refers to the systematic process of collecting and analyzing information to increase understanding of the phenomenon under study. Thus, Marketing research primarily concern with the state of any business venture, the way of making profit, the features of products and services, the consequence or outcome of different features of various products and services, consumer satisfaction and the relationship between the benefit and satisfaction from consumers' standpoint. The intelligent and thoughtful use of marketing research is critical to keeping pace of the moving world of business. Undoubtedly the most successful marketing people have in depth knowledge of advanced level marketing research.

**Objectives:**

The main objective of this course is to develop an in-depth knowledge of marketing research methods and presentations. This course will contribute this knowledge of marketing research with the combinations of theory, practice, and real-life examples at convenient level.

**Learning Outcomes:**

After successfully completing this course, students will:

- a. Have a comprehensive theoretical knowledge of marketing problems and research.
- b. Understand the marketing research process and its application at empirical level.
- c. Know the various marketing research design, data collection, and survey methods.
- d. Able to prepare marketing research report and communicate marketing information.
- e. Familiar with the guidelines for ethical decision making under the concepts of ethical framework and marketing research.

Unit/ Chapter	Contents
01	<b>Introduction to Marketing Research:</b> The Nature of Marketing Research, Classification of Marketing Research, Role of Marketing Research in MIS and DSS, Marketing Research Suppliers, Selecting a Research Supplier, Marketing Research Process.
02	<b>Defining the Marketing Research:</b> The Process of Defining the Problem, Developing an Approach to the Problem, Environmental Context of the Problem, Management Decision Problem and Marketing Research problem, Defining the Marketing Research Problem, Components of the Approach.
03	<b>Research Design:</b> Exploratory, Descriptive and Causal Research; Relationships among Exploratory, Descriptive, and Causal Research; Potential Sources of Error, Budgeting and Scheduling the Project, Marketing Research Proposal
04	<b>Exploratory Research Design:</b> Secondary Data, Primary Versus Secondary Data, Criteria for Evaluating Secondary Data, Classification of Secondary Data, Qualitative Research: Rationale for Using Qualitative Research Procedures, Focus Group Interviews, Depth Interviews, Projective Techniques.
05	<b>Descriptive Research Design:</b> Survey and Observation, Survey Methods: Telephone, Personal and Mail Methods; A comparative Evaluation of Survey Methods, Selection of Survey Methods (s), Observation Methods: Observation Methods Classified by Mode of Administration, A Comparative Evaluation of Observation Methods, A Comparison of Survey and Observation Methods.
06	<b>Causal Research Design:</b> Experimentation Concept of Causality, Conditions for Causality, Validity in Experimentation, Extraneous Variables, Controlling Extraneous Variables, A Classification of Experimental Design: Pre-experimental Design, True Experimental Design, Quasi-Experimental Designs, Statistical Designs; Laboratory versus Field Experiments, Limitations of Experimentation.
07	<b>Measurement and Scaling:</b> Primary Scales of Measurement, Comparative Scaling Techniques and Verbal Protocols, Non-comparative Scaling Techniques: Continuous

	Rating Scale, Itemized Rating Scale, Non-comparative Itemized Rating Scale Decisions, Multi-item Scales, Scale Evaluation: Measurement Accuracy, Reliability and Validity; Relationship between Reliability and Validity, Generalizability and Choosing a Scaling Technique
08	<b>Questionnaire and Form Design:</b> Questionnaire Design Process: Overcoming Inability to Answer, Overcoming Unwillingness to Answer, Choosing Question Structure, Choosing Question Wording, Determining the Order of Questions; Form and Layout, Reproduction of the Questionnaire, Pretesting; And Observational Forms.
09	<b>Sampling: Design and Procedures:</b> The Sampling Design Process, A Classification of Sampling Techniques, Non-probability Sampling Techniques and Probability Sampling Techniques, Choosing Non-probability Versus Probability Sampling, Uses of Non-probability and Probability Sampling, Final and Initial Sample Size Determination: The Sampling Distribution, Statistical Approach to Determining Sample Size, The Confidence Interval Approach, Multiple Characteristics and Parameters, Adjusting the Statistically Determined Sample Size.
10	<b>Field Work:</b> The Nature of Field Work, Field Work and Data Collection Process, Selecting Fields Workers, Training Fields Workers, Supervising Fields Workers, Validating Fields Work and Evaluating Field workers.
11	<b>Data Preparation:</b> The Data Preparation Process, Questionnaire Checking, Editing, Coding Transcribing, Data Cleaning, Statistically Adjusting the Data, Selecting a Data Analysis Strategy
12	<b>Analysis Frequency Distribution, Cross Tabulation and Hypothesis Testing:</b> Statistics Associated with Frequency Distribution, Introduction to Hypothesis Testing, A General Procedure for Hypothesis Testing, Statistics Associate with Cross-tabulation, Cross-Tabulation in Practice, Hypothesis Testing Related to Differences, Parametric and Non-parametric Tests.
13	<b>Report Preparation and Presentation:</b> Importance of the Report and Presentation, Report Preparation and Presentation Process, Oral Presentation, Reading the Research Report, Research Follow-up
14	<b>International Marketing Research:</b> Marketing Research in International Context, Framework for International Marketing Research
15	<b>Ethics in Marketing Research:</b> Importance of Ethics in Marketing Research, Stakeholders in Marketing Research, Guidelines for Ethical Decision making, An Ethical Framework, Ethics and the marketing Research, Process.

**Text Books:**

Marketing Research, Naresh K. Malhotra, Prentice Hall Inc

**Reference Books:**

1. Donald Cooper and Pamela S. Schindler, Business Research Methods.
2. Research Methodology: Methods & techniques, C.R. Kothari.
3. Gopal K. Kanjii. 100 Statistical Tests. New Delhi: Sage Publication.

**Teaching Strategies:**

Lectures, discussion, participation, case studies, fieldwork, and presentation

**Course Title: Sales and Retail Management**

**Course No: MKT-422**  
**Clock Hours: 90**

**Course Credit: 03**  
**Total Marks: 100**

**Rationale:**

This course deals with many inter-related topics, including product management, retail marketing and retail strategy. It deals with the relationship between products, consumers and the various places where product exchange takes place. Retailers have to ensure that their operations are set up to provide a smooth flow of goods to the paces and at the times the buying public wants, all the while ensuring the right goods are made available and that the business is competitive - this Course covers all of these areas and more, teaching retail managers what to do and how to do it with operational effectiveness and efficiency.

**Objectives:**

The main objective for the curriculum is to provide the learner with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager. The learner will also be able to determine a level of interest in pursuing a career in retail management.

**Learning Outcomes:**

1. Become familiar with how the retail industry works.
2. Understand the areas of accountability for retail management.
3. Understand how the role of the manager impacts the success of a retail business.
4. Determine level of interest in pursuing a career in retail management.

Unit	Contents
01	<b>Sales Management and the Business Enterprise:</b> Evaluation of the Sales Department Definition and Objectives of Sales Management-Sales Executive as Coordinator-Sales Management and Control.
02	<b>Sales Management, Personal Selling and Salesmanship:</b> Buyer-Seller dyads-Diversity of Personal Selling Situation- of Selling-Prospecting.
03	<b>Setting Personal-Selling Objectives:</b> Types of Personal Selling-Objectives-Analyzing Market Potential-Market Indexes-Sales Potential and Sales Forecasting.
04	<b>Sales Related Marketing Policies:</b> Product Policy-What to Sell, Distribution Policy-Who to Sell, Pricing Policy.
05	<b>Formulating Personal-Selling Strategy:</b> Competitive Selling and Personal Selling Strategy-Sales-Related Marketing Policies--Determining the Size of the Sales Force.
06	<b>The Effective Sales Executive:</b> Nature of Sales Management Positions-Functions & Qualities of the Sales Executive-Relations with Management.
07	<b>Controlling the Sales Effort:</b> The Sales Budget-Quotes-Sales Territories--The Sales Audit-Sales Analysis.
08	<b>The World of Retailing:</b> What is Retailing? Social and Economic Significance of Retailing, Retailing View Socially Responsible Retailers, Structure of Retailing and Distribution Channels Around the world, Opportunities in Retailing, Retailing view Sam Walton Founder of Walmart(1918-1992), The Retail Management Decision Process
09	<b>Types of Retailing:</b> Retailer Characteristics, Retailing View: Rent Some Luxury, Retailing view: ALDI Provides value in the United States, General Merchandise Retailers, Retailing View: Specializing in everything video Games Buy Play Sell, Services Retailing, Types of Ownership, Retailing View Tart Frozen Yogurt The Sweet Franchise.
10	<b>Multichannel Retailing:</b> Retail Channels, Retailing View: Direct Selling in China,

	Benefits Offered by the Retail Channels, Retailing View: Bass Pro Shops Makes Shopping Fun, Retailing View: Helping Couples Get Ready for the Big Day, Benefits of Multichannel Retailing, Other Multichannel Retailing Issues, Challenges of Effective Multichannel Retailing, Retailing View: The Build-A-Bear Workshop Uses Multiple Channels Enhance Its Image, Multichannel Shopping in the Future.
11	<b>Retail Market Strategy:</b> What is a Retail Strategy, Target Market and Retail Format Building a Sustainable Competitive Advantage, Retailing View: The IKEA Way, Retailing View: The Container Store Building a Competitive Advantage by Selling Product That Make Life Simpler, Growth Strategies, Global Growth Opportunities, Retailing View: The Fashion Mavens are Men in India, The Strategic Retail Planning Process, Retailing View: Hot Topic Emphasizes Its Strength in India Music.
12	<b>Retail Locations:</b> Types of Locations, Unplanned Retail Locations, Retailing View: Gentrified Cleveland, Retailing View: Magic Johnson Brings Retailing to the Inner City, Shopping Centers, Retailing View: Subway Goes to Church, Location and Retail Strategy, Retailing View: Bealls's Locations Support its Strategy, Legal Considerations.
13	<b>Retail Site Location:</b> Evaluating Specific Areas for Locations, Retailing View: Who Needs a Kitchen When You Have Whole Foods or Trade Joe's Downstairs, Number of Stores in an Area, Evaluating a Site for Locating a Retail Store, Retailing View: The Importance of a Right Turn, Trade Area Characteristics, Retailing View: Customer Spotting for Multichannel Retailers, Estimating Potential Sales for a Store Site, Illustration of Site Selection: Edward Beiner Purveyor of Fine Eyewear, Negotiating a Lease.
14	<b>Buying Merchandise:</b> Brand Alternatives, Retailing View: U.K's Asda Loves Private-Label Brands, Retailing View: Only at Kohl's Buying National Brand Merchandise, Developing and Sourcing Private-Label Merchandise, Retailing View: Datang, China, is Sock City, Retailing View: It Isn't Easy to Sell to Walmart, Negotiating with Vendors, Strategic Relationships, Legal, Ethical, and Social Responsibility Issues for Buying Merchandise, Retailing View: Where Did T.J.Maxx Get its Coach Handbags?
15	<b>Retail Pricing:</b> Pricing Strategies, Considerations in Setting Retail Prices, Retailing View: U.K Grocery Chains Battle it Out, Setting Retail Prices, Markdowns, Pricing Techniques for Increasing Sales and Profits, Retailing View: Hey, Wanna Buy a Ticket, Retailing View: Haggling for a Better Price, Retailing View: Men are Winning the Battle Against Gender Based Pricing, Legal and Ethical Pricing Issues.
16	<b>Retailing Communication Mix:</b> Using Communication Programs to Develop Brand Images and Build Customer Loyalty, Retailing View: Even if You Can't Afford It, You Respect It: J. Crew's Reputation for Quality, Retailing View: L.L Bean Celebrates the Outdoors, Retailing View: You Tube and HSN, Retailing View: Pop Ups Virtual, Retailing View: Neiman Marcus Fantasy Gifts, Planning the Retail Communication Program.
17	<b>Managing The Store:</b> Store Management Responsibilities Recruiting and Selecting Store Employees, Orientation and Training Program for New Store Employees, Retailing View: Transition from Student of Management Trainee, Motivating and managing store Employees, Retailing View: Should Managers Make Them DoIt, Retailing View: Motivation Different Generational Cohorts, Evaluating Store Employeesand Providing Feedback, Compensating and Rewarding Store Employees, Controlling Costs, Retailing View: Increasing Operating Efficiency, Reducing Inventory Shrinkage.
18	<b>Store Layout Design and Visual Merchandising:</b> Store Design Objectives, Retailing View: Walmart Goes Green and Lowers its Energy Costs, Retailing View: Western Store Designs are not Appealing to Indian Shoppers, Store Design Elements, Space Management, Retailing View: Suggestions for Merchandising a Pet Food Category, Retailing View: Marks & Spencer Automates with Planograms, Visual

Merchandising, Creating an Appealing Store Atmosphere, Web Site Design.
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**Text Books:**

1. Strategic Retail Management, Danny R. Arnold, Louis M. Capella & Garry D. Smith
2. Sales Management-Decisions, Strategies and Cases, Richard R. Stll, Edward W. Cundiff, Norman A.P. Govoni, Prentice-Hall.

**Reference Books:**

1. Sales Management Concepts, Pratices and Cases, Eugene M. Johnson, David L. Kurtz, Eberhard E. Scheuing, McGraw-Hill.
2. Professional Sales Management, Rolph E. Anderson, Joseph F. Hair, Jr., Alan J. Bush, McGraw-Hill.

**Teaching Strategies:**

- Lecture
- Discussion/Participation
- Presentation

**Course Title: Strategic Brand Management**

**Course No: MKT-423**  
**Clock Hours: 90**

**Course Credit: 03**  
**Total Marks: 100**

**Rationale:**

The course will focus on providing students with the skills and knowledge required to develop and execute a successful brand strategy by understanding how to build, measure, and manage brand equity. What are brands, how are they created and managed, and how they add value to consumers and business firms are important aspects of understanding brand management. Students will learn how to leverage the marketing-mix to build a strong brand platform with a strong customer focus, analytical orientation and interactive approach.

**Objectives:**

The course objectives are to:

- Provide an appreciation of the role of brands in customer decision making and in creating

shareholder value.

- Increase fluency with the core principles underlying a consumer centric approach to brand strategy, and create familiarity with research tools that illuminate the meaning and strength of any particular brand.
- Augment student ability to think creatively and critically about the strategies and tactics involved in building, leveraging, defending and sustaining inspired brands.
- Encourage the application of brand principles to oneself—so as to be aware when building and communicating one’s own personal and professional brand.

**Learning Outcomes:**

1. Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.
2. Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.).
3. Learn how to identify brand meaning and to measure brand strength for any particular market offering.
4. Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.

Unit	Contents
01	<b>Fundamental Concepts of Marketing, Brand and Brand Management:</b> Marketing, Value, Satisfaction, Exchange, Marketing Mix, What is Brand? Marketing Process, Bottom line of Branding, Product etc.
02	<b>Brand and Brand Management:</b> Can anything be branded? Branding Challenges and opportunities, Brand equity concept, Strategic brand management process.
03	<b>Customer-Based Brand Equity:</b> Brand knowledge, Sources of brand equity, Strong brand, Brand building implications.
04	<b>Brand Positioning and Values:</b> Identifying and establishing brand positioning, Positioning guidelines, Defining and establishing brand values.
05	<b>Choosing Brand Elements To Build Brand Equity:</b> New perspective on marketing, Product strategy, pricing strategy, Channel strategy.
06	<b>IMC To Build Brand Equity:</b> Information processing model of communication, Overview of marketing communication options, Developing IMC program.
07	<b>Leveraging Secondary Brand Knowledge To Build Brand Equity:</b> Conceptualizing the leveraging process, Company, Co-branding, Licensing and Celebrity endorsement.
08	<b>Developing A Brand Equity Measurement and Management System:</b> The brand value chain, Establishing a brand equity management system.
09	<b>Measuring Sources Of Brand Equity; Capturing Customer Mindset:</b> Qualitative research techniques, Quantitative research techniques.
10	<b>Designing and Implementing Branding Strategies:</b> The brand product mix, Brand hierarchy, Designing a brand strategy.

**Text Books:**

1. Strategic Brand Management- Building, Measuring and Managing Brand Equity, Kevin Lane Keller, Latest Edition, Prentice Hall, USA.

**Reference Books:**

1. The New Strategic Brand Management- Jean- Noel Kapferer, Latest Edition, Kogan Page Limited, USA.
2. Brand Asset Management- Scott M Davis, Latest Edition, Jossey- Inc. San Francisco, USA.

**Teaching Strategies:**

- Lecture
- Discussion/Participation
- Presentation

**Course Title: Supply Chain Management**

**Course Code:** MKT 424  
**Clock Hours:** 45

**Course Credit:** 03  
**Total Marks:** 100

**Rationale:**

Students develop the ability to conceptualize, design, and implement supply chains aligned with product, market, and customer characteristics. Business competition is now between supply networks rather than individual corporations. Managing the flow of products, information, and revenue across supply chains differentiates the ability of supply networks to fulfill customer needs. Students develop the ability to evaluate how information flows can substitute for the stock of physical resources, such as inventory, and why such systems succeed or fail. They assess how internet technologies, dynamic markets, and globalization are impacting supply chain strategies and practices, including logistics, digital coordination of decisions and resources, inventory and risk management, procurement and supply contracting, product and process design, and revenue management.

**Objectives:**

This course covers basic principles of supply chain management and provides techniques used to analyze various aspects of logistics systems. Key concepts such as inventory management, communication, warehousing, distribution, and facility location are examined as an integral part of modern business. The course addresses insights, concepts, practical tools, and decision support systems that are important for the effective management of the supply chain.

**Learning Outcomes:**

The student should be able to:

- a) Understand basic terminology and supply chain operations in the context of today's business environment.
- b) Be able to observe and study business operations and then describe the logistics/supply chain systems in oral and written presentations.
- c) Be able to recommend areas for improvement in logistics and supply chain operations.
- d) Understand effective inventory management policy, demand variability, forecasting and lead time on inventory level and cost.
- e) Understand the importance of strategic supply chain alliances and the impact of centralized versus decentralized networks. 6. Understand basic international issues in supply chain management.

Unit/ Chapter	Contents
01	<b>Introduction to Supply Chain Management-</b> Introduction, definition, important elements, origins, future trends in SCM.
02	<b>Purchasing Management-</b> Introduction, role of purchasing, process, sourcing decisions, roles of supply base, supplier selection, purchasing organization, decentralized purchasing, international purchasing. <b>Creating and Managing Superior Relationships-</b> Introduction, developing successful partnerships, supplier evolution and certification, supplier development, supplier award, supplier relationships MGT software. <b>Strategic Sourcing For Successful Supply Chain Management-</b> Introduction, developing successful sourcing strategies, supply base reduction programs, evaluation and selecting key suppliers, strategic alliance and supplier certification programs, outsourcing programs, supplier management and alliance.
03	<b>Demand Forecasting and Collaborative Planning-</b> Forecasting and Replenishment- introduction, matching supply and demand, forecasting techniques, forecast accuracy, collaborative planning, forecasting and replenishment. <b>Aggregate Planning and Inventory Management-</b> Introduction, operation planning, the aggregate production planning, master production scheduling, materials requirement planning, capacity planning. <b>Enterprise Resource Planning Systems-</b> Introduction, the development of legacy materials requirement, planning systems, the development of enterprise resource planning, the rapid growth of enterprise resource planning systems. <b>Process Management-</b> introduction- Jit and TQM Issues, TQM Tools.
04	<b>Domestic and International Transportation-</b> Introduction, The impact of transportation on SCM, fundamentals of transportation, warehousing, International transportation issues, transportation Management, e-commerce & transportation. Chapter-10: Customer Relationship Management- introduction, roles of CRM, tools, principles. <b>Facility location decisions-</b> introduction, facility location, location strategy, location factors, models. <b>Service Response Logistics-</b> Introduction, service operations, scm in service, primary concerns.
05	<b>Supply chain process integration-</b> introduction, integration model, obstacles to process. <b>Performance measurement along the supply chain-</b> introduction, competitive weapon, traditional performance measures, world class performance measurement. <b>Looking to the future of supply chain management-</b> introduction, expanding SCM, greening of SCM, reducing SCM costs

#### Text Books:

Joel D. Wisner, G. Keong Leong, Keah-Choon Tan, “Principles of supply Chain Management, A Balanced Approach” (Latest edition)

#### Reference Books:

1	Ronald H. Ballou, Prentice –Hall, “ <i>Business Logistics Management</i> ”
2	Ronald J. Browsersox and David J. Closs, Tata, McGraw Hill “ <i>Logistics Management</i> ”

#### Teaching Strategies:

- Lecture
- Discussion

▪ Presentation
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<b>Course Title: Competitive Analysis</b>	
<b>Course No: MKT-425</b> <b>Clock Hours: 45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>

**Rationale:**  
This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition.

- Objectives:**  
After completing this module students are expected to:
- explain how critical points in the industry life cycle can transform the competitive environment of the firm;
  - understand the implications of different stages in the life cycle for competitive strategy;
  - describe the Five Forces Framework and explain its implications for strategy formulation;
  - use the Five Forces to analyze the context in which individual competitive strategies are framed;
  - explain the contribution and limitations of game theory in strategy formulation;
  - Describe how strategic moves can help a firm gain an advantage in the competitive battlefield.

- Learning Outcomes:**  
By the end of the semester, students should be able to:
1. Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness.
  2. Recognize the different stages of industry evolution and recommend strategies appropriate to each stage.
  3. Appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage and formulate strategies that leverage a firm’s core competencies.
  4. Demonstrate understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios.
  5. Distinguish the two primary types of competitive advantage: cost and differentiation and formulate strategies to create a cost and/or a differentiation advantage.
  6. Analyze dynamics in competitive rivalry including competitive action and response, first-mover advantage and make appropriate recommendations for acting both proactively and defensively.
  7. Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production.

<b>Unit/Chapter</b>	<b>Contents</b>
<b>01</b>	<b>The Structural Analysis of Industries:</b> Structural determinants of the intensity of

	competition: Threat of entry, Intensity of rivalry among existing competitors, Pressure from substitute products, Bargaining power of buyers, and Bargaining power of suppliers; Structural analysis and competitive strategy; and Structural analysis and industry definition
02	<b>Generic Competitive Strategies:</b> Three generic strategies: Overall cost leadership, Differentiation, and Focus; Other requirements of the generic strategies; and Risks of the generic strategies
03	<b>A Framework for Competitive Analysis:</b> The Components of Competitive Analysis; The competitive response profile; Competitor analysis and industry forecasting; and The need for a competitive intelligence system
04	<b>Market Signals:</b> Market signals; Types of market signals; Use of history in identifying signals; and Can attention to market signal be a distraction?
05	<b>Competitive Moves:</b> Industry instability: the likelihood of competitive warfare; Competitive moves; and Commitment
06	<b>Strategy Toward Buyers and Suppliers:</b> Buyer selection; and Purchasing strategy
07	<b>Structural Analysis within Industries:</b> Dimensions of competitive strategy; Strategic groups; Strategic groups and a firm's profitability; Implications for formulation of strategy; and The strategic group map as an analytical tool
08	<b>The Value Chain and Competitive Advantage:</b> The value chain; Competitive scope and the value chain; and The value chain and organizational structure.
09	<b>Cost Advantage:</b> The value chain and cost analysis; Cost behavior; Cost advantage; and Steps in strategic cost analysis
10	<b>Differentiation:</b> Sources of differentiation; cost of differentiation; Differentiation strategy; and Steps in differentiation.
11	<b>Technology and Competitive Advantage:</b> Technology and value chain; Technology strategy; Technological evolution; and Formulating technological strategy.
12	<b>Competitor Selection:</b> Strategic benefits of competitors; What makes a "good" competitor?; Influencing pattern of competitors; Optimal market configuration; and Pitfalls in competitor selection

#### Text Books:

01	Michael E. Porter: Competitive Strategies: Techniques for Analyzing Industries and Competitors
02	Michael E. Porter: Competitive Advantage: Creating and Sustaining Superior Performance

#### Teaching Strategies:

▪ Lecture
▪ Discussion
▪ Presentation
▪ Case Study

<b>Course Title: International Marketing</b>	
<b>Course No:</b> <b>Clock Hours: 45</b>	<b>Course Credit: 03</b> <b>Total Marks: 100</b>

<p><b>Rationale:</b></p> <ul style="list-style-type: none"> <li>• International marketing is important as the world becomes increasingly globalized. The fact that a transaction takes place "across national borders".</li> <li>• This course considers the basic concepts of international marketing, the various activities necessary for international marketing planning, the beginning of international marketing activities to be conducted by a domestic firm, and relevant issues on strategy and marketing management relevant to expanded global operations.</li> </ul>
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• To gain a solid understanding of the theoretical and conceptual principles of international marketing.</li> <li>• To understand how to develop and manage a strategic international marketing initiative.</li> </ul>
<p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Analyze the environmental variables that influence international marketing.</li> <li>• Describe the strategies and tactics that can lead to successful international marketing given those environmental constraints.</li> <li>• Discuss the more typical management decisions and problem faced, highlighting those peculiar to the international arena.</li> <li>• Understand how managers perform the functional tasks that constitute international marketing such as marketing intelligence and marketing mis adaptations.</li> <li>• Produce a comprehensive marketing plan.</li> </ul>

<b>Unit/ Chapter</b>	<b>Contents</b>
1.	<b>Introduction:</b> Globalization, Multinational enterprises, Geography foundations, Countries and regions of the world, Population and geography, Economic development and geography, Technology and globalization, Data sources and international research
2.	<b>Culture:</b> Elements of culture, Self-reference criterion, Business customs, Business ethics, Religion, Communication, Frameworks for cultural analysis, Hofstede

	(dimensions of cultural values), Effect of culture on business
3.	<b>Political, Economic, and Legal Systems:</b> Sovereignty of nation states, Types of political systems, Types of economic systems, Types of legal systems, Treaties, Resolution of international business disputes, Risk and other impacts of political, economic, and legal systems on business
4.	<b>International Trade Theory:</b> Mercantilism, Absolute advantage, Comparative advantage, Ricardo, Factor endowments (Heckscher-Ohlin, Leontief), National competitive advantage (Porter's diamond), Trade theory and business
5.	<b>International Trade Policies and Institutions:</b> Tools for trade policy (Tariffs, Subsidies, Quotas, Local content mandates and Others), Purposes of protectionism, Benefits of free trade, Foreign direct investment, History of world trade, Modern world trade (post WWII)- a) WTO b) Regional economic integration: European Union, Asian trade agreements (Asia Pacific Economic Cooperation, Association of Southeast Asian Nations), African trade agreements, Western hemisphere trade agreements (NAFTA, CAFTA, MERCOSUR, Andean Community) and Other
6.	<b>International Monetary and Financial Issues:</b> Foreign exchange markets, Exchange rates, Relationship between prices and exchange rates (Purchasing power parity, Money supply and inflation and Interest rates and exchange rates), International monetary system (The gold standard, Bretton Woods: International Monetary Fund, World Bank, Fixed exchange rates, Floating exchange rates, Effect of exchange rates on business
7.	<b>Entering International Markets:</b> Purposes of expanding into global markets, Entry strategies : Exporting, Importing, Licensing, Franchising, Wholly owned subsidiaries, Strategic alliances

<b>Text Books:</b>	
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| 1. | John Danials, Lee Radebaugh, and Daniel Sullivan, International Business Environments and Operations, Pearson Education, 2011. |
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<b>Teaching Strategies:</b>	
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| ▪ Lecture      |
| ▪ Discussion   |
| ▪ Presentation |