

Department of Marketing
Comilla University
Part C: Description of all Courses of the BBA Program

Courses for BBA
Effective from (Session: 2023-2024 to 2025-2026)

Year & Semester	ISCED Code	Course Code	Course Code & Course Title
First Year First Semester	0413-111	MKT-111	Introduction to Business
	0311-112	MKT-112	Microeconomics
	0421-113	MKT-113	Environment and Sustainability
	0413-114	MKT-114	Business English and Communication
	0341-115	MKT-115	Emergence of Bangladesh
First Year Second Semester	0311-121	MKT-121	Macroeconomics
	0411-122	MKT-122	Financial Accounting
	0541-123	MKT-123	Business Mathematics-I
	0413-124	MKT-124	Elementary Psychology
	0413-125	MKT-125	Principles of Management
Second Year First Semester	0414-211	MKT-211	Principles of Marketing-I
	0541-212	MKT-212	Business Mathematics-II
	0412-213	MKT-213	Financial Management
	0412-214	MKT-214	Insurance and Risk Management
	0313-215	MKT-215	Law and Ethics
Second Year Second Semester	0414-221	MKT-221	Principles of Marketing-II
	0413-222	MKT-222	Human Resource Management
	0542-223	MKT-223	Business Statistics-I
	0611-224	MKT-224	Computing and Information systems
	0413-225	MKT-225	Organizational Behavior
Third Year First Semester	0411-311	MKT-311	Taxation in Bangladesh
	0542-312	MKT-312	Business Statistics-II
	0414-313	MKT-313	Integrated Marketing Communications
	0414-314	MKT-314	Agricultural and Rural Marketing
	0414-315	MKT-315	Product Planning and Development
Third Year Second Semester	0413-321	MKT-321	Operations Management
	0413-322	MKT-322	Digital Business and Innovation
	0414-323	MKT-323	Consumer Behavior
	0414-324	MKT-324	Global Fashion Buying and Merchandising
	0413-325	MKT-325	Entrepreneurship Development
Fourth Year First Semester	0413-411	MKT-411	Management Information System
	0414-412	MKT-412	Advertising and Public Relations
	0414-413	MKT-413	Social-Media Marketing
	0414-414	MKT-414	Marketing Management
	0414-415	MKT-415	International Business
	0413-416	MKT-416	Strategic Management
Fourth Year Second Semester	0414-421	MKT-421	Marketing Research
	0416-422	MKT-422	Sales and Retail Management
	0414-423	MKT-423	Strategic Brand Management
	0414-424	MKT-424	Supply Chain Management
	0414-425	MKT-425	Services Marketing
	0414-426	MKT-426	Competitive Analysis

First Year First Semester

Course Title	Introduction to Business		Course Code	0413 MKT-111	
Course Type	Elective		Course Status	Theory	
Course Hour	3.0 Hr./Week		Credit Value	3.0	
Prerequisite	N/A		Total Marks	100	
Course Description					
Introduction to Business is an elementary course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.					
Rationale					
Introduction to business course provides basic understanding of business, management, marketing, accounting, and finance to the students. The course is designed to build a strong foundation of business in the students to help them to do better in the higher courses and complete their under-graduation in marketing. With this strong base, students from different disciplines will be able to perform accordingly in the following courses.					
Course Objectives					
The principal objective of this course is to convey the fundamental knowledge of business to students. The specific objectives of this course are to:					
<ol style="list-style-type: none"> 1) have a complete idea of business in a holistic manner; 2) be familiar with all of the characteristics and factors of business, as well as the economic environments in which they operate; 3) be able to apply what you've learned in real-world situations; 4) use examples from current events, as well as more formal case studies, to apply, illustrate, and discuss different aspects of business. 					
Course Learning Outcomes (CLOs)					
On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-					
CLO1		identify the related environments of business and economic systems, international business, social responsibility, and business ethics			
CLO2		recognize the different forms of business organizational structure, entrepreneurship, small business, business operations, and marketing concepts.			
CLO3		explain accounting procedures and information systems, finance, and sources of financing.			
Course Contents					
1.	Business, Economics and Ethics: The concept of business, Basic functions of Business, the nature and goal of business, The people and activities of business, The economic foundations of the		9 Hrs.	CLO1	

Course Contents		business, Economic Systems, Business Ethics and Social Responsibility, The Role of Ethics in Business, The Nature of Social Responsibility		
	2.	International Business and E-Business: The Role of International Business, International Trade Barriers. Trade Agreements, Alliances, and Organizations, International Business Strategies, Developing Strategies, E-Business and The Nature of E-Business and E-Business Models, Growing a Business	9 Hrs.	CLO1
	3.	Organizing Business and Entrepreneurship: The Nature of Entrepreneurship and Small Business, Advantages of Small-Business Ownership, Disadvantages of Small-Business Ownership, Starting a Small Business, Sole Proprietorships, Partnerships, Corporations and Other Types of Ownership, Joint Ventures and S Corporations, Mergers and acquisitions.	3 Hrs.	CLO2
	4.	Basic functions of business: R&D, productions and operations, marketing, finance, and HRM.	6 Hrs.	CLO2
	5.	Marketing and Marketing strategies: Developing a Marketing Strategy, Buying Behavior, The Marketing Environment, The Marketing Mix and strategies, Promotion Mix	6 Hrs.	CLO2
	6.	Information Systems and Accounting Business information systems, accounting procedures	6 Hrs.	CLO3
	7.	Financing the Enterprise Financial management principles, Operations of financial institutions, Securities markets	3 Hrs.	CLO3

Alignment of CLOs VS PLOs	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	-	-	3	-	2	-	2	-
	CLO2	1	-	3	-	2	-	-	-
	CLO3	-	2	-	-	-	-	-	1

Learning Materials	Recommended Text: McHugh, W. N. (2021). Understanding Business. McGraw-Hill.
	References: 1. Skinner, S. J., & Ivancevich, J. M. (1992). Business for the 21st century. Homewood: Homewood, IL: R.D. Irwin. 2. Joseph T. Straub, R. F. (1985). Introduction to Business. Kent: Kent Publishing Company.

First Year First Semester

Course Title	Microeconomics	Course Code	0311 MKT-112		
Course Type	GED	Course Status	Theory		
Course Hour	3.0 Hr./Week	Credit Value	3.0		
Prerequisite	N/A	Total Marks	100		
Course Description	<p>Microeconomics is a compulsory course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, group discussion, class presentations, quiz, assignments, two midterms, and comprehensive examinations. This is an elementary-level course for applying the economics concept in the field of business.</p>				
Rationale	<p>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.</p>				
Course Objectives	<p>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.</p>				
Course Learning Outcomes (CLOs)	<p>Upon successful completion of the course a student will be able to:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">CLO1</td> <td>Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of a good produced.</td> </tr> </table>			CLO1	Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of a good produced.
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	CLO2	Represent demand, in graphical form, including the downward slope of the demand curve and what shifts the demand curve.
	CLO3	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.
	CLO4	Understand the efficiency and equity implications of market interference, including government policy.
	CLO5	Understand how different degrees of competition in a market affect pricing and output and apply economic reasoning to individual and firm behavior.

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		Course Contents	Hours	CLOs
<i>Course Contents</i>	1.	The Central Concepts of Economics Why Study Economics? The Three Problem of Economic Organization, Society's Technological Possibilities	3 Hrs.	CLO ₁
	2.	The Modern Mixed Economy The Market Mechanism, Trade, Money, and Capital, The Visible Hand of Government	3 Hrs.	CLO ₁
	3.	Basic Elements of Supply and Demand The Demand Schedule, The Supply Schedule, Equilibrium of Supply and Demand	3 Hrs.	CLO ₂
	4.	Supply and Demand: Elasticity and Applications Price Elasticity of Demand and Supply, Applications to Major Economic Issues	3 Hrs.	CLO ₂
	5.	Demand and Consumer Behavior	3 Hrs.	CLO ₂
	6.	Production and Business Organization Theory of Production and Marginal Products, Business Organizations	3 Hrs.	CLO ₃
	7.	Analysis and costs Economic Analysis of Costs, Economic Costs and Business Accounting, Opportunity Costs	3 Hrs.	CLO ₃
	8.	Analysis of Perfectly Competitive Markets Supply Behavior of the Competitive Firm, Supply Behavior in Competitive Industries, Special Cases of Competitive Markets, Efficiency and Equity of Competitive Markets	9 Hrs.	CLO ₅
	9.	Imperfect Competition and Monopoly Patterns of Imperfect Competition, Monopoly Behavior	3 Hrs.	CLO ₅
	10.	Competition Among The Few Behavior of Imperfect Competitors, Game Theory, Public Policies to Combat Market Power	3 Hrs.	CLO ₅
	11.	The Labor Market Fundamentals of Wage Determination, Labor Market Issues and Policies	3 Hrs.	CLO ₄
	12.	Government Taxation and Expenditure Government Control of the Economy, Government Expenditures,	3 Hrs.	CLO ₄

	Economic Aspects of Taxation		
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<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	2	-	2	-	-	-	-	-
	CLO2	-	3	-	-	-	-	-	-
	CLO3	-	-	-	-	-	-	-	-
	CLO4	-	-	-	-	-	-	-	3
	CLO5	-	-	-	-	-	-	-	3

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<i>Learning Materials</i>	Recommended Text: Economics, Paul A. Samuelson & William d. Nordhaus, McGraw-Hill.
	References: <ol style="list-style-type: none"> 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.

First Year First Semester

Course Title	Environment and Sustainability	Course Code	0413 MKT-113										
Course Type	GED	Course Status	Theory										
Course Hour	3.0 Hr./Week	Credit Value	3.0										
Prerequisite	N/A	Total Marks	100										
Course Description	<p>The Business Environment course provides students with a comprehensive understanding of the dynamic and complicated business environment. It examines the numerous economic, political, social, technological, and legal elements that influence businesses. Students will obtain a broad understanding of how businesses respond to environmental issues and opportunities. By evaluating case studies from the real world and participating in class discussions, students will obtain vital insights into the dynamic relationship between firms and their environments.</p>												
Rationale	<p>To introduce 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.</p>												
Course Objectives	<p>This course's major purpose is to equip students with the knowledge and analytical abilities required to appreciate the various dynamics that shape the corporate environment. Students should be able to identify the impact of external factors on business operations and develop effective strategies for adapting to and thriving in varied contexts by the end of the course.</p>												
Course Learning Outcomes (CLOs)	<p>At the end of this course, the students will be able to –</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;">CLO1</td> <td>Identify and explain the key components of the business environment, including economic, political, social, technological, and legal factors.</td> </tr> <tr> <td>CLO2</td> <td>Analyze the influence of macroeconomic factors (such as GDP, inflation, and unemployment) on business decisions and performance.</td> </tr> <tr> <td>CLO3</td> <td>Evaluate the impact of global market dynamics and international trade policies on business operations and expansion strategies.</td> </tr> <tr> <td>CLO4</td> <td>Interpret the role of government regulations, ethical considerations, and corporate social responsibility in shaping business behavior.</td> </tr> <tr> <td>CLO5</td> <td>Develop strategic recommendations for businesses to effectively adapt and respond to changes in the business environment.</td> </tr> </table>			CLO1	Identify and explain the key components of the business environment, including economic, political, social, technological, and legal factors.	CLO2	Analyze the influence of macroeconomic factors (such as GDP, inflation, and unemployment) on business decisions and performance.	CLO3	Evaluate the impact of global market dynamics and international trade policies on business operations and expansion strategies.	CLO4	Interpret the role of government regulations, ethical considerations, and corporate social responsibility in shaping business behavior.	CLO5	Develop strategic recommendations for businesses to effectively adapt and respond to changes in the business environment.
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CLO2	Analyze the influence of macroeconomic factors (such as GDP, inflation, and unemployment) on business decisions and performance.												
CLO3	Evaluate the impact of global market dynamics and international trade policies on business operations and expansion strategies.												
CLO4	Interpret the role of government regulations, ethical considerations, and corporate social responsibility in shaping business behavior.												
CLO5	Develop strategic recommendations for businesses to effectively adapt and respond to changes in the business environment.												

<i>Course Contents</i>	Course Contents		Hours	CLOs
	1.	<p>Introduction to Business Environment: Understanding the concept and significance of the business environment, Factors influencing the business environment- economic, political, social, technological, and legal.</p> <p>Macroeconomic Factors and Business: Analysis of key macroeconomic indicators and their impact on business decisions, Business cycles and their implications for strategic planning.</p>	9	CLO1, CLO2
	2.	<p>Globalization and International Trade: Exploring the effects of globalization on businesses, Understanding international trade policies and their influence on business operations.</p> <p>Legal and Ethical Dimensions of Business: Government regulations and their impact on business practices, Ethics and corporate social responsibility in business decision-making.</p>	6	CLO3, CLO4
	3.	<p>Adapting to the Business Environment: Strategies for businesses to navigate dynamic environments, Case studies of successful and failed adaptations to environmental changes.</p> <p>Emerging Technologies and Disruptive Innovation: Analyzing the role of technology in shaping the business landscape, Understanding the impact of disruptive innovation on established industries.</p>	9	CLO1 CLO3, CLO5
	4.	<p>Sustainability and Environmental Challenges: Assessing the importance of sustainable practices for businesses, Understanding the challenges posed by environmental factors on business sustainability.</p> <p>Business Environment and Stakeholder Analysis: Identifying and analyzing key stakeholders and their influence on business operations, Stakeholder engagement and management strategies.</p> <p>Business Scenarios and Strategic Decision-making: Applying knowledge of the business environment to real-world scenarios, Developing strategic recommendations for businesses.</p>	9	CLO1, CLO2, CLO4 CLO5
	5.	<p>Business Environment in the Digital Age: Exploring the impact of digital transformation on businesses, Strategies for leveraging technology to gain a competitive advantage.</p> <p>Wrap-up and Future Trends: Recapitulation of key</p>	9	CLO1, CLO2, CLO3, CLO4,

		concepts from the course, Discussion on emerging trends likely to shape the future business environment.		CLO5
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Alignment of CLOs VS PLOs	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	1	-	2	3	1	-	2	-
	CLO2	-	-	3	2	1	-	3	-
	CLO3	1	-	3	2	1	-	3	-
	CLO4	1	-	1	3	-	-	2	-
	CLO5	1	-	2	3	1	-	3	-

Learning Materials	Recommended Text:
	"Business Environment: Managing in a Strategic Context" by Francis Cherunilam.
Learning Materials	References:
	<ol style="list-style-type: none"> 1. Business Environment by Saleem Shaikh, Publisher: Pearson Education. 2. Business Environment by Justin Paul, Publisher: The McGraw Hill Companies.

First Year First Semester

Course Title	Business English and Communication	Course Code	0413 MKT-114		
Course Type	Elective	Course Status	Theory		
Course Hour	3.0 Hr./Week	Credit Value	3.0		
Prerequisite	N/A	Total Marks	100		
Course Description					
<i>Course Description</i>	<p>Business English and Communication is an elementary course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.</p>				
Rationale					
<i>Rationale</i>	<p>Communication is essential in business as in other spheres of life. In every business activity it requires human beings to interact and react, that is to communicate. Communication acts as a basis of information to the whole organization. Business communication is a fundamental course for business graduates around the world. It is necessary to understand the concept of formal and informal communication in the workplace. It is through communication that any organization becomes an open system interacting with its environment. The course may enrich students' knowledge about different types of communication and uses in different situations.</p>				
Course Objectives					
<i>Course Objectives</i>	<p>The principal objective of this course is to convey the fundamental knowledge of business communication to students.</p> <p>The specific objectives of this course are to:</p> <ol style="list-style-type: none"> 1) To understand different aspects/mechanism of communication. 2) To understand its scope and importance in business, and the role of communication and communication principles. 3) To know what the most common barriers to successful business communication are and how they can be overcome. 4) To learn the effective ways of communication and methods of communication. 5) To develop the student's capability of writing English competently, accurately and appropriately in variety of managerial communication scenarios. 6) To apply communication skills as a foundation for personal development as well as achieve better result and attain organizational goal through effective communication. 				
<p>On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to:</p>					
<i>Course Learning Outcomes (CLOs)</i>	<p>Course Learning Outcomes:</p> <p>Upon successful completion of the course a student will be able to:</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 15%;">CLO1</td> <td>Understand effective ways of communication and its scope and importance in business and the role of communication.</td> </tr> </table>			CLO1	Understand effective ways of communication and its scope and importance in business and the role of communication.
CLO1	Understand effective ways of communication and its scope and importance in business and the role of communication.				

	CLO2	Demonstrate critical and innovative thinking and increase competence in oral, written, and visual communication.		
	CLO3	Develop the communication and problem-solving skills required in the workplace.		
	CLO4	Identify the opportunities in the field of communication.		
	CLO5	Apply ideas accurately in written and spoken formats through English language proficiency.		
	CLO6	Respond effectively to cultural communication differences.		
<i>Course Contents</i>	Course Contents		Hours	CLOs
	1.	<u>Part-A</u> a) Structure and Written Expression: i) Structure: Parts of speech, Sentence Structure & its Components and Correction, Vocabulary, Antonyms, Synonyms, Analogy ii) Written Expression: Identifying Errors, Sentence Completing, Parallel Structures, Degree of Comparison, Operations of Verbs b) Reading Comprehension: Skimming, Scanning for facts and negative aspects, Drawing inferences, testing vocabulary.	6 Hrs.	CLO2 CLO5
	2.	<u>Part-B</u> Business Communication Communication Foundations: Definition of Communication, Scope, process, steps, functions, importance and models of communication.	3 Hrs.	CLO1 CLO3
	3.	Classification & Methods of Communication: Horizontal and Vertical Communication, upward and downward communication, Formal and informal communication, mass communication, Grapevine: How the grapevine operates, importance & limitations of grapevine, how to use the grapevine effectively, barriers to communication, communication problems in Bangladesh.	6 Hrs.	CLO2 CLO3 CLO4
	4.	Media of communication: Oral communication, purpose ,Merits & limitation, written communication, Aerial communication, visual and audio visual communication, two-way and one way communication, Gesture, Nods, Body language, Face to face conversation, Interviews ,Meeting. Telephonic conversation, limitations, Dos and Donts in oral communication.	4.5 Hrs.	CLO2 CLO3 CLO5
	5.	Principles of Effective communication: The seven c's of Effective communication,Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness	3 Hrs.	CLO1 CLO4

	6.	Effective meeting: Preparation, Conduction, strategy and follow up-Agenda Minutes-Effective versus Ineffective groups.	1.5 Hrs.	CLO1 CLO5
	7.	In modern communication: Communication through E-mail, Electronic media in oral and written communication, business related software.	1.5 Hrs.	CLO3 CLO4
	8.	Communication through letters: Application and resumes, Cover letter, employment letter, interviews and joining, Resignation letter, Inquiry letter, Reply to Inquiry letter, order letter, complaint letter, Collection letter, claim letter, regret and apology letter.	6 Hrs.	CLO2 CLO3 CLO5
	9.	Communication through memorandum and reports: Types of reports, purpose, Determining the factors, Gathering the information needed, Interpreting the findings, Writing the report, scope and preparation of reports, pattern of report , forms of shorter report and the longer report, The long analytical report, memorandum-meaning, functions, Importance ,uses, procedures of writing memorandum.	6 Hrs.	CLO2 CLO3 CLO2 CLO3 CLO5
	10.	Short Essay Writing on Topics relating to Business world.	1.5 Hrs.	CLO5

<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	2	3	2-	-	2	-	-	-
	CLO2	-	3	2	-	-	-	3	-
	CLO3	-	-	-	3	3	3	-	3
	CLO4	-	-	-	-	2	2	3	3
	CLO5	3	-	3	-	-	-	-	3
	CLO6	-	-	3	-	-	-	-	3

*Learning
Materials*

Recommended Text:

- a. Lesikar, R.V., Flatley, M.E., Rentz, K. & Pande, N., Business Communication, Latest edition, Tata McGraw Hill
- b. Warren & Martin
- c. TOEFL(Clips)

References:

- a. M Omar Ali : Business Communication: Theory and Application
- b. Betty R. Ricks and Day F Gow : Business Communication, Systems and Application
- c. Burnett & Dollar. Business Communication Latest edition.
- d. Murphy, H. (2008). Effective Business Communication. Tata McGraw Hill Education Private Limited.

First Year First Semester

Course Title	Emergence of Bangladesh	Course Code	0341 MKT-115		
Course Type	GED	Course Status	Theory		
Course Hour	3.0 Hr./Week	Credit Value	3.0		
Prerequisite	N/A	Total Marks	100		
Course Description					
<i>Course Description</i>	<p>Emergence of Bangladesh is a compulsory course for the undergraduate students of the Bachelor of Business Administration (BBA) program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, class test, case studies, quiz, assignments, two midterms, and comprehensive examinations. This is an elementary-level course for the theory of Emergence of Bangladesh. However, it requires successfully completion of History of Bangladesh, Physical and Natural Resources, Political Administration and Legal Environment, and Socio-Economic Environment of Bangladesh.</p>				
Rationale					
<i>Rationale</i>	<p>As a citizen of Bangladesh, Students should know the glorious past and contemporary issues of the country. This knowledge will make them proud and aware of their country which will further motivate them to work for the country. Emergence of Bangladesh course intends to equip students with factual knowledge and analytical skills that will enable them to learn and critically appreciate the history, politics, and economy of Bangladesh. It will trace the historical roots of Bangladesh as an independent state focusing on the social, economic, and political developments that have taken place since its independence. It will also identify the major socio-economic, political, environmental, and developmental issues that have arisen during this period, before assessing the progress over time.</p>				
Course Objectives					
<i>Course Objectives</i>	<p>The main purpose of this course is to share a summary of the glorious past of Bengal, its current condition, and future prospects with students. The specific purposes of this course are: To share with the participants the basic history of Bengal from the ancient period to the emergence of independent Bengal; To familiarize the participants with the location, social classes, religion, political parties, population, environment, private sectors and industries of Bangladesh; To make the participants well informed about the challenges and the future prospects that Bangladesh is currently having in its economic development.</p>				
Course Learning Outcomes (CLOs)					
<i>Course Learning Outcomes (CLOs)</i>	<p>On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to:</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 10%;">CLO1</td> <td>Recall the key events and developments that characterize the glorious history of Bengal.</td> </tr> </table>			CLO1	Recall the key events and developments that characterize the glorious history of Bengal.
CLO1	Recall the key events and developments that characterize the glorious history of Bengal.				

	CLO2	Understand the contributions of cultural figures in the development of Bengali arts and culture.
	CLO3	Apply the knowledge of geography, social classes, religion, political parties, population, environment, urbanization, migration, labor force, and industries of Bangladesh to understand the business prospects.
	CLO4	Determine the political system and legal framework of the nation for conducting both domestic and foreign trade.
	CLO5	Evaluate the problems and prospects of the economy to establish Bangladesh as the next economic power in South Asia.

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<i>Course Contents</i>	Course Contents		Hours	CLOs
	1.	History of Bangladesh: 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.	12 Hrs.	CLO1
	2.	Physical and Natural Resources of Bangladesh: Physical Features of Bangladesh; Location, 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.	9 Hrs.	CLO2 CLO3
	3.	Political Administration and Legal Environment of Bangladesh: 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.	9 Hrs.	CLO4
	4.	Socio-economic Environment of Bangladesh: Social Structure and Social Stratification in Bangladesh; Population Migration from Rural to Urban areas in Bangladesh; Ethnic Minorities in Bangladesh; Social Problems of Bangladesh; Macroeconomic Trends of Bangladesh Economy: GDP, Savings, Investment and Employment; Thrust Areas of Bangladesh Economy: Poverty Alleviation and Private Sector Development;	12 Hrs.	CLO5

		Blue Economy of Bangladesh: ocean economy, sustainable development, balancing growth and conservation, uniting EEZ and Areas beyond National Jurisdiction (ABNJ), opportunities of blue economy, maritime trade and shipping, food and livelihood, energy, tourism, human resource, maritime surveillance and spatial planning.							
<i>Alignment of CLOs VS PLOs</i>	CLOs/ PLOs	PLO1	PL02	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	1	-	3	2	-	-	-	-
	CLO2	1	-	3	1	-	-	-	-
	CLO3	-	-	3	1	-	-	-	-
	CLO4	-	-	1	-	-	-	3	-
	CLO5	-	-	2	3	-	-	3	-
<i>Learning Materials</i>	Recommended Text:								
	1. Mr. Sirajul Islam, History of Bangladesh: Social and Cultural History, Political History, Economical History.								
<i>Learning Materials</i>	Reference Books:								
	1. Banglapedia: National Encyclopedia of Bangladesh, Edited by Prof. Sirajul Islam. (Latest Edition) (2006).								
	2. Mr. A F Salauddin Ahmed, Bangladesh National Culture and Heritage: An Introductory Reader Edited.								
<i>Learning Materials</i>	3. Sate Owned Enterprises: Power and Energy, Transport and Communication.								

First Year Second Semester

Course Title	Macroeconomics	Course Code	0311 MKT-121
Course Type	GED	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	Microeconomics	Total Marks	100
Course Description	<p>Macroeconomics is a compulsory course for the undergraduate students of the Bachelor of Business Administration (BBA) program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, class test, case studies, quiz, assignments, two midterms, and comprehensive examinations. This is an elementary-level course for the theory of macroeconomics. However, it requires successfully completion of Macroeconomics Concepts, The Model of the Circular Flow of Income, Concept of National Income Accounting, Theories of Income and Employment, Inflation, Fiscal Policy, Labor Demand, and Open Economy.</p>		
Rationale	<p>Economics deals with the choices and decisions that have to be made in order to manage scarcity. To fulfill the wants how we can allocate resources available to us. Macroeconomics is an introductory-level course that focuses on the study of the economy as a whole, examining aggregate economic variables and their interrelationships. Macroeconomics course delves into fundamental concepts, theories, and policies that help analyze and understand the overall performance of an economy. It explores how factors such as national income, unemployment, inflation, and economic growth are influenced and how governments and policymakers can manage these factors to achieve desirable economic outcomes.</p>		
Course Objectives	<p>The main purpose of this course is to share a summary of the glorious past of Bengal, its current condition, and future prospects with students. The specific purposes of this course are: To share with the participants the basic history of Bengal from the ancient period to the emergence of independent Bengal; To familiarize the participants with the location, social classes, religion, political parties, population, environment, private sectors and industries of Bangladesh; To make the participants well informed about the challenges and the future prospects that Bangladesh is currently having in its economic development.</p>		

Course Learning Outcomes (CLOs)	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to:			
	CLO1	Analyze the fundamental macroeconomic concepts and economic models, and apply these models to explain and interpret the behavior of key macroeconomic variables.		
	CLO2	Locate and interpret macroeconomic data to identify current economic issues and debates, and apply basic macroeconomic models to analyze and interpret policy issues.		
	CLO3	Understand the operation of an economy and international economy which will help to understand the global business scenario more easily.		
	CLO4	Examine the fundamentals of national income accounting, the origins and effects of business cycles, and the functions of fiscal and monetary policy in battling recessions and inflation to promote or hinder long-term economic progress.		
	CLO5	Recognize alternative ways of measuring a country's economic performance.		
Course Contents	Course Contents		Hours	CLOs
	1.	Introduction: Definition of macroeconomics - Meaning of economic models - Goals of economic policy - Definition of macroeconomic variables: inflation, unemployment, Productivity, production capacity, input, output, business cycle-Aggregate demand and aggregate supply. Microeconomics vs. Macroeconomics- Partial vs. General Equilibrium Analysis Static. Comparative Static and Dynamic Analysis – Scope and Subject Matter of Macro Economics.	6 Hrs.	CLO1
	2.	The Model of the Circular Flow of Income: Goods and Money Flows between Households and Firms-Saving-Investment – Foreign Trade-Government Activity.	3 Hrs.	CLO1 CLO2
	3.	National Income Accounting: Measurement and Methods – Concepts of National Income- GDP, GNP, NNP, NI, PI, DI, PPR- Problems of GDP Measurement-National Income Accounting Demand and Accounting System in Bangladesh.	3 Hrs.	CLO1 CLO2 CLO4
	4.	Theories of Income and Employment: Classical theory of income and employment – Keynesian theory of income and employment- Effective demand-Aggregate demand and aggregate supply saving and investment, Multiplier.	3 Hrs.	CLO1 CLO3 CLO4
	5.	Goods and money market: Goods market equilibrium-	3 Hrs.	CLO1

	the derivation of the IS curve-Money market equilibrium-The derivation of the LM curve-Simultaneous Equilibrium of the Goods and Money market-Monetary and fiscal policies for stabilization purposes.		CLO4
6.	Consumption and Consumer Expenditure: Consumption function-short-run and long-run-overview of the theories of consumption-absolute income-life cycle-relative income-permanent income hypothesis.	3 Hrs.	CLO1 CLO2 CLO4
7.	Investment Demand: Meaning of investment-determinant of investment-present value, Internal rate of return, Marginal efficiency of investment criterion-Accelerator Principle-Interaction between multiplier and accelerator of investment-theory of business cycle.	3 Hrs.	CLO1 CLO3 CLO4
8.	Demand for and Supply of Money: Demand for money-the quantity theory of money-fisher vs. Cambridge version- Keynesian theory of money-the modern quantity theory of money, supply of money-the instruments of monetary policy-the mechanism of monetary expansion- the determinants of money supply.	3 Hrs.	CLO1 CLO2
9.	Inflation: Causes and effects- theories of inflation- anti-inflationary measures.	3 Hrs.	CLO2 CLO3 CLO4
10.	Fiscal Policy: Theory of fiscal policy - Relationship of fiscal policy to monetary policy - Problems in implementing fiscal policy.	3 Hrs.	CLO4
11.	Employment and Unemployment: Labor demand schedule - Real wage rate and aggregate demand for and supply of labor - Inflation and the equilibrium- real wage rate and employment-Impact of market power on employment and prices-The effect of aggregate demand and supply on output and prices, Phillips Curves - Price and wage control-Unemployment and its types - Removing unemployment, Meaning and measurement-cost and causes- alternative policy measures-unemployment in Bangladesh.	6 Hrs.	CLO2 CLO3 CLO5
12.	Open Economy: Exchange rate regimes, Balance of payments, Fiscal and monetary policy.	3 Hrs.	CLO3 CLO4

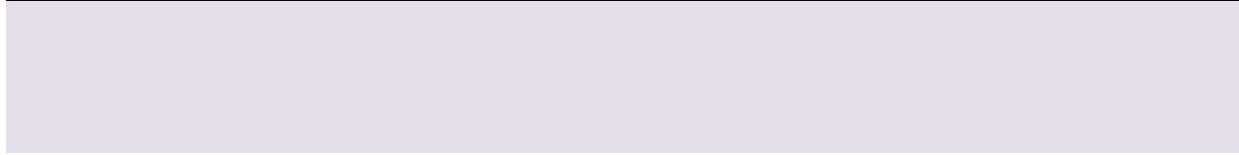
	CLOs/ PLOs	PLO1	PL02	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
<i>Alignment of CLOs VS PLOs</i>	CLO1	1	-	3	2	1	-	-	-
	CLO2	-	-	3	1		-	-	-
	CLO3	-	-	3	2	1	-	-	-
	CLO4	-	-	3	1	2	-	-	-
	CLO5	-	-	3	2	1	-	-	-
<i>Learning Materials</i>	Recommended Text:								
	1. Samuelson P. and W. Nordhaus, Economics, McGraw Hill Book Co., New York, USA. (19th Edition).								
<i>Learning Materials</i>	Reference Books:								
	1. Modern Economic Theory, K.K. Dewett, New Delhi. 2. R. Dornbusch and S. Fischer. Macro Economics. 3. H.L Ahuja, Modern Macroeconomics, 18th revised Edition. 4. E. Mansfield. Principles of economics 5. Thomas F. Dernburg. Macroeconomics: Concepts, Theories and Polices. 6. William H. Branson. Macroeconomics: Theory and Policy. 7. M.C.Varish, Macroeconomics theory. 8. H.L.Ahuja, Modern Economics. 9. M. Chacholiades, international trade: theory and policy. 10. Bo Sodersten, international economics.								

First Year Second Semester

Course Title	Financial Accounting	Course Code	0411 MKT-122
Course Type	Elective	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	The "Financial Accounting" course provides a comprehensive introduction to the fundamental principles and techniques of financial accounting. Students will learn how to record business transactions, apply various depreciation, and stock valuation methods, prepare trial balances, and create financial statements with adjustment entries. Additionally, the course covers bank reconciliation statements, bills of exchange, and consignment accounts, enabling students to develop crucial skills in analyzing and		

	interpreting financial data for decision-making.		
Rationale	Financial Accounting is crucial for managing businesses and non-profits effectively. Enhanced accountancy education has improved economic sector operations. The rising business activities have increased the demand for skilled accounting personnel, making this course vital in the country's human resource development. It enhances numeracy skills and provides a foundation for future business studies. Successful students gain lifelong careers as accountants, auditors, bankers, financial analysts, tax consultants, and more. The syllabus equips undergraduate students for end-of-course exams and prepares them for accounting-related vocations and higher studies.		
Course Objectives	In this course, students will develop a solid understanding of accounting principles and their practical application in recording business transactions. They will learn to apply diverse depreciation methods and stock valuation techniques to assess asset values effectively. Additionally, students will gain proficiency in preparing and analyzing trial balances to identify and resolve discrepancies. The course also focuses on creating and analyzing financial statements with adjustment entries, enabling students to comprehend their significance for decision-making. Moreover, students will demonstrate their skills in handling bank reconciliation statements, bills of exchange, and consignment accounts, ensuring accurate and efficient financial reporting.		
Course Learning Outcomes (CLOs)	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-		
	CLO1	Understand the principles of accounting and its implication in real world.	
	CLO2	Comprehend and define the accounting principles while recording business transactions in a journal.	
	CLO3	Utilize diverse depreciation methods and stock valuation techniques.	
	CLO4	Prepare trial balance and analyze any discrepancies or errors within it.	
	CLO5	Recognize the importance of preparing financial statements. Create and examine the financial statements of a business, incorporating adjustment entries.	
	CLO6	Create and assess the bank reconciliation statement, bills of exchange, and consignment accounts.	
Course Contents	Course Contents	Hours	CLOs
	1. Introduction to Financial Accounting: Background of Accounting Development, Definition, Purpose and Nature of Accounting Information, The Work of Accountants, Branches of Accounting, The Need for Accounting Concepts and Principles, Professional Associations and Accounting Principles, Generally Accepted Accounting Principles (GAAP), Capital and	9 Hrs.	CLO1

	CLO4	-	3	-	-	-	-	-	2
	CLO5	-	3	-	1	-	-	-	3
	CLO6	-	3	-	1	-	-	-	3
<i>Learning Materials</i>	Textbooks:								
	i.	Financial Accounting: Meigs, Williams, Haka and Beltner, McGraw Hill Inc.							
	Recommended Readings:								
	i.	Financial Accounting: Weygand & Keiso							
ii.	Fundamental Accounting Principle: William W. Oyle and Kermit D. Larson.								



First Year Second Semester

Course Title	Business Mathematics-I	Course Code	0541 MKT-123								
Course Type	GED	Course Status	Mathematics								
Course Hour	3.0 Hr./Week	Credit Value	3.0								
Prerequisite	N/A	Total Marks	100								
Course Description											
<i>Course Description</i>	<p>Business Mathematics-I is an elementary course for the undergraduate students of the B. Sc. (Honors) program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.</p>										
Rationale											
<i>Rationale</i>	<p>This course will help to review the 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.</p>										
Course Objectives											
<i>Course Objectives</i>	<p>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 or the program follow business practices and use common tools of the business world.</p>										
Course Learning Outcomes (CLOs)											
<i>Course Learning Outcomes (CLOs)</i>	<p>On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-</p> <table border="1" style="width: 100%;"> <tr> <td>CLO₁</td> <td>Demonstrate factual knowledge including the mathematical notation and terminology used in this course.</td> </tr> <tr> <td>CLO₂</td> <td>Develop the prerequisite knowledge and mathematical skills necessary to undertake higher level courses which have a quantitative focus.</td> </tr> <tr> <td>CLO₃</td> <td>Develop knowledge about number system, sets and multiplication problems.</td> </tr> <tr> <td>CLO₄</td> <td>Analyze logarithmic equations, indices and surds and apply into real world problems. Solve business math problems using equations</td> </tr> </table>			CLO₁	Demonstrate factual knowledge including the mathematical notation and terminology used in this course.	CLO₂	Develop the prerequisite knowledge and mathematical skills necessary to undertake higher level courses which have a quantitative focus.	CLO₃	Develop knowledge about number system, sets and multiplication problems.	CLO₄	Analyze logarithmic equations, indices and surds and apply into real world problems. Solve business math problems using equations
CLO₁	Demonstrate factual knowledge including the mathematical notation and terminology used in this course.										
CLO₂	Develop the prerequisite knowledge and mathematical skills necessary to undertake higher level courses which have a quantitative focus.										
CLO₃	Develop knowledge about number system, sets and multiplication problems.										
CLO₄	Analyze logarithmic equations, indices and surds and apply into real world problems. Solve business math problems using equations										

	CLO₅	Solve problems regarding permutation counting; apply permutations and combinations to business problems.
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<i>Course Contents</i>	Course Contents		Hours	CLOs
	1.	Introduction: 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.	3	CLO ₁ , CLO ₂
	2.	Set Theory: 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.	3	CLO ₃
	3.	Boolean Algebra: Boolean Variables, And, Or, Not Operations, Truth Tables.	3	CLO ₁ , CLO ₂
	4.	Natural Number System and Mathematical Induction: 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.	3	CLO ₁ , CLO ₂ , CLO ₃
	5.	Indices and Surds: Definition of Indices, Positive and Fractional Indices, Operation with Power Functions, Definition of Surds, Operations on Surd, Rationalization, Root of Mixed Surd.	6	CLO ₄
	6.	Natural and Common Logarithms: Definitions, Natural and Common Log, Rules of Log, Change of Base, Use of Log in Compounding, Depreciation and Annuities.	6	CLO ₄
	7.	Equations: 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.	9	CLO ₃
	8.	Permutations and Combinations: Meaning of Combinatorics, Permutations of n Different Things	9	CLO ₅

		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.							
Mapping of Course Learning Outcomes to Program Learning Outcomes:									
<i>Alignment of CLOs VS PLOs</i>		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO ₁	3	1	-	-	-	-	-	3
	CLO ₂	3	-	-	-	-	-	-	3
	CLO ₃	-	1	-	-	-	-	-	3
	CLO ₄	1	1	-	-	-	-	-	-
	CLO ₅	3	1	-	-	-	-	-	-
<i>Learning Materials</i>	<p>Text Book:</p> <p>Business Mathematics: Sancheti, D.C. and Kapoor, V.K.</p> <p>Reference Book:</p> <p>Mathematics with Application in Management and Economics: Bowen L.K.</p> <p>Business Mathematics: Trivedi and Trivedi.</p>								

First Year Second Semester

Course Title	Elementary Psychology	Course Code	0421 MKT-124
Course Type	GED	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100

Course Description	Elementary Psychology is an elementary course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, sudden test, question asking and answering session and comprehensive examinations.
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Rationale	Elementary Psychology course is needed for formal, focused attention within the business discipline on how to develop human psychology and mentality to improve affect and cognition which influence on surrounding.
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Course Objectives	<p>The principal objective of this course is to convey the fundamental knowledge of human psychology and thinking critically about biological development process. The specific objectives of this course are to:</p> <ol style="list-style-type: none"> 1) evaluate attitude towards the objects; 2) understand about perception and sensory process; 3) generate ideas about learning, motivation, psychopathology and psychotherapy; 4) evaluate cognitive power and different types of affecting response; 5) measure individual personality of human being.
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Course Learning Outcomes (CLOs)	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-	
	CLO1	Understand the human psychology, nature of psychology, biological basis of human behavior, approaches, motivation and arousal of motivation
	CLO2	Know perception and sensory process and fields of psychology also know how to create conflict, critically evaluate solving capacity of conflict
	CLO3	Know how to measure attitude. understand about psychopathology and psychotherapy, understand the learning and learning process, know personality and its assessment

<i>Course Contents</i>	Course Contents		Hours	CLOs
	1.	Basic concepts: Definition, conceptual approaches to psychology, applications, scope and fields of psychology, research methods and measurement in psychology	6 Hrs.	CLO1
	2.	Biological processes: Biological basis of behavior, nervous system, psychological development, factors governing development, cognitive development, affective response	9 Hrs.	CLO1
	3.	Perception and consciousness: Sensory process, definition of perception, elements, dynamic of perception, consumer imagery system	3Hrs.	CLO2
	4.	Motivation and Emotion: Definition, arousal of motivation, dynamic of motivation, Maslow's need theory	3 Hrs.	CLO2
	5.	Learning: Definition, elements of learning, dynamic, cognitive associated learning theory, classical conditioning theory of learning	6 Hrs.	CLO3
	6.	Personality: Definition. Nature of personality, personality assessment, Freudian theory, neo- Freudian theory and trait theory of personality	6 Hrs.	CLO3
	7.	Psychopathology and Psychotherapy: Abnormal behavior, neuroses and psychoses, schizophrenia, Psychotherapy disorders, historical background of Psychotherapy, techniques of Psychotherapy	6 Hrs.	CLO3
	8.	Conflict and adjustment: Frustration, reactions, anxiety, theories of anxiety, defense mechanisms and adjustments.	3 Hrs.	CLO2

<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	-	-	-	2	-	3	-	-
	CLO2	2	-	-	-	-	3	-	-
	CLO3	-	-	-	-	2	3	-	-

<i>Learning Materials</i>	<p>Text Book:</p> <p>Hilgard, E. R., Atkinson, R. T., Atkinson, R.C. Introduction to Psychology</p>
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	<p>Reference Books:</p> <p>Morgan, T. Clifford and Richard A. King, Introduction to Psychology, McGraw Hill Publishing Co, Ltd.</p>
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First Year Second Semester

Course Title	Principles of Management	Course Code	0413 MKT-125
Course Type	Elective	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100

Course Description	The Principles of Management course introduces students to the fundamental principles and practices of management in organizations. It explores the essential functions of management, including planning, organizing, leading, and controlling. Through a combination of theoretical frameworks, case studies, and interactive discussions, students will develop a comprehensive understanding of management principles and gain insights into effective leadership techniques for successful organizational performance.
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Rationale	All the citizens should know about the socio-economic context of Bangladesh like historical, ecological, social, economic, political, governmental, financial and development aspects. Especially business student must have knowledge about the country. Having socio-economic factors of the country will help businessmen to make effective business decisions.
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Course Objectives	The primary objective of this course is to provide students with a solid foundation in management principles and practices. By the end of the course, students should be able to comprehend the core functions of management, demonstrate effective leadership skills, and apply management concepts in real-world scenarios.
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Course Learning Outcomes (CLOs)	<p>At the end of this course, the students will be able to –</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 10%;">CLO1</td> <td>Describe the foundational principles and theories of management and their relevance in contemporary business environments.</td> </tr> <tr> <td>CLO2</td> <td>Demonstrate an understanding of the essential functions of management, including planning, organizing, leading, and controlling.</td> </tr> <tr> <td>CLO3</td> <td>Apply management concepts to make informed decisions and solve real-world business challenges.</td> </tr> <tr> <td>CLO4</td> <td>Analyze different leadership styles and approaches for effective organizational performance.</td> </tr> <tr> <td>CLO5</td> <td>Collaborate and communicate effectively in a team environment to achieve common goals.</td> </tr> </table>	CLO1	Describe the foundational principles and theories of management and their relevance in contemporary business environments.	CLO2	Demonstrate an understanding of the essential functions of management, including planning, organizing, leading, and controlling.	CLO3	Apply management concepts to make informed decisions and solve real-world business challenges.	CLO4	Analyze different leadership styles and approaches for effective organizational performance.	CLO5	Collaborate and communicate effectively in a team environment to achieve common goals.
CLO1	Describe the foundational principles and theories of management and their relevance in contemporary business environments.										
CLO2	Demonstrate an understanding of the essential functions of management, including planning, organizing, leading, and controlling.										
CLO3	Apply management concepts to make informed decisions and solve real-world business challenges.										
CLO4	Analyze different leadership styles and approaches for effective organizational performance.										
CLO5	Collaborate and communicate effectively in a team environment to achieve common goals.										

<i>Course Contents</i>	Course Contents			Hours	CLOs	
	1.	Meaning and Significance of Management: 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.			9	CLO1, CLO3, CLO4
	2.	Management in Business enterprise and Non-Business Entities: 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. Environment: Internal and External Environment of Organizations, Components of External Environment, Elements of Direct-Action Environment, Elements of Indirect Action Environment, International Environment, Managing Environment			9	CLO1, CLO2, CLO3
	3.	Planning: 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. Objectives: Nature of Objects, Management by Objectives (MBO), The Process of MBO, Setting Objectives, Benefits and Weakness of MBO.			9	CLO1, CLO2, CLO3
	4.	Decision Making: 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 Committees, Organizing practices in Bangladesh. Leading: 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.			9	CLO2, CLO3, CLO4, CLO5
	5.	Controlling: 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.			6	CLO2, CLO3

<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	-	2	-	-	2	2	-	-

	CLO2	1	2	-	-	1	3	-	-
	CLO3	1	1	-	-	2	3	-	-
	CLO4	-	-	-		2	-	-	-
	CLO5	-	-	-	3	-	-	-	-

Learning Materials	<p>Recommended Text:</p> <p>Griffin, W. Ricky, "Management" Houghton Miffling Company.</p> <p>Reference Books:</p> <ol style="list-style-type: none"> 1. "Principles of Management" by Fred Luthans 2. Harold Koontz Heinz Weihrich, "Management", McGraw Hill Book Company. 3. James A F Stonner and R Edward Freeman, "Management", Prentice Hall of India Private Limited, New Delhi.

Second Year First Semester

Course Title	Principles of Marketing-I	Course Code	0414 MKT-211
Course Type	Core	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description			
<i>Course Description</i>	An introduction to the study of the marketing function in the business enterprise. A study is made of market segmentation and the creation of market demand to serve profitably the needs of customers. The key elements in marketing strategy are studies – product planning and promotion – with customers and competitors as dominant reference points.		
Rationale			
<i>Rationale</i>	Principles of Marketing-I provides the knowledge about the actions of 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. It will enable students to understand about consumer psychology, sociology and economics are difficult and complex for the marketers		
Course Objectives			
<i>Course Objectives</i>	<p>The principal objective of this course is to convey the fundamental knowledge of business to students. The specific objectives of this course are to:</p> <ol style="list-style-type: none"> 1) understand the basic principles, theories, concepts and dynamics of marketing. 2) apply these principles and tools in case analysis and to practical business decision making situations. 3) integrate the concepts/techniques learned through application in the preparation of a comprehensive marketing plan. 4) appreciate and learn more about marketing as a career. 		
Course Learning Outcomes (CLOs)			
<i>Course Learning Outcomes (CLOs)</i>	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-		
	CLO1	To develop customer relationships and value through marketing.	
	CLO2	To recognize regarding marketing and corporate strategies and define consumer behavior.	
	CLO3	To identify market segments and targets.	
	CLO4	To understand the concept of product planning and development	
	CLO5	To recognize organizational markets and buyer behavior.	
	CLO6	To implement interactive and multichannel marketing.	

SL/No.	Contents	Hrs	CLOs
01	Marketing: Managing profitable customer relationships What is marketing, understanding the market place and customer needs, designing a customer-driven marketing strategy, preparing an integrated marketing plan and program, building customer relationships, capturing value from customers, the new marketing landscape	9 Hrs.	CLO1, CLO2
02	Company and Marketing Strategy: Partnering to build customer relationship Companywide strategic planning: Defining marketing's role, Planning marketing-partnering to build customer relationships, marketing strategy and the marketing mix, managing the marketing effort, measuring and managing return on marketing investment	6 Hrs.	CLO2
03	The Marketing Environment: The company's microenvironment, company's macro-environment, responding to the marketing environment	3 Hrs.	CLO1
04	Managing Marketing Information: Assessing marketing information needs, developing marketing information, marketing research, analyzing marketing information, distributing and using marketing information, other marketing information considerations	3 Hrs.	CLO1
05	Consumer markets and consumer Buyer Behavior: Model of consumer behavior, characteristics affecting consumer behavior, types of buying decision behavior, the buyer decision process, the buyer decision process for new products, consumer behavior across international borders	6 Hrs.	CLO1, CLO5
06	Business markets and Business Buyer Behavior: Business markets, business buyer behavior, institutional and government markets	6 Hrs.	CLO5
07	Customer-Driven Marketing Strategy and Integrated Marketing Mix: Market segmentation, Market targeting, differentiation and positioning	3 Hrs.	CLO3
08	Product, Services and Branding Strategy: What is product, product and services decisions, branding strategy, services marketing	3 Hrs.	CLO1, CLO2
09	New-Product Development and Product Life-Cycle Strategies: New-Product Development Strategy, the New-Product Development process, managing New-Product Development, Product Life-Cycle Strategies, additional Product and service considerations	3 Hrs.	CLO4

Mapping of Course Learning Outcomes to Program Learning Outcomes:									
<i>Alignment of CLOs VS PLOs</i>		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	2	3	-	-	-	3	-	-
	CLO2	3	-	-	-	-	-	-	-
	CLO3	-	-	-	-	2	1	-	-
	CLO4	1	-	3	-	-	-	-	-
	CLO5	-	-	3	-	-	3	-	-

Learning Materials	Recommended Text:
	Principles of Marketing Philip Kotler & Gary Armstrong
	References:
	<ol style="list-style-type: none"> 1. Fundamentals of Marketing, W.J. Stanton, McGraw Hill. 2. Essentials of Marketing, E.J. McCarthy & W.D &Perreault, Irwin.

Second Year First Semester

Course Title	Business Mathematics-II	Course Code	0541 MKT-212
Course Type	GED	Course Status	Mathematics
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	Business Mathematics-I	Total Marks	100
Course Description	<p>Business Mathematics-I is an elementary course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.</p>		
Rationale	<p>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. It will help to analyze business concepts such as co-ordinate geometry and investigate the relationship between variable. Demonstrating knowledge of matrix and determinants to solve financial investment problems and identifying patterns in numeric data to calculate limits and derivatives of functions numerically. It will demonstrate the knowledge of basic functions, including exponentials and logarithms, to solve financial investment problems and justify whether a function is continuous or not using the mathematical definition of continuity.</p>		
Course Objectives	<ul style="list-style-type: none"> • Understanding basic terms in the areas of business calculus, matrix, determinants and financial mathematics, • Independently solving of business problems. 		

Course Learning Outcomes (CLOs)	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-	
	CLO₁	Describe the fundamental principles arising from the mathematical ideas associated to business applications.
	CLO₂	Recall, Understand and Evaluating the calculus, matrix and determinate.
	CLO₃	Analyze and interpret graphically the linear, quadratic functions.
	CLO₄	Describe the concept of Trigonometry, Geometry, Arithmetic and Geometric progression.

Course Contents	Course Contents		Hours	CLOs
	1.	Binomial Theorem: Statement of the Binomial Theorem, Position of Terms Binomial Co-efficient, Binomial Theorem of any Index, Binomial Coefficients and Pascal's Triangle.	3	CLO ₁
	2.	Trigonometry: Introduction, Definitions, Measurement of Angles, Trigonometric Ratios and Their Relations.	6	CLO ₄
	3.	Progression: Definition of Arithmetic Progression, The nth 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.	6	CLO ₄
	4.	Co-Ordinate Geometry: 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.	6	CLO ₄
	5.	Functions and Limits: Definition and Types of Functions, Domain and Limit of a Function.	3	CLO ₃
	6.	Differential Calculus: Concept of Derivative, Finding Derivatives of Different Functions, Maxima and Minima, Applications to Business.	6	CLO ₂
	7.	Integral Calculus: Integration, Area Determination, Integrals of Different Functions, Indefinite and Definite Integral, Applications.	6	CLO ₂
	8.	Matrices and Determinants: Meaning, Types of Matrices, Addition, Subtraction and Multiplication of Matrices, Matrix Operations, Properties of Matrix, Determinants of Square Matrix, Solving Simultaneous	6	CLO ₂

		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.							
Mapping of Course Learning Outcomes to Program Learning Outcomes:									
<i>Alignment of CLOs VS PLOs</i>		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO ₁	2	-	-	-	-	-	1	-
	CLO ₂	1	-	-	-	-	-	-	3
	CLO ₃		-	-	-	-	-	-	3
	CLO ₄	1	-	-	-	-	-	-	3
	CLO ₅	2	-	-	-	-	-	-	3
<i>Learning Materials</i>	Text Book:								
	Business Mathematics: Sancheti, D.C. and Kapoor, V.K.								
<i>Learning Materials</i>	Reference Book:								
	Mathematics with Application in Management and Economics: Bowen L.K.								
<i>Learning Materials</i>	Business Mathematics: Trivedi and Trivedi.								

Second Year First Semester

Course Title	Financial Management	Course Code	0412 MKT- 213
Course Type	Elective	Course Status	Theory, Mathematics
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	<p>Financial Management is a major/compulsory/core course for the undergraduate students of the Bachelor of Business Administration (BBA) program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, class test, case studies, quiz, assignments, two midterms, and comprehensive examinations. This is an elementary-level course for the theory and mathematics of Financial Management. However, it requires successfully completion of Financial Management Concepts, Time Value of Money, Risk and Return, Capital Budgeting, Financial Analysis, Short Term Financing Sources, and Valuation of Cost of Capital.</p>		
Rationale	<p>Financial Management is a fundamental course that equips students with the knowledge and skills required to manage financial resources effectively within an organization. The course focuses on financial decision-making, planning, and analysis to ensure the organization's financial health and achieve its goals. 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.</p>		
Course Objectives	<p>The objective of this course is to provide students or participants with the knowledge and skills necessary to effectively manage the financial resources of a business or organization. The course typically covers a wide range of topics related to financial decision-making and planning, and it aims to equip individuals with the tools and understanding needed to make sound financial choices that align with the organization's goals and objectives. The specific purposes of this course are: to develop an understanding of the tools that are used to value investment projects and companies (valuation), to develop the basic issues involved in how firms should raise funds for their real investments (financing), and to evaluate how investment and financing decisions are related.</p>		

Course Learning Outcomes (CLOs)	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to:			
	CLO1	Demonstrate a comprehensive understanding of key financial principles, including the time value of money, risk and return, and the concept of value maximization.		
	CLO2	Analyze financial statements to evaluate a company's financial performance, liquidity, and solvency, and make informed decisions based on the findings.		
	CLO3	Apply various capital budgeting techniques to assess investment opportunities and recommend profitable long-term projects for the organization.		
	CLO4	Identify and assess financial risks faced by the organization and design appropriate risk management strategies, such as hedging and insurance.		
	CLO5	Communicate financial information and analysis effectively to various stakeholders, both in written reports and oral presentations.		
	CLO6	Apply critical thinking skills to identify financial issues, analyze complex financial data, and propose effective solutions.		
	Course Contents		Hours	CLOs
	1.	Nature of Financial Management: 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.	3 Hrs.	CLO1
	2.	Time Value of Money: Time Preference for Money, Future of a Lump Sum, Present of a Lump Sum, Compound Value of a Stream 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.	6 Hrs.	CLO1 CLO2
	3.	Risk and Return: 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.	6 Hrs.	CLO1 CLO2 CLO4
	4.	Capital Budgeting: Importance of Investment Decisions, Types of Investment Decisions, Investment Evaluation Criteria, Different Methods of Project	6 Hrs.	CLO2 CLO3

<i>Course Contents</i>		Evaluation: BP, ARR, NPV, IRR, PI, Incremental Approach.		CLO4	
	5.	Financial Analysis: Users of Financial Analysis, Type of Ratios and Their Comparison, Utility of Ratio, Cautions in Using Ratio Analysis, Different Problems of Ratio Analysis.	3 Hrs.	CLO2 CLO3 CLO6	
	6.	Short Term Financing Sources: 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.	3 Hrs.	CLO1 CLO2 CLO4	
	7.	Intermediate-Term Financing & Leasing: 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.	3 Hrs.	CLO1 CLO3 CLO4	
	8.	Financial Structure & Leverage: Characteristics of Debt vs. Equity, Factors to consider in Planning Methods of Financing, Evaluation of Determining Factors.	3 Hrs.	CLO1 CLO2	
	9.	Long-Term Financing Decisions and Investment Banking: 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.	3 Hrs.	CLO2 CLO3 CLO4 CLO5	
	10.	Valuation of Cost of Capital: 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, and Marginal Cost of Capital.	3 Hrs.	CLO3 CLO4	
	11.	Introduction to Capital Market: Shares and Debentures, SEC, Stock Exchange (DSE & CSE) in Bangladesh-Problems and Prospects.	3 Hrs.	CLO3 CLO5 CLO6	

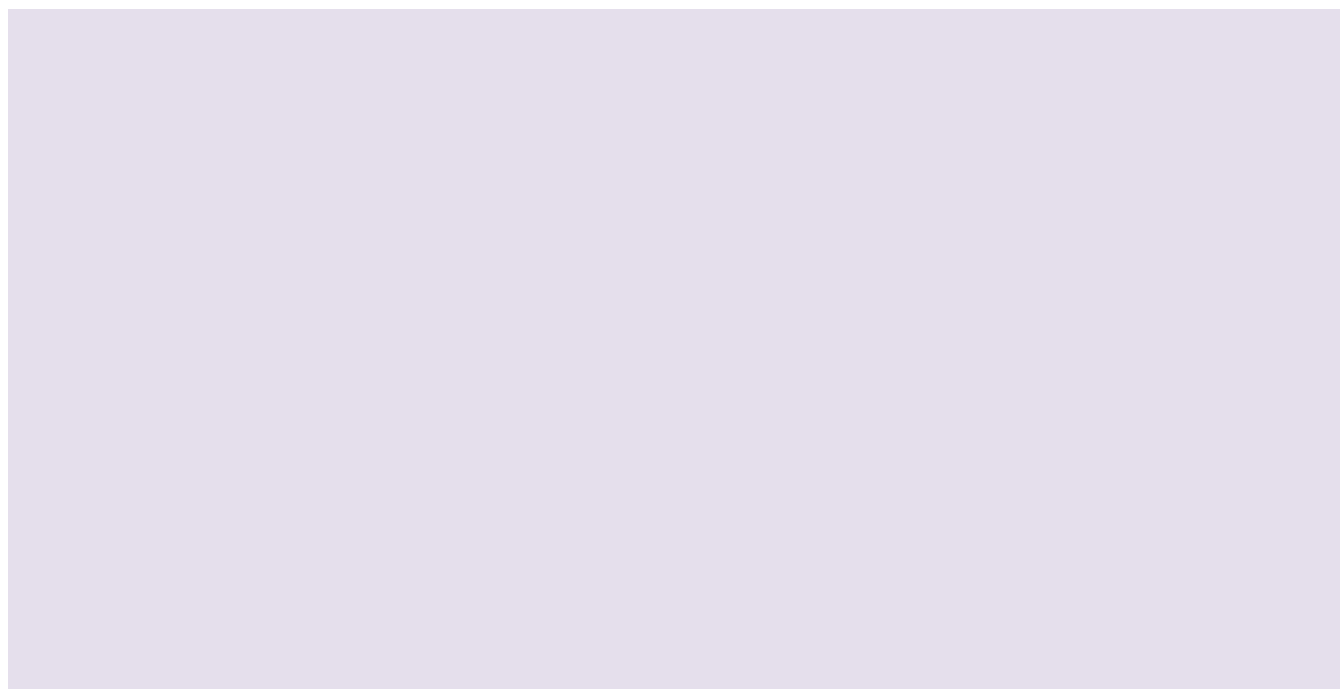
<i>Alignment of CLOs VS PLOs</i>	CLOs/ PLOs	PLO1	PL02	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	2	-	-	-	1	-	-	3
	CLO2	1	-	-	-	1	-	-	3
	CLO3	-	-	-	-	2	-	-	3
	CLO4	-	-	-	-	2	-	-	3
	CLO5	-	-	-	-	3	-	-	3
	CLO6	1	3	-	-	1	-	-	3
<i>Learning Materials</i>	Recommended Text:								
	1. Financial Management, Pandey, Vikas Publishing House Pvt. Ltd.								
<i>Learning Materials</i>	Reference Books:								
	<ol style="list-style-type: none"> 1. An Introduction to Financial Management. Henderson, G.V, Trennepohl, G.L. et al. 2. Financial Management, John hen Horna. 3. Financial Management, Robert W. Johnson & Ronald W. Melicher. 4. Michael C. Ehrhardt and Eugene F. Brigham, Financial Management: Theory and Practice, South-Western Cengage Learning. (15th Edition). 								

Second Year First Semester

Course Title	Insurance and Risk Management	Course Code	0412 MKT 214
Course Type	Elective	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	The Insurance and Risk Management course provides a comprehensive exploration of insurance principles and risk assessment, equipping students with essential insights into various insurance policies and industry operations. Learners will hone their ability to identify and analyze risks faced by financial institutions, corporations, organizations, and individuals, recommending suitable insurance coverage for different scenarios. The course fosters the development of crucial skills in insurance product cost analysis, pricing strategies, marketing techniques, and distribution channels. By the end of the course, participants will be adept at designing effective risk management programs tailored to the specific needs of business organizations.		
Rationale	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.			
Course Objectives	To equip students with comprehensive knowledge of insurance policies, industry practices, and risk evaluation, enabling them to design effective risk management programs for businesses and individuals.			
Course Learning Outcomes (CLOs)	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-			
	CLO1	Demonstrate a comprehensive understanding of common insurance policies and the operational aspects of the insurance industry.		
	CLO2	Evaluate diverse types of risks faced by financial institutions, corporations, organizations, and individuals, and recommend suitable insurance policy coverage accordingly.		
	CLO3	Develop proficiency in facilitating insurance product cost and pricing, marketing strategies, and distribution channels.		
	CLO4	Design a comprehensive risk management program tailored to the needs of a business organization.		
Course Contents	Course Contents		Hours	CLOs
	1.	Introduction to Insurance: Origin and History-Definition-Nature-Scope-Role-Social and Economic Values of Insurance. Fundamental Principles-Insurance Contract.	8 Hrs.	CLO1
	2.	Types of Insurance Policies and Industry Operations: Life insurance, Marine insurance, Fire insurance, Miscellaneous insurance, claims management and settlement procedures.	9 Hrs.	CLO2
	3.	Insurance Product Cost and Pricing: factors influencing insurance product costs, pricing strategies in insurance industry, financial analysis for determining premiums.	4 Hrs.	CLO3
	4.	Insurance Marketing and Distribution: target market identification and segmentation, designing effective marketing campaigns for insurance products, various distribution channels and their pros and cons.	8 Hrs.	CLO3
	5.	Risk Management: definition of risk, classification of risk, objectives of risk management, fire hazards, physical and moral hazards, approaches towards risk prevention, peril, understanding risk and its	7 Hrs.	CL04

		significance in business and personal contexts.							
	6.	Case Studies and Practical Applications: analyzing real-world insurance and risk management cases, group discussions and problem-solving exercises.				6 Hrs.	CLO4		
<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	-	-	-	-	1	-	-	3
	CLO2	1	-	-	-	2	-	-	2
	CLO3	2	-	-	-		-	-	2
	CLO4	-	-	-	-	2	-	-	3
<i>Learning Materials</i>	Recommended Readings:								
	i.	Insurance, Principles and Practice by M.N. Misra.							
	ii.	Fundamentals of Risk and Insurance by Emmett J. Vaughan and Therese M. Vaughan							
	Supplementary Readings:								
	i.	Principles of Risk Management and Insurance by George E. Rejda and Michael McNamara.							
	ii.	Insurance: Concepts and Coverage by Marshall Wilson Reavis III.							



Second Year First Semester

Course Title	Law and Ethics	Course Code	0313 MKT -215
Course Type	GED	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description			
	<p>The "Law and Ethics" course explores the critical intersection between marketing practices and ethical considerations as well as legal frameworks. Students will examine the ethical implications of marketing strategies, consumer rights, and societal impact. The course delves into various legal aspects, including advertising regulations, intellectual property rights, and consumer protection laws. Through this 3- credit, 42- hourprogram, students will develop a comprehensive understanding of ethical decision-making in marketing and navigate the complex legal landscape to ensure responsible and lawful marketing practices.</p>		
Rationale			
	<p>The course "Law and Ethics" aims to enhance their understanding of business law and ethics, which are crucial for all stakeholders in the corporate world. With legal issues on the rise in the business arena, it becomes essential for undergraduate students to develop a strong foundation in this area. By taking this course, students will be better equipped to make informed business decisions and actively participate in the decision-making process. Moreover, it will foster an awareness of the legal principles governing economic relationships and business transactions in the context of marketing activities.</p>		
Course Objectives			
	<p>The "Law and Ethics" course delves into the comprehensive evaluation of ethical issues in business, emphasizing the understanding of legal frameworks governing marketing activities. Students will apply ethical decision-making principles to formulate marketing strategies that align with societal values and consumer rights. Moreover, they will gain insight into consumer protection laws and identify and address the ethical and legal challenges confronting marketers. Throughout this 3-credit, 42- hourprogram, students will develop a well-rounded understanding of responsible and lawful marketing practices, workplace ethics, concept of values (individual, organizational, cultural), environmental responsibility and sustainable business practices ensuring their ability to navigate complex ethical and legal considerations.</p>		

Course Learning Outcomes (CLOs)	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to:	
	CLO1	Understand legal environment and evaluate marketing campaigns and strategies considering ethical implications and their impact on stakeholders and society.
	CLO2	Interpret and apply relevant legal principles, regulations, and codes of conduct governing marketing practices.
	CLO3	Develop ethical marketing plans that align with societal values and consumer expectations.
	CLO4	Analyze and design marketing communications that adhere to advertising and intellectual property laws.
	CLO5	Demonstrate an understanding of consumer rights and implement strategies to safeguard consumer interests.
	CLO6	Identify and propose solutions for ethical and legal challenges arising in marketing activities.
	CLO7	Understand ethical principles in business to develop organizational culture, rights and duties.
CLO8	Understand employee welfare rights and justice and corporate social responsibility.	

Course Contents	Course Contents		Hours	CLOs
	1.	Legal Environment and Marketing Overview: 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.	6 Hrs.	CLO1, CLO2.
	2.	Law of Contract: 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	6 Hrs.	CLO2, CLO3.
	3.	Law Relating to Sale of Goods: Essential Elements, Transfer of Ownership Conditions and Warranties, Sale and Agreement to sell, Performance of the Contract of Sale.	4 Hrs.	CLO1, CLO2 & CLO4
	4.	Carriage of Goods Act: Carriage by Land, Sea and Air.	3 Hrs.	CLO2, CLO4.
	5.	Company Law: Memorandum of Association and Articles of Association; Registration; Prospectus and winding up.	2 Hrs.	CLO1, CLO2.
	6.	Industrial Law: The Factories Act 1947, The Industrial Relation Act 1947, The Payment of Wages Act 1948.	3 Hrs.	CLO1, CLO2.

	7.	Law Relating to Marketing: Bangladesh control of essential commodities act 1956; Pure Food Act 2013; Hats and Bazar Ordinance 1959; Standards of Weights and Measure Ordinance 1982; The Steps and Establishment Act 1965; The Tarde Marks Act 2005; Patent and Design Act 2005.	3 Hrs.	CLO2, CL05 & CLO6.
	8.	Ethics in the world of business and ethical principles in business: Introduction, business decision making, 21 st century entrepreneurial action, ethics economics and law, ethical issues in business, utilitarianism, rights and duties, justice and fairness, moral, alternative subjectivism.	6 Hrs.	CLO7
	9.	The importance of business ethics: business ethics defined, importance of studying business ethics, developing an ethical organizational culture, global ethical culture, the benefits of business ethics.	3 Hrs.	CLO7
	10.	Welfare rights and justice: employee welfare, employee rights, justice, equal employment opportunity.	3 Hrs.	CLO8
	11.	Corporate Social Responsibility: the debate over CSR, new concept, beyond CSR.	3 Hrs.	CLO8

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Alignment of CLOs VS PLOs	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	1	-	-	2	-	-	3	-
	CLO2	-	-	-	2	-	-	3	-
	CLO3	-	-	-		-	-	3	-
	CLO4	-	-	-		-	-	3	-
	CLO5	-	-	-	2	-	-	3	-
	CLO6	-	-	-	2	-	-	3	-
	CLO7	-	-	-	3	3	3	3	-
	CLO8	-	-	-	2	2	3	3	-

Learning Materials	Text books:	
	1.	Commercial Law by A.K. Sen and J.K. Mitra
	2.	The Companies Act (Bangladesh), 1994
	3.	Labor and Industrial Law by A.A. Khan
	4.	Business Ethics: Ethical Decision Making and Cases by O.C. Ferrell and John Fraedrich.

	Recommended Readings:	
	1.	Company Law by Charleworth and Cain
	2.	Marketing Ethics by George G. Brenkert
	3.	The Legal Environment of Business: Text and Cases by Frank B. Cross and Roger LeRoy Miller.
	4.	Relevant Statutes and Manuals of the Govt. of Bangladesh.

Second Year Second Semester

Course Title	Principles of Marketing -II	Course Code	0414 MKT-221
Course Type	Core	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	Principles of Marketing -I	Total Marks	100
Course Description	Principles of Marketing II builds upon the foundational concepts covered in Principles of Marketing I and focuses on the strategic aspects of marketing. This course delves into pricing strategies, distribution channels, integrated marketing communications, competitive strategies, and global marketing. Students will develop a deeper understanding of how to attract, retain, and grow customers through effective marketing tactics while considering marketing ethics and social responsibility. Through case studies and real-world examples, students will gain practical insights into implementing successful marketing strategies in diverse business environments.		
Rationale	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.		
Course Objectives	The primary objective of this course is to equip students with the knowledge and skills to develop and implement effective marketing strategies. Students will learn how to apply marketing principles to make strategic decisions on pricing, distribution, communication, and competitive positioning. By the end of the course, students should be able to create comprehensive marketing plans that align with business goals and consider ethical and social implications.		
Course Learning Outcomes (CLOs)	At the end of this course, the students will be able to –		
	CLO1	Analyze pricing considerations, strategies, and approaches to determine optimal pricing for products and services.	
	CLO2	Evaluate distribution channels and apply logistics management principles to enhance product availability and customer satisfaction.	
	CLO3	Develop integrated marketing communications strategies utilizing advertising, sales promotion, public relations, personal selling, and online marketing.	
	CLO4	Formulate competitive marketing strategies to differentiate products and gain a competitive advantage in the marketplace.	
	CLO5	Understand the global marketplace and assess the impact of marketing decisions on social responsibility and ethical considerations.	

Course Contents	1.	Price, Major Pricing Strategies, Customer Value–Based Pricing Cost-Based Pricing, Competition-Based Pricing, Other Internal and External Considerations Affecting Price Decisions, Overall Marketing Strategy, Objectives, and Mix, Organizational Considerations, The Market and Demand, The Economy, Other External Factors. New Product Pricing Strategies, Product Mix Pricing Strategies, Price Adjustment Strategies, Price Changes, Public Policy and Pricing, Pricing within Channel Levels, Pricing across Channel Levels.	9	CLO1
	2.	Supply Chains and the Value Delivery Network, The Nature and Importance of Marketing Channels, Channel Behavior and Organization, Channel Behavior Channel Design Decisions, Channel Management Decisions, Marketing Logistics and Supply Chain Management. Retailing, Retailer Marketing Decisions, Retailing Trends and Developments, Growing Importance of Retail, Technology 409 Green Retailing, Global Expansion of Major Retailers, Wholesaling.	9	CLO2
	3.	The Promotion Mix, Developing Effective Marketing Communication, A View of the Communication Process, Steps in Developing Effective Marketing Communication, Setting the Total Promotion Budget, and Mix. Advertising, Major Advertising Decisions, Setting Advertising Objectives, Budget, Evaluating Advertising Effectiveness and the Return on Advertising Investment, Public Relations, The Role and Impact of PR, Major Public Relations Tools.	6	CLO3
	4.	Managing the Sales Force, The Personal Selling Process, Steps in the Selling Process, Personal Selling and Managing Customer Relationships, Sales Promotion. Direct and Digital Marketing, Forms of Direct and Digital Marketing, Marketing, the Internet, and the Digital Age, Online Marketing, social media and Mobile Marketing, Social Media Marketing, Mobile Marketing, Traditional Direct Marketing Forms.	6	CLO3
	5.	Competitor Analysis, Approaches to Marketing Strategy, Basic Competitive, Strategies, Competitive Positions, Market Leader Strategies, Market Challenger Strategies, Market, Follower Strategies, MarketNicher Strategies, Balancing Customer and Competitor Orientations	3	CLO4
	6.	Global Marketing Today, Deciding How to Enter the Market, deciding on the Global Marketing Program, Deciding on the Global Marketing Organization. Sustainable Marketing, Social Criticisms of Marketing, Consumer Actions to Promote Sustainable Marketing, Business Actions Toward Sustainable Marketing, Marketing Ethics, and the Sustainable Company.	9	CLO5

Alignment of CLOs VS PLOs	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	3	1	1	1	-	1	2	2
	CLO2	2	1	2	-	-	-	1	1
	CLO3	2	2	2	1	-	1	2	2
	CLO4	3	1	1	2	-	1	1	1
CLO5	3	2	2	-	-	1	2	1	
Learning Materials	Recommended Text:								
	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.									

Second Year Second Semester

Course Title	Human Resource Management	Course Code	0413 MKT- 222
Course Type	Elective	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0

Prerequisite	Principles of Management	Total Marks	100
Course Description	<p>Human Resource Management is a major/compulsory/core course for the undergraduate students of the Bachelor of Business Administration (BBA) program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, class test, case studies, quiz, assignments, two midterms, and comprehensive examinations. This is an elementary-level course for the theory of Human Resource Management (HRM). However, it requires successfully completion of HRM concepts, The Legal and Ethical Context of HRM, Human Resource Planning, Job Analysis, Recruitment, Selection, Developing Human Resources, Performance Measurement and Appraisal, Training and Developing Employees, Career Development, Compensation, Employee Relations, and International HRM.</p>		
Rationale	<p>Human Resource Management (HRM) is a strategic function that focuses on managing and developing an organization's workforce to achieve its goals and objectives. This course is designed to prepare individuals for careers in HR and to equip them with the necessary knowledge and skills to excel in this field. Human resources management (HRM) in an important avenue under the discipline of general management. The primary focus of this course will be able to contribute the learners in the areas of meaning, human resources management functions, process, such as human resources planning, recruitment, selection, training and employee development, performance appraisals, compensation, employee services, international human resources management, grievance management. As specific attention to the learners the course will open a new window of thinking, form theoretical knowledge and shape their skills to navigate their mindset ahead to acquiring practical knowledge locally and globally.</p>		
Course Objectives	<p>The purpose of this course is to develop HR professionals who can effectively manage human resources, contribute to organizational success, and create workplaces that promote employee well-being and growth. By understanding and implementing HR best practices, graduates of HRM programs can make a significant difference in the success and sustainability of the organizations they serve. The Specific aims of this course are: To introduce students to the fundamental concepts and theories of HRM and their role in supporting organizational success; To familiarize students with the key functions of HRM, including talent acquisition, training and development, performance management, and employee relations; To provide insights into the legal, ethical, and diversity considerations in HRM and their impact on organizational practices; To develop students' abilities to analyze HRM challenges and make informed, data-driven decisions to address them; To emphasize the strategic role of HRM in aligning human capital with organizational goals and promoting a positive workplace culture.</p>		

<p><i>Course Learning Outcomes (CLOs)</i></p>	<p>On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to:</p>			
	CLO1	Gain a comprehensive understanding of the core concepts, theories, and principles that underpin human resource management.		
	CLO2	Understand the legal and ethical dimensions of HRM, including employment laws, labor regulations, and best practices for maintaining ethical standards in HR practices.		
	CLO3	Learn about the processes and techniques involved in attracting, selecting, and hiring qualified candidates for job positions within an organization.		
	CLO4	Understand the processes involved in evaluating and managing employee performance, including performance appraisals and feedback mechanisms.		
	CLO5	Explore strategies and methods to enhance employees' skills, knowledge, and competencies through training and professional development programs.		
	CLO6	Gain insights into managing human resources in a globalized world, including cross-cultural management and international HRM challenges.		
<p><i>Course Contents</i></p>	Course Contents		Hours	CLOs
	1.	Introduction: Definition, HRM functions, Current views of HRM, Importance of HRM, scope and future challenges to HRM, Structure of the HR Department, HR trends and opportunities, HRM in a small business, HRM in a global environment, HR and corporate ethics.	3 Hrs.	CLO1
	2.	The Legal and Ethical Context of HRM: Employment Laws-Laws affecting discriminatory practices, Equal Employment Opportunity, Preventing discrimination, HRM in a global environment. Employer and Employee Rights- Current issues regarding employee rights, The employment at- will Doctrine, Discipline and employee rights.	6 Hrs.	CLO2
	3.	Human Resource Planning: Definition, Forecasting demand for labor, Internal and external supply of labor, Planning HR programs.	3 Hrs.	CLO2
	4.	Job Analysis: An organizational Framework, Linking organizational strategy to Human Resource Planning, The nature of job analysis, Job analysis process, Job description, Job specification, job enlargement, job enrichment.	3 Hrs.	CLO3
	5.	Recruitment: Overview of the recruitment process, Strategic issues in recruiting, Internal and external	3 Hrs.	CLO3

		recruiting, The applicants' point of view in recruiting.		
6.	Selection: Definition, Process, Importance, Reliability and validity in selection, Selection tools, Application blanks, Bio-data, Tests, Interviews and other tools.	3 Hrs.	CLO3	
7.	Developing Human Resources: Scope and cost of human resource development, System model of training cycle, Need assessment of HR development, Design and development, Evaluation of development.	3 Hrs.	CLO3	
8.	Performance Measurement and Appraisal: Performance management and performance appraisal, Importance of performance assessment, Criteria of a good assessment system, Methods of appraising performance.	3 Hrs.	CLO4	
9.	Training and Developing Employees: The Outside-Insider Passage, The purpose of new employee Orientation, Employee Training, Employee Development, Organization Development, Evaluating Training and Development Effectiveness, International Training and Development Issues.	3 Hrs.	CLO5	
10.	Career Development: Definition of career, Career development and career planning, Career stages, Making career decision, Reach one's career goals.	3 Hrs.	CLO5	
11.	Compensation: Employee satisfaction and motivational issues in compensation, Establishing pay rates, Legal issues, Incentives and benefits of employees.	3 Hrs.	CLO5	
12.	Employee Relations: Definition, Health issues, Grievances, Employee disciplines, Employee assistance programs, CBA, legal consideration.	3 Hrs.	CLO6	
13.	International HRM: Concepts and aspects of international human resource management.	3 Hrs.	CLO6	

<i>Alignment of CLOs VS PLOs</i>	CLOs/ PLOs	PLO1	PL02	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	1	-	1	2	3	-	1	-
	CLO2	-	-	-	1	3	-	3	-
	CLO3	-	-	-		3	-	1	-
	CLO4	-	-	-	1	3	-		-

	CLO5	-	-		2	3	-		-
	CLO6	1	-	1	2	3	-	1	-
Learning Materials	<p>Recommended Text:</p> <p>1. Dessler, Gary. (1998). Human Resource Management. Prentice-Hall of India Ltd. New Delhi.</p> <p>Reference Books:</p> <p>1. DeCenzo, David A. & Robbins, Stephen P (1999). Human Resource Management, John, Wiley & Sons Inc. (Asia), Singapore.</p> <p>2. Akkas, M.A. (2015). Human Resources Management. Sponil Publications. Dhaka.</p>								

Second Year Second Semester

Course Title	Business Statistics -I	Course Code	0542 MKT-223
Course Type	GED	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	<p>Business Statistics I is an introductory course that provides students with a foundational understanding of statistical concepts and techniques for data analysis in business settings. Students will learn how to summarize and display data, calculate measures of central tendency and dispersion, understand probability and its applications, perform hypothesis testing, and use regression and correlation analysis for making business decisions. Through hands-on exercises and real-world examples, students will develop the skills necessary to analyze data and draw meaningful inferences to support managerial decision-making.</p>		
Rationale	<p>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>		

Course Objectives	The primary objective of this course is to equip students with the knowledge and skills to apply statistical methods for data analysis and inference in business contexts. By the end of the course, students should be able to interpret and communicate statistical results effectively and use statistical tools to support evidence-based decision-making.
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Course Learning Outcomes (CLOs)	At the end of this course, the students will be able to –		
	CLO1	Understand the fundamental concepts and applications of statistics in business contexts.	
	CLO2	Apply appropriate methods for organizing and displaying data to convey meaningful information.	
	CLO3	Calculate and interpret measures of central tendency and dispersion in frequency distributions.	
	CLO4	Utilize probability concepts to make informed decisions under uncertain conditions.	
	CLO5	Perform hypothesis testing and draw inferences about population parameters using appropriate statistical techniques.	

Course Contents	1.	Understanding Statistics: Introduction to Meaning of Statistics, Users of Statistics, and Subdivisions within Statistics Overview of statistics and its significance in business. Understanding the roles of populations, samples, statistics, and parameters.	6	CLO1,
	2.	Grouping and Displaying Data to Convey Meaning Data organization, arrays, and frequency distributions. Graphical representation of data through tables and graphs.	6	CLO2
	3.	Measures of Central Tendency and Dispersion in Frequency Distributions Calculation and interpretation of measures of central tendency (e.g., mean, median, mode). Understanding measures of dispersion (e.g., standard deviation, coefficient of variation).	9	CLO3
	4.	Probability Introduction to probability concepts and terminology. Application of probability rules and conditional probabilities.	6	CLO4
	5.	Probability Distributions Understanding probability distributions and random variables. Application of binomial and normal distributions in business scenarios.	6	CLO4
	6.	Sample and Sampling Distribution Differentiating between populations and samples. Understanding sampling distributions and the central limit theorem.	3	CLO1 CLO5
	7.	Estimation Point and interval estimation concepts. Calculating confidence intervals and determining sample size in estimation.	3	CLO5
	8.	Regression and Correlation Analysis Introduction to regression analysis and estimation using regression lines. Utilizing correlation analysis to measure relationships between variables.	3	CLO5

Mapping of Course Learning Outcomes to Program Learning Outcomes:									
<i>Alignment of CLOs VS PLOs</i>		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	1	3	-	-	-	2	-	2
	CLO2	1	2	-	-	-	1	-	2
	CLO3	-	3	-	-	-	1	-	1
	CLO4	-	2	-	-	-	2	-	2
	CLO5	1	2	-	-	-	1	-	1
<i>Learning Materials</i>	Recommended Text: Statistics for Management & Economics, Lind, Marchal, and Wathen								
	Reference Books: 4. "Statistics for Management, Richard I. Levin and David S. Rubin 5. Statistics & Their Application to Commerce, A.L. Buddington								

Second Year Second Semester

Course Title	Computing and Information Systems	Course Code	0611 MKT-224
Course Type	GED	Course Status	Theory and Practical
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
<i>Course Description</i>	Computing and Information Systems course will equip students with a wide range of knowledge and skills to meet the current demands of the industry and boost their career prospects. After studying this course, students would be able to be familiar with the basic operations of computer, data base management system, application of software, and the analysis of data which is highly essential to make decisions.		

Rationale	All the citizens should know about the socio-economic context of Bangladesh like historical, ecological, social, economic, political, governmental, financial and development aspects. Especially business student must have knowledge about the country. Having socio-economic factors of the country will help businessmen to make effective business decisions.			
Course Objectives	The primary objective of this course is to equip students with the knowledge and practical skills to comprehend computing and information systems. By the end of the course, students should be able to apply computing concepts, use software tools effectively, and analyze information system requirements.			
Course Learning Outcomes (CLOs)	At the end of this course, the students will be able to –			
	CLO1	Understand the fundamental concepts and components of computing and information systems.		
	CLO2	Apply problem-solving techniques and programming skills in real-world scenarios.		
	CLO3	Manage data effectively and use databases for information storage and retrieval.		
	CLO4	Analyze system requirements and design solutions using software tools.		
	CLO5	Evaluate the impact of computing and information systems on society, ethics, and security.		
Course Contents	1.	Introduction to Computers, The Internet and World Wide Web	9	CLO1
	2.	Application Software, The Components of the System Unit, Input and Output	9	CLO1
	3.	Storage, Operating system and utility programs, communications, and networks	9	CLO3
	4.	Database management	3	CLO2, CLO3
	5.	Computer security and safety, ethics, and privacy	3	CLO5
	6.	Information system development and programming languages, enterprise computing	3	CLO2, CLO3, CLO4
	7.	Introduction to excel, Introduction to SPSS, Introduction to R	6	CLO1, CLO2, CLO3

Alignment of CLOs VS PLOs	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	2	3	-	-	-	1	-	-
	CLO2	1	3	-	-	-	1	1	1
	CLO3	1	2	-	-	-	1	1	1
	CLO4	-	3	-	-	-	2	1	-
CLO5	1	2	-	-	-	2	1	1	
Learning Materials	Recommended Text:								
	Gary B. Shelly, Misty E. Vermaat, <i>Discovering Computer - Fundamentals</i> , Cengage Learning. (8th Edition)								
	Reference Books:								
	6. Peter Haschke, <i>An Introduction to R</i> , or any book. 7. Mariya Yao and Adelyn Zhou, <i>Applied Artificial Intelligence - A Handbook for Business Leaders</i> .								

Second Year Second Semester

Course Title	Organizational Behavior	Course Code	0413 MKT-225
Course Type	Elective	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description			
<i>Course Description</i>	Organizational Behavior is an elementary course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.		
Rationale			
<i>Rationale</i>	Organizational behavior uses systematic study to improve human behavior at work in order to increase productivity and employee satisfaction. This course reviews fundamentals of employees' behaviors and their impact on organizations, and helps graduates to develop skills in internal marketing and management. It investigates the impact individuals, groups and organizational structure has on behavior within organizations and the application of this knowledge to improve productivity and job satisfaction. It covers a wide range of theories and applications dealing with such topics as perception, motivation, decision-making, team dynamics, leadership, organizational culture, stress and counselling, and organizational change and development.		
Course Objectives			
<i>Course Objectives</i>	The objective of this course isto provide students with an understanding of how organizations can be managed more effectively and at the same time enhance employees' work-life and well-being. The focus of this course is to help students develop a conceptual understanding of organizational behavior theories and provide them with skills to apply those theories in real-world cases.		

Course Learning Outcomes (CLOs)	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-	
	CLO1	Understand the fundamental principles and models in organizational behavior and management leading to achieving increased organizational performance.
	CLO2	Demonstrate a sound knowledge of individual and group behavior in organizations as well as the organizational system.
	CLO3	Develop conceptual and human skills, which are needed to diagnose problems, communicate, make effective decisions, motivate, and influence others, manage diversity, stress and counselling, and drive organizational change in order to accomplish organizational goals.
	CLO4	Use organizational behavior models and theories to enlighten managerial issues related to internal marketing and management functions.
	CLO5	Attain an orientation of change as a desirable outcome for organizations and apply fundamentals of organizational behavior to real-world problems for management to enable effective decision-making and achieve increased organizational performance.

Course Contents	Course Contents		Hours	CLOs
	1.	Fundamentals of Organizational Behavior: The Dynamics of the People and Organizations, Models of Organizational Behavior, Managing Communications, Social Systems and Organizational Culture	9	CLO1, CLO2
	2.	Motivation and Reward System: Motivational Basics, Motivational Applications, Appraising and Rewarding Performance.	6	CLO2, CLO3
	3.	Leadership and Empowerment: Leadership, Empowerment and Participation.	6	CLO2, CLO3
	4.	Individual and Interpersonal Behavior: Employee Attitudes and their Effects, Issues between Organizations and Individuals, Interpersonal Behavior.	6	CLO4
	5.	Group Behavior: Informal and Formal Groups, Teams and Team Building.	6	CLO5
	6.	Change and Its Effects: 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 Counselling.	9	CLO5

Mapping of Course Learning Outcomes to Program Learning Outcomes:																																																																
<i>Alignment of CLOs VS PLOs</i>	<table border="1"> <thead> <tr> <th></th> <th>PLO1</th> <th>PLO2</th> <th>PLO3</th> <th>PLO4</th> <th>PLO5</th> <th>PLO6</th> <th>PLO7</th> <th>PLO8</th> </tr> </thead> <tbody> <tr> <td>CLO1</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">2</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> </tr> <tr> <td>CLO2</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">2</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> </tr> <tr> <td>CLO3</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">3</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> </tr> <tr> <td>CLO4</td> <td style="text-align: center;">1</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> </tr> <tr> <td>CLO5</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">1</td> <td style="text-align: center;">3</td> <td style="text-align: center;">1</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> </tr> <tr> <td>CLO6</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">3</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> </tr> </tbody> </table>		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	CLO1	-	-	-	2	-	-	-	-	CLO2	-	-	-	2	-	-	-	-	CLO3	-	-	-	3	-	-	-	-	CLO4	1	-	-	2	3	-	-	-	CLO5	-	-	-	1	3	1	-	-	CLO6	-	-	-	-	3	-	-	-
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CLO6	-	-	-	-	3	-	-	-																																																								
<i>Learning Materials</i>	<p>Text Book:</p> <p>Organizational Behavior: Human Behavior at Work, Keith Davis, and John W. Neustrom, Tata McGraw-Hill</p> <p>Reference Materials:</p> <ol style="list-style-type: none"> 1. Stephen P Robbins, SeemaSanghi, Timothy A Judge, Organizational Behavior, Pearson 2. Harvard Business Review and Business World Cases 3. Research Publications and Notes (@class discussion) 																																																															

Third Year First Semester

Course Title	Taxation in Bangladesh	Course Code	0411 MKT- 311
Course Type	Elective	Course Status	Theory and Practical
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	<p>Taxation in Bangladesh is an elementary course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.</p>		
Rationale	<p>This course will 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."</p>		
Course Objectives	<p>A broad understanding of the tax system and introduces tax law statutes, Income Tax Act etc. It will give 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. 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.</p>		

Course Learning Outcomes (CLOs)	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-	
	CLO₁	Define the Tax structure of Bangladesh, importance of tax for national and economic development and tax provisions for resident and non-resident Bangladeshi.
	CLO₂	Perform simple tax research exercises and complete a moderately complex Bangladesh Individual Income Tax return.
	CLO₃	Critically analyze any tax issues or rules in case of personal or corporate tax reporting in ethical manner.
	CLO₄	Understand the knowledge of taxable income and tax deductibles, Income from salary, interest on securities, income from agriculture and house property and so on according to NBR.
CLO₅	Specialized knowledge of the taxation of business and employment income and practical problem-solving skills.	

Course Contents	Course Contents		Hours	CLOs
	1.	Introduction: Principles of Public Finance, Objectives of Taxation, Types of Taxes in Bangladesh, Incidence, Shifting of Burden.	6	CLO ₁
	2.	History of Income Tax Act: 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.	9	CLO ₁ CLO ₃
	3.	Heads of Income: Methods of Computing Income and Allowable Deductions Under Each Head. Income from salary, interest on securities, income from agriculture and house property	12	CLO ₂ CLO ₃ CLO ₄ CLO ₅
	4.	Assessment Procedure: Tax Return and Assessment of Individuals.	6	CLO ₃ CLO ₅
	5.	Income Tax Authorities in Bangladesh: Administrative, Judicial Appeal, Revision, Penalties.	6	CLO ₁
	6.	Wealth Tax, VAT & Custom Duty – Gift Tax.	3	CLO ₃
	7.	Tax Evasion & Avoidance: Methods & Techniques, Preventive Measures.	3	CLO ₃

<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO ₁	-	-	-	-	-	-	-	3
	CLO ₂	-	2	-	-	-	-	-	3
	CLO ₃	-	-	-	-	-	-	-	3
	CLO ₄	-	2	-	-	-	-	-	3
	CLO ₅	-	2	-	-	-	-	-	3
<i>Learning Materials</i>	Text Book:								
	Morshed M & Others : Income –Tax								
<i>Learning Materials</i>	Reference Book:								
	Income Tax Ordinance 1984 and Finance Acts. KhajaAmjadSayeed A.H. Shahadatullah M. Nurunnabi : Income – Tax Bangladesh Income Tax- ShilMasud Alam								

Third Year First Semester

Course Title	Business Statistics-II	Course Code	0542 MKT- 312						
Course Type	GED	Course Status	Mathematics						
Course Hour	3.0 Hr./Week	Credit Value	3.0						
Prerequisite	Business Statistics-I	Total Marks	100						
Course Description	<p>Business Statistics-II is an elementary course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.</p>								
Rationale	<p>In the sequel of statistic knowledge, Business Statistics II will further expand 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>								
Course Objectives	<p>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>								
Course Learning Outcomes (CLOs)	<p>On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 10%;">CLO₁</td> <td>Understanding hypotheses testing and improve decision making in real life scenario.</td> </tr> <tr> <td>CLO₂</td> <td>Analyzing variance between or among different variables.</td> </tr> <tr> <td>CLO₃</td> <td>Interpreting test of significance of association and strength of association.</td> </tr> </table>			CLO₁	Understanding hypotheses testing and improve decision making in real life scenario.	CLO₂	Analyzing variance between or among different variables.	CLO₃	Interpreting test of significance of association and strength of association.
CLO₁	Understanding hypotheses testing and improve decision making in real life scenario.								
CLO₂	Analyzing variance between or among different variables.								
CLO₃	Interpreting test of significance of association and strength of association.								

	CLO₄	Forecasting trends among decision variables in real life business problems.		
	CLO₅	Constructing and using index numbers and decision tree.		
Course Contents				
<i>Course Contents</i>	1.	Testing Hypotheses: One Sample Tests Introduction, Concepts basic to the Hypothesis Testing Procedure, Testing Hypotheses.	6	CLO ₁
	2.	Testing Hypothesis: Two-Sample Tests Hypothesis Testing for Differences Between means and Proportions, Test for Differences Between means, Tests for Differences between Proportions.	9	CLO ₁
	3.	Chi-Square and Analysis of Variances: 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.	9	CLO ₂ CLO ₃
	4.	Nonparametric Statistics: 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.	3	CLO ₃
	5.	Time Series and Forecasting: 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.	6	CLO ₄
	6.	Index Numbers: 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.	6	CLO ₅
	7.	Decision Theory: Decision Environment, Expected Profits Under Uncertainty, Expected Value of Perfect Information, Decision Tree Analysis and Its Uses.	3	CLO ₃

<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO ₁	1	-	-	-	-	-	-	3
	CLO ₂	1	2	-	-	-	-	-	3
	CLO ₃	1	-	-	-	-	-	-	3
	CLO ₄	1	2	-	-	-	-	-	3
	CLO ₅	1	2	-	-	-	-	-	3
<i>Learning Materials</i>	Text Book: Statistics for Management: Richard I. Levin and David S. Rubin								
	Reference Book: <ol style="list-style-type: none"> 1. Statistics for Management & Economics: Lind, Marchal, and Wathen 2. Statistics and its Application to Commerce: A.L. Buddington. 								

Third Year First Semester

Course Title	Integrated Marketing Communications		Course Code	0414 MKT-313
Course Type	Core		Course Status	Theory
Course Hour	3.0 Hr./Week		Credit Value	3.0
Prerequisite	N/A		Total Marks	100
Course Description	Integrated Marketing Communication is an elementary course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.			
Rationale	Integrated marketing communication (IMC) introduces principles, tools, and practices of marketing communications in an integrated manner and its role in the marketing mix. It emphasizes the role of advertising and other promotional tools in the IMC program (sales promotion, public relations, and direct marketing) to achieve consistent and effective marketing campaigns. The development of an IMC program requires an understanding of the overall marketing process, communications theory and processes, marketing communications tools, consumer behavior, and marketing communications organization structures and operations. IMC helps maximize promotional impact by orchestrating all promotional devices and elements.			
Course Objectives	<p>The objective of this course is to provide students with an understanding of principles and modes of marketing communication tools applicable to strategic marketing communication decisions. The focus is to develop students' abilities to assess the process by which IMC programs are planned, developed, executed, and measured.</p> <p>On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-</p>			
Course Learning Outcomes (CLOs)	CLO1	Understand the role of IMC in the marketing process, the underlying principles, and techniques of communications, and how IMC fits into marketing mix decisions.		
	CLO2	Demonstrate a sound knowledge of the process by which integrated marketing communications programs are planned, developed, executed, and measured.		
	CLO3	Use IMC plans and programs, including planning and strategy of advertising and sales promotion, understanding the consumption of media, developing messages for different media including television, radio, print, and websites, the role of public relations, and evaluating corporate programs and ethical practices.		
	CLO4	Develop capabilities to integrate consumer decision-making processes into strategic marketing communication decisions.		
Course Contents	Course Contents		Hours	CLOs
	1.	Integrated Marketing Communication: Communication and IMC Programs, the Communication Process, Barriers to	6	CLO1, CLO2,

		<p>Communication, Integrated Marketing Communication.</p> <p>Corporate Image and Brand Management: Components of Corporate Image, Role of Corporate Image, Branding, Brand Equity, Brand Extensions, Co-Branding, Private Branding, Branding Management Process</p>		
	2.	<p>Business to Business Buyer Behavior: Business Customer, Business Buying Centers & Factors, Business Sales, Business to Business Buying Process. Promotional Opportunity Analysis: IMC Plan, Communication Market Analysis, IMC Objectives, IMC Budget, Prepare Promotional Strategies, Market Segmentation, Business, GIMC Programs</p>	9	CLO1, CLO2,
	3.	<p>Advertising Management: Role of Advertising in the IMC Process, Company Activities in Advertising MGT, Communication, and Advertising Objectives; Advertising Design: Message Strategies, Cognitive Strategies, Affecting Strategies, Brand Strategies, Exceptional Frameworks, Model of Creating and Advertisement, Advertisement Effectiveness.</p> <p>Advertising Media Selection: Media Strategy, Media Planning, Media Selection, Media Mix, Media Selection in Business-to-Business Markets</p>	6	CLO3, CLO4,
	4.	<p>Trade Promotion: Nature of trade Promotion, Types of Trade Promotions, Objectives of Trade Promotions; Consumer Promotions: Coupons, Premiums, Bonus Packs, Prices Off.</p>	6	CLO3, CLO4,
	5.	<p>Personal Selling, Database Marketing, and Customer Relationship Management: Personal Selling Service, Telemarketing, Retail Sales Presentations, Database Marketing Steps, Methods of Direct Marketing, Permissions Marketing, Customer Relationship Marketing Steps.</p> <p>Internet Marketing: Marketing Functions on the Internet, E-Commerce and its Incentives, B2B</p>	9	CLO3, CLO4,
	6.	<p>Public Relations and ethical practices: Cause Related Marketing, Green Marketing, Public Relationship Tools, Sponsorship Marketing, Event Marketing, and ethical practices</p>	6	CLO3, CLO4,

<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	3	-	-	-	-	-	-	-
	CLO2	3	-	-	2	-	-	-	-
	CLO3	3	-	-	2	-	-	3	-
CLO4	3	1	-	-	-	-	-	-	

<i>Learning Materials</i>	Text Book: Kenneth E. Clow, Donald Baack - Integrated Advertising, Promotion and Marketing Communications (Latest Edition)
	Reference Materials: <ol style="list-style-type: none"> 1. George E. Belch and A. Belch, Irwin McGraw Hill, 1998- Advertising & Promotion 2. Workshop on copywriting, and building advertisements 3. Research Publications and Notes (@class discussion)

Third Year First Semester

Course Title	Agricultural and Rural Marketing		Course Code	0414 MKT-314
Course Type	Core		Course Status	Theory
Course Hour	3.0 Hr./Week		Credit Value	3.0
Prerequisite	N/A		Total Marks	100
Course Description				
Agricultural and Rural Marketing is an elementary course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.				
Rationale				
Agriculture and agribusiness in Bangladesh are vital to people's livelihoods, employment, and contribution to GDP. This course covers basic concepts and economic principles related to markets for agricultural products from the farm to the consumer table. The impact of climate and the environment requires marketers and rural managers to continually consider, evaluate, and reassess (often daily) the numerous changes and types of information that affect their business. A successful marketer understands markets and how to capitalize on market forces to maximize business profit. The course applies basic economic principles to analyze current issues in agricultural and rural marketing. The course includes an overview of current marketing problems faced by farms and agribusinesses, farm and retail price behavior, market structure, 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.				
Course Objectives				
The objective of this course is to provide a clear understanding of the underlying economic theory of agricultural and rural marketing strategies as well as their application to various agribusiness situations. The focus of this course is to develop students' abilities to analyze and manage marketing problems in an agricultural enterprise.				
On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-				
Course Learning Outcomes (CLOs)				
CLO1		Understand key agricultural and rural marketing issues and principles to address management concerns in business.		
CLO2		Demonstrate a sound knowledge of market structure for agricultural and food products, and the roles of institutions and specialized individuals in the food marketing system.		
CLO3		Develop ability and analytical skills to analyze and manage marketing problems faced by agribusiness firms in the agricultural and rural marketing system.		
CLO4		Formulate marketing strategies for an agribusiness product given a hypothetical market situation and apply strategies to manage the marketing of an agribusiness		

		firm.		
Course Contents	Course Contents		Hours	CLOs
	1.	The Analytical Approach: Agricultural Marketing System, a Framework of Theory for Market Analysis, Agricultural Product and Marketing	6	CLO1
	2.	Food Market and Institutions: Food consumption and Marketing, Food Processing and Manufacturing, Food Wholesaling and Retailing, The International Markets for Food.	6	CLO2
	3.	Prices and Marketing Costs: 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.	9	CLO3, CLO4
	4.	Functional and Organizational Issues: Changing Organization of Food Markets, Cooperative Marketing, Market Information, Standardization and Grading, Transportation, Storage	6	CLO3, CLO4
	5.	Government and Agricultural Marketing: Government Price, Income and Marketing Programs, Food Marketing regulation	6	CLO3, CLO4
	6.	Rural Marketing: 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.	9	CLO1, CLO3, CLO4

<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	3	-	-	-	-	2	-	-
	CLO2	-	-	3	-	-	-	-	-
	CLO3	3	1	-	-	-	1	3	-
CLO4	3	1	-	-	-	1	3	-	
<i>Learning Materials</i>	Text Book:								
	Marketing of Agricultural Products, Richard L. Kohls& Joseph N. Uhi, Richard Inrwin Inc.								
<i>Learning Materials</i>	Reference Materials:								
	1. Marketing Farm Products. Shepherd G.S, Futrell, G.A.								
	2. Bangladesh agribusiness cases and programs.								
	3. Research Publications and Notes (@class discussion)								

Third Year First Semester

Course Title	Product Planning and Development	Course Code	0414 MKT- 315
Course Type	Core	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
<i>Course Description</i>	The Product Planning and Development course will help students to dive into the intricate processes of conceptualizing, designing, and refining products. They will do opportunity identification; customer needs analysis, concept generation, and architecture establishment. Also, students will equip themselves with the essential skills to contribute to successful product development and gain a comprehensive understanding of the interconnected aspects of product and service design.		

Rationale	In today's competitive business landscape, the ability to create and innovative products is crucial for success. This course provides BBA students with a comprehensive foundation in product planning and development, empowering them with the knowledge and skills necessary to navigate the complexities of bringing successful products to market.															
Course Objectives	By the end of this course, students will be able to analyze and identify business opportunities, critically assess customer needs, employ systematic methods for concept generation and selection, understand the significance of product architecture, and comprehend the nuances of service design within the context of product-service systems. Through practical exercises and real-world case studies, students will develop the expertise to contribute effectively to various stages of product development, thereby enhancing their potential to thrive in the ever-evolving business landscape.															
Course Learning Outcomes (CLOs)	<p>On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-</p> <table border="1" data-bbox="387 909 1485 1384"> <tr> <td data-bbox="387 909 496 987">CLO1</td> <td data-bbox="496 909 1485 987">Identify diverse business opportunities and employ effective strategies for recognizing market gaps and innovative possibilities.</td> </tr> <tr> <td data-bbox="387 987 496 1066">CLO2</td> <td data-bbox="496 987 1485 1066">Systematically analyze customer preferences and market demands to create products and services that meet user expectations.</td> </tr> <tr> <td data-bbox="387 1066 496 1144">CLO3</td> <td data-bbox="496 1066 1485 1144">Generate creative product concepts and make informed decisions on the most viable ideas through structured methods.</td> </tr> <tr> <td data-bbox="387 1144 496 1223">CLO4</td> <td data-bbox="496 1144 1485 1223">Understand product architecture principles, choose suitable architectural approaches, and optimize design for functionality.</td> </tr> <tr> <td data-bbox="387 1223 496 1301">CLO5</td> <td data-bbox="496 1223 1485 1301">Master the product development process, from opportunity identification to final specification, gaining a holistic understanding of the journey.</td> </tr> <tr> <td data-bbox="387 1301 496 1384">CLO6</td> <td data-bbox="496 1301 1485 1384">Differentiate between products and services, grasp service design principles, and effectively integrate service elements into product-service systems.</td> </tr> </table>				CLO1	Identify diverse business opportunities and employ effective strategies for recognizing market gaps and innovative possibilities.	CLO2	Systematically analyze customer preferences and market demands to create products and services that meet user expectations.	CLO3	Generate creative product concepts and make informed decisions on the most viable ideas through structured methods.	CLO4	Understand product architecture principles, choose suitable architectural approaches, and optimize design for functionality.	CLO5	Master the product development process, from opportunity identification to final specification, gaining a holistic understanding of the journey.	CLO6	Differentiate between products and services, grasp service design principles, and effectively integrate service elements into product-service systems.
CLO1	Identify diverse business opportunities and employ effective strategies for recognizing market gaps and innovative possibilities.															
CLO2	Systematically analyze customer preferences and market demands to create products and services that meet user expectations.															
CLO3	Generate creative product concepts and make informed decisions on the most viable ideas through structured methods.															
CLO4	Understand product architecture principles, choose suitable architectural approaches, and optimize design for functionality.															
CLO5	Master the product development process, from opportunity identification to final specification, gaining a holistic understanding of the journey.															
CLO6	Differentiate between products and services, grasp service design principles, and effectively integrate service elements into product-service systems.															
Course Contents	Course Contents		Hours	CLOs												
	1.	Introduction: product development, characteristics of successful product development, who designs and develops products? Duration and cost of product development, the challenges of product development.	6 Hrs.	CLO1												
	2.	Development processes and organizations: generic development process, concept development: the front-end process, adapting the generic product development process, product development organizations, is choosing an organizational structure.	6 Hrs.	CLO1, CLO2												
	3.	Opportunity Identification: what is opportunity? Types of opportunities, tournament structure of opportunity identification, effective opportunity tournaments, opportunity identification process.	3Hrs.	CLO1												
	4.	Product planning: four types of product development projects, product planning process.	3 Hrs.	CLO3												

	5.	Identifying customer needs: steps in identifying customer needs.	3 Hrs.	CLO2, CLO3
	6.	Product specifications: process of establishing the target specifications, setting final specifications.	3 Hrs.	CLO3
	7.	Concept generation: steps in concept generation method.	3 Hrs.	CLO5
	8.	Concept selection: Methods for choosing a concept, benefits of structured method, overview of methodology, caveats.	6 Hrs.	CLO3, CLO5
	9.	Concept testing: seven-step method for testing product concepts.	3 Hrs.	CLO3, CLO5
	10.	Product architecture: physical elements, chunks, modular architecture, integral architecture, types of modularity, when is the product architecture defined? Implications of the architecture, establishing the architecture.	3 Hrs.	CLO4
	11.	Design of services: product-service system, differences between products and services, the service design process, the service process diagram, downstream development activities in services.	3 Hrs.	CLO6

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Alignment of CLOs VS PLOs	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	3	-	-	-	-	-	-	-
	CLO2	-	3	-	-	-	-	-	-
	CLO3	-	-	-	2	-	-	-	-
	CLO4	-	-	-	2	-	-	-	-
	CLO5	-	-	-	-	-	-	2	-
	CLO6	-	-	-	-	-	-	-	2

Learning Materials	Recommended Readings:	
	i.	Karl Ulrich and Steven Eppinger, <i>Product Design and Development</i> , McGraw-Hill.

Third Year Second Semester

Course Title	Operations Management	Course Code	0413 MKT-321
Course Type	Elective	Course Status	Mathematics
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	<p>Operation Management is an elementary course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations. This course presents the fundamental principles of programming techniques, problem areas in management science, and mathematical modeling geared toward driving better decision-making and improving business performance. The contents of this course are aligned with the prominent courses, such as “Quantitative Business Analysis,” “Operation/Project Management,” “Management Science,” “Industrial Engineering,” and “Decision Science.”</p>		
Rationale	<p>The main function of managers, marketers, engineers, commanders, and farmers is to make decisions. Some decisions can be made by judgment, but others are uncertain, and depend on vast complex data to analyze, summarize, and provide analytical models to make optimal solutions. The complexities involved in decision-making, especially in the corporate world, require decision-makers to formulate problem structures on which decisions are required. This method considers various alternatives, uncertainties associated with the outcomes, and problem analysis. To overcome these issues in a competitive business environment and explain the decision process effectively, Operation Research provides students with insight into several approaches, such as linear programming, transportation problems, game theory, decision tree, and networking. Operation Research is a field of study that involves mathematical principles to address business problems by deriving optimal solutions for maximizing sales and profits and/or minimizing costs, losses, and risks. Businesses of all sizes and across all industries rely on mathematical equations to solve problems and find an optimal solution.</p>		
Course Objectives	<p>The objective of this course is to provide students with an understanding of quantitative techniques applicable to a wide range of business situations. The focus is to develop students’ ability to comprehend basic principles and techniques of mathematical modeling, formulate problems, perform logical analysis, evaluate results from models, and make appropriate recommendations for managerial decision-making.</p>		

Course Learning Outcomes (CLOs)	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-	
	CLO1	Understand a variety of management decision problems in business and management.
	CLO2	Demonstrate a sound knowledge of quantitative techniques (operations research methods) applicable to a wide range of business situations.
	CLO3	Develop advanced mathematical and analytical skills for solving managerial decision problems.
	CLO4	Use quantitative techniques, including Linear Programming, Distribution Models, Network Models, and Game Theory, by formulating managerial decision problems as mathematical models.
CLO5	Obtain solutions of those models and interpret the solutions in taking effective, yet efficient decisions.	

Course Contents	Course Contents		Hours	CLOs
	1.	Introduction (Operations Research): Introduction to operations research (OR), Management Science, and QBA. Categories of quantitative techniques. QBA's philosophies. Objectives, Scopes/levels, Phases, Functions/applications, or Problems addressed by OR. Introduce brief history of OR.	6	CLO1, CLO2
	2.	Linear Programming (Formulations, Graphical, and Simplex): Foundations, The Nature of Linear Programming Problems, Formulations, General Formulation and Terminology, The Graphical Method of Solution, Slack and Surplus Variables, The Simplex Method, Special Situations in the Simplex Method, Applications of Linear Programming.	9	CLO3, CLO4, CLO5
	3.	Distribution Models (Assignment and Transportation Problems): The Transportation Problem, Characteristics and Assumptions, The Transportation Method, Applications, The Assignment Problem, degeneracy.	9	CLO3, CLO4, CLO5
	4.	Network Models (CPM and PERT): Introduction to PERT and CPM, Formulation: The Basic Inputs to PERT/CPM, Solving PERT and CPM, Event Analysis, Finding the Probabilities of Completion in PERT (Risk Analysis), The Critical path Method (CPM): Cost-Time relationships.	6	CLO3, CLO4, CLO5
	5.	Utility and Game Theories (Game Theory and Decision Theory): Utility and Decision Theory-Multiple Goals-Game Theory.	6	CLO3, CLO4, CLO5
	6.	Simulation and Decision Tree: Meaning of Simulation, Steps in the Simulation Process, Application of Simulation, Monte Carlo Simulation, Meaning of Decision Tree, Steps involved in Drawing a Decision Tree, Roll-back Technique	6	CLO3, CLO4, CLO5

Mapping of Course Learning Outcomes to Program Learning Outcomes:								
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
Alignment of CLOs VS PLOs	CLO1	2	3	-	-	-	-	1
	CLO2	-	3	-	-	-	-	1
	CLO3	-	3	-	-	-	-	-
	CLO4	-	3	-	-	-	-	-
	CLO5	-	3	-	-	-	-	1
Learning Materials	Text Book:							
	1. <i>Quantitative Techniques: Theory & Problems</i> by P. C. Tulsian and Vishal Pandey, 7 th Impression (792 pages), 2012, Pearson Education Publishing Ltd., India.							
	Reference Materials:							
	4. <i>An Introduction to Management Science: Quantitative Approaches to Decision Making</i> by Jeffrey D. Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann, and David R. Anderson, 16 th Edition (912 page), 2022, Cengage Learning							
	5. <i>Quantitative Analysis for Management</i> by Barry Render, Ralph M. Stair, Jr Michael E. Hanna, and T.N. Badri, 13 th Edition (610 pages), 2018, Pearson Education Publishing Ltd., England.							
	6. Research Publications and Notes (@class discussion)							

Third Year Second Semester

Course Title	Digital Business and Innovation	Course Code	0413MKT-322
Course Type	Elective	Course Status	Theory and Practical
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	The course on Digital Business Management is intended to provide students with the fundamental information and abilities necessary to compete successfully in the fast-paced and digitally driven business environment of the modern era. The intertwined worlds of technology and business are explored in depth throughout this in-depth class, along with the strategies, tools, and best practices that are required to succeed in this environment. Students will investigate the effects that digital technologies have had and continue to have on the management of businesses, consumer habits, marketing strategies, and overall organizational management.		
Rationale	The course "Digital Business & Innovation Management" explores the dynamic intersection of technology, business strategy, and innovation. Students will gain insights into harnessing digital tools and strategies to drive organizational growth, optimize operations, and foster innovation in today's rapidly evolving digital landscape.		
Course Objectives	The course aims to give students the fundamental knowledge and abilities needed to successfully negotiate the dynamic environment of digital business. Students will gain the skills to design efficient digital strategies, make data-driven decisions, optimize business processes, and address legal and ethical issues through thorough exploration of digital marketing, e-commerce, data analytics, and emerging technologies. This will enable them to lead digital transformation and achieve sustainable business growth.		
Course Learning Outcomes (CLOs)	At the end of this course, the students will be able to –		
	CLO1	Evaluate the impact of emerging digital technologies on various industries, identifying opportunities and challenges that organizations may encounter in the digital era.	
	CLO2	Design and implement effective digital marketing campaigns, utilizing a range of digital channels and tools to reach target audiences, increase brand awareness, and drive customer engagement.	
	CLO3	Apply data analysis techniques to extract meaningful insights from digital data, enabling informed decision-making and data-driven optimization of business strategies.	
	CLO4	Demonstrate proficiency in setting up and managing e-commerce platforms, including secure payment gateways, inventory management, and customer relationship management, to facilitate seamless online transactions.	
	CLO5	Identify and assess legal and ethical issues related to digital business and propose strategies to ensure compliance with data privacy regulations, intellectual property rights, and ethical considerations in the use of technology.	

<p><i>Course Contents</i></p>	<p>Introduction to Digital Business Management: Overview of digital business landscape and its significance, Key digital business trends and their impact on industries. Digital Marketing Strategies: Understanding the digital marketing ecosystem, social media marketing and content creation strategies, Search Engine Optimization (SEO) and Search Engine Marketing (SEM), Email marketing and customer relationship management (CRM).</p>	9	CLO1, CLO2					
	<p>Data Analytics for Digital Business: Fundamentals of data analytics in the context of digital business, Data collection, cleaning, and analysis techniques, Interpreting data to make informed business decisions. E-commerce Fundamentals: Introduction to e-commerce models and platforms, setting up and managing online stores, Secure payment gateways and logistics in e-commerce.</p>	9	CLO3, CLO4					
	<p>Digital Business and Legal Considerations: Overview of legal and regulatory challenges in the digital space, Data privacy and protection regulations, Intellectual property rights and digital content Emerging Technologies in Digital Business: Exploration of cutting-edge technologies such as AI, blockchain, IoT Evaluating their potential impact on businesses. User Experience (UX) and Customer-Centric Design: Understanding the importance of UX in digital business, Design principles for enhancing customer experiences.</p>	9	CLO1, CLO2, CLO5					
	<p>Digital Transformation: The process of digital transformation for businesses, Identifying challenges and strategies for successful implementation. Optimizing Business Processes with Digital Tools: Utilizing project management software, communication tools, and cloud-based solutions, Streamlining business operations for increased efficiency</p>	9	CLO1, CLO4					
	<p>Digital Business Strategy Development: Formulating and implementing a comprehensive digital business strategy, Aligning digital initiatives with organizational goals.</p>	6	CLO1, CLO2, CLO3					
	<p><i>Alignment of CLOs VS PLOs</i></p>	<p>Mapping of Course Learning Outcomes to Program Learning Outcomes:</p>						
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
CLO1	3	2	-	1	-	-	2	-
CLO2	2	3	-	1	-	-	1	-
CLO3	3	2	-	2	-	-	1	-
CLO4	2	3	-	2	-	-	-	-
CLO5	2	1	-	1	-	-	1	-

Learning Materials	<p>Recommended Text:</p> <p>Griffin, W. Ricky, "Management" Houghton Miffling Company.</p>
	<p>Reference Books:</p> <p>8. "Principles of Management" by Fred Luthans 9. Harold Koontz Heinz Weihrich, "Management", McGraw Hill Book Company. 10. James A F Stonner and R Edward Freeman, "Management", Prentice Hall of India Private Limited, New Delhi.</p>

Third Year Second Semester

Course Title	Consumer Behavior	Course Code	0414 MKT-323
Course Type	Core	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	Consumer Behavior is an elementary course for the undergraduate students of the B. B. A program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.		
Rationale	Understanding consumers and the influences of consumer behavior is crucial for explaining and predicting consumption-related behavior in individuals and organizations alike. 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 Behavior introduces the fundamental concepts, principles, and theories of consumer behavior and relates them to the practices of marketing. Drawing on psychological and sociological viewpoints, this course covers individual factors, such as motivation and needs, perception, learning, personality and lifestyle attitudes, and external socio-cultural factors such as family, social groups, social class, and culture in the context of consumption.		
Course Objectives	The objective of this course is to provide students with an understanding of consumer behavior in the marketing process. The focus is not only to prepare students for making informed decisions about how to manage and respond to the needs and wants of consumers but also to better understand their preferences and buying behavior.		
On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-			

Course Learning Outcomes (CLOs)	CLO1	Understand core concepts of consumer psychology and consumer behavior from a marketing perspective.		
	CLO2	Demonstrate a sound knowledge of factors that influence consumer behavior and how knowledge of consumer behavior can be applied to marketing.		
	CLO3	Develop critical thinking and analytical skills in the area of consumer behavior and improve the ability to analyze consumer behavior for solving the marketing research problem.		
	CLO4	Apply consumer behavior theory and other practical tools to uncover psychological processes and design marketing strategies that affect consumer behavior.		
	CLO5	Extend this knowledge to create products, services, and marketing ideas in ways that encourage consumers toward behavioral intentions.		
Course Contents	Course Contents		Hours	CLOs
	1.	Introduction: 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.	6	CLO1, CLO2
	2.	Environmental Influence: Culture, Components of Culture, Useful Concepts of Cultural Analysis, Cross-Cultural, Research, and Multinational Marketing Subculture	6	CLO1, CLO2
	3.	Social organization and Reference Groups: Socialization Reference Group Norms and Conformity, Social Change, How Social Trends Will Affect Consumption. Social Class: Social Stratification, Research Models of Social Class, Social Class, and Buying Behavior. Family: Influences of Family Decision Making, using Family Concepts in Marketing.	9	CLO1, CLO2
	4.	Learning: Learning Theory, Behavior Modification in Psychology and Marketing Retention, Advertising Message, Habit Formation, and Brand Loyalty. Perception: Theories of Perception, Model of Perception, Factors Determining Perception, Features of Perception Affecting Consumer Behavior.	6	CLO3, CLO4,
	5.	Motivation and Personality: Motivation Theory, Motivation Research Methods, The Concepts of Personality. Attitudes: Influence of Attitudes, Attitude Organization, Three-Component Attitude Models, Fluctuations of Attitudes, How Attitudes are Measured? Attitudes Change, Cognitive Dissonance Theory, Multi-attribute Theory.	9	CLO3, CLO4,

	6.	Consumer Purchasing Process and Consumer Decision Process; Product Knowledge: Types of affective responses, Cognitive process, product knowledge, Types of product Knowledge, Means-End-Chains Model.	6	CLO3, CLO4, CLO5
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Mapping of Course Learning Outcomes to Program Learning Outcomes:				
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<i>Alignment of CLOs VS PLOs</i>		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	-	-	-	2	-	-	3	-
	CLO2	-	-	-	2	-	-	2	-
	CLO3	3	1	-	-	-	-	-	-
	CLO4	3	1	-	-	-	3	-	-
	CLO5	3	1	-	-	-	3	-	-

<i>Learning Materials</i>	Text Book:
	Consumer Behavior and Marketing Strategy by J. Paul Peter, Jerry C. Olson, McGraw-Hill/Irwin series in marketing (Latest Edition)
	Reference Materials:
	7. Consumer Behavior (Concept and Strategies), HoroldWBerkmen and Christopher C-Gilson & Kent Publishing Company
	8. Perspective in Consumer Behavior, Harold H. Kassringian and Thomas S. Robertson & Scott Forceman and Company.
	9. Research Publications and Notes (@class discussion)

Third Year Second Semester

Course Title	Global Fashion Buying and Merchandising	Course Code	0414 MKT-324
Course Type	Core	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description			
<i>Course Description</i>	<p>Global Fashion Buying and Merchandising is a compulsory course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, group discussion, class presentations, quiz, assignments, two midterms, and comprehensive examinations. This is an elementary-level course for applying the economics concept in the field of business.</p>		
Rationale			
<i>Rationale</i>	<p>This course focuses on the role of the fashion buyer, as well as the numerical and data analysis skills which are essential to fashion buying. Fashion buyers have to work well in a multifunctional team, such as liaising with marketers and merchandisers to understand consumer demand in order to facilitate the flow of stock in the most profitable way, and so the course emphasizes collaboration within business. The changing nature of the supply chain, including fast fashion and seasonal buying strategies, is also explored on this course.</p>		
Course Objectives			
<i>Course Objectives</i>	<p>The course is designed to provide students with an appreciation of the creative fashion drivers needed to be a successful fashion buyer, such as the ability to pick out and identify trends, as well as a solid understanding of the business acumen required for the products they buy to be a commercial success. This course requires a strong commercial and analytical foundation. The strong textile science underpinning the course offers students a unique understanding as to the technical performance and construction of the garments.</p>		
Course Learning Outcomes (CLOs)			
<i>Course Learning Outcomes (CLOs)</i>	Upon successful completion of the course a student will be able to:		
	CLO1	Learn the importance of developing fashion awareness and business insight through the analysis of buying and merchandising practice in both established, and new and emerging organizations.	
	CLO2	Explore the strategic relationship between a fashion business and its customers.	
	CLO3	Learn how businesses can develop through establishing different retail formats and entering new markets.	
	CLO4	Incorporates theoretical, historical and professional study.	

<i>Course Contents</i>	Course Contents		Hours	CLOs
	1.	The roles of fashion buyer and garment technologist: Buying and merchandising – The buying team and office structure model – Role and responsibilities of a buyer – Negotiation skills – Garment technology – The need for integration between buying and technology.	6 Hrs.	CLO ₁ CLO ₂
	2.	The role of merchandising: Definitions – Background to merchandising – Changing structures of merchandising – Merchandiser’s response to change – Main areas of merchandising management activity – Role and responsibilities of merchandiser – Key merchandising competencies – The future for merchandising.	6 Hrs.	CLO ₁
	3.	Fashion design: Role and key tasks of a fashion manager – Contribution of fashion design – Designing benefits into fashion garments – Fashion trends – Technological innovations – Importance of shows – Lead-times – Sequence of trade and fashion shows.	6 Hrs.	CLO ₂
	4.	Market planning for fashion retailing: Importance – Marketing within fashion retailing – Customers – Season – Fashion seasons and user occasions – Market positioning – Range – Price points – Product options – Strategic development.	3 Hrs.	CLO ₂
	5.	Merchandise planning: Planning and profitability – Importance of historic sales patterns – Creating initial season sales plan – Importance of growth and LFL growth – Sales planning and the fashion business.	3 Hrs.	CLO ₃
	6.	Sourcing and supply chain management: Sourcing – Different ways of buying a garment – Buyer/Supplier relationship – International sourcing – GATT/MFA – Foreign buying -The changing supplier base – Changes resulting from supply chain management – Measuring performance – Benefits.	3 Hrs.	CLO ₃ CLO ₂
	7.	Stock management and Distribution: Definitions – Fitting the number of lines to the business – The range plan and initial locations – Rigid control Vs Flexibility – The delivery schedule – Importance of DC.	3 Hrs.	CLO ₂
	8.	Retail formats and Visual merchandising: The ever changing face of fashion retailing – The changing high street – A review of changing fashion retail formats – Mail order Vs Internet buying – Changing consumer expectations and the shopping experience – Fashion retailing.	6 Hrs.	CLO ₁ CLO ₃

	9.	Future trends in buying and merchandising: Background – The changing impact of IT on fashion retailing – The impact of new manufacturing techniques – The fashion buyer of the future – the fashion merchandiser of the future – Future technological impacts on the consumer – Other types of fashion retail competition.	6 Hrs.	CLO ₄
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<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	2	-	3	-	-	-	-	-
	CLO2	-	-	3	-	2	-	-	-
	CLO3	-	-	3	-	-	-	-	-
	CLO4	-	2	-	-	2	-	-	-

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<i>Learning Materials</i>	Recommended Text:			
	Mastering Fashion Buying and Merchandising Management, by David Shaw and Tim Jackson.			
	References:			
	<ol style="list-style-type: none"> 1. Fashion Marketing, Third Edition. Edited by Mike Easey. 2. Fashion Marketing – Contemporary Issues, by Tony Hines and Margaret Bruce. 			

Third Year Second Semester

Course Title	Entrepreneurship Development	Course Code	0413 MKT- 325
Course Type	Elective	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description			
<i>Course Description</i>	<p>Entrepreneurship Development is an elementary course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.</p>		
Rationale			
<i>Rationale</i>	<p>This 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>		
Course Objectives			
<i>Course Objectives</i>	<p>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>		
Course Learning Outcomes (CLOs)			
<i>Course Learning Outcomes (CLOs)</i>	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-		
	CLO₁	Discuss the attitudes, values, characteristics, behavior, and processes associated with possessing an entrepreneurial mind-set and engaging in successful appropriate entrepreneurial behavior.	
	CLO₂	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.	
	CLO₃	Describe the ways in which entrepreneurs perceive opportunity, manage risk, organize resources and add value.	
	CLO₄	Develop a plan for implementing entrepreneurial activities in a globalized and competitive environment being responsible for the social, ethical and culture issues.	
	CLO₅	Critique a plan for implementing entrepreneurial activities in a globalized and competitive environment being mindful of the social, ethical and culture issues.	

	CLO₆	Engage in a continuing learning process through the interaction with peers in related topics, as individuals and as team members.		
Course Contents				
<i>Course Contents</i>	1.	The Foundations of Entrepreneurship: 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.	6	CLO ₁ , CLO ₂
	2.	Inside the Entrepreneurial Mind From Ideas to Reality: 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.	6	CLO ₁ , CLO ₂
	3.	Entrepreneurial Motivation: Motivational Theories; Motivating Factors; Achievement Motivation	3	CLO ₁
	4.	Designing a Competitive Business Model and Building a Solid Strategic Plan: Building a Competitive Advantage, The Strategic Management Process, Conclusion.	3	CLO ₄
	5.	Conducting a Feasibility Analysis and Crafting a Winning Business Plan: 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, and Business Plan Format.	3	CLO ₄ , CLO ₅
	6.	The Organizational Plan: Legal Forms of Business-Proprietorship, Partnership and Corporation	3	CLO ₃
	7.	Financing New Ventures: Sources of Capital, Ratio Analysis for Valuating the Venture	3	CLO ₃
	8.	Growth from External Sources: Franchising, Joint Ventures, Acquisitions, Mergers, Leveraged Buyouts	3	CLO ₆
	9.	Ending the Venture: Bankruptcy and Its Types, Warning Signs of Bankruptcy, Turning Bankruptcy into Success, Exit Strategy	3	CLO ₃
	10.	Institutional Support to Entrepreneurs of Bangladesh: Need for Institutional Support, Financial Institutions of Govt. and Non-Govt. of Bangladesh,	3	CLO ₂ , CLO ₃

		Supply and Demand side Analysis of Support and Assistance of Bangladesh, Govt. Policy and Programs for Small-Scale Enterprises.		
	11.	Small Business in Entrepreneurship Development: Small Enterprises Characteristics; Rationale; Scope Opportunities for an Entrepreneurial Career, Role of Small Enterprises in Economic Development, Problems of Small Scale Industries	3	CLO ₅
	12.	Rural and Women Entrepreneurship: Concepts, Needs for them, Their Problems and Prospects, Recent Trends and Developments	3	CLO ₆

		Mapping of Course Learning Outcomes to Program Learning Outcomes:							
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
<i>Alignment of CLOs VS PLOs</i>	CLO ₁	2	-	3	-	-	-	-	-
	CLO ₂	3	-	3	2	-	-	1	-
	CLO ₃	1	-	-	3	2	-	2	-
	CLO ₄	-	-	-	3	-	-	2	-
	CLO ₅	-	-	3	-	-	-	-	-
	CLO ₆	2	3	-	-	-	-	-	-

<i>Learning Materials</i>	Text Book: Entrepreneurial Development: S.S. Khanka
	Reference Book: Entrepreneurship: Hisrich, Petter and Shepherd Essentials of Entrepreneurship and Small Business Management: Thomas W. Zimmerer, Norman Scarborough

Fourth Year First Semester

Course Title	Management Information System	Course Code	0413 MKT- 411										
Course Type	Elective	Course Status	Theory										
Course Hour	3.0 Hr./Week	Credit Value	3.0										
Prerequisite	N/A	Total Marks	100										
Course Description													
	<p>The Management Information System (MIS) course is designed to provide students with a comprehensive understanding of the role of information technology in modern business management. Students will learn how MIS supports decision-making, enhances business processes, and facilitates communication and collaboration within organizations. Through practical exercises and case studies, students will develop the skills to analyze business requirements, design effective MIS solutions, and leverage technology to optimize organizational performance.</p>												
Rationale													
	<p>In today's digital age, information technology plays a pivotal role in the functioning of organizations across industries. A sound understanding of Management Information Systems is essential for future business leaders and managers to leverage technology for competitive advantage. This course bridges the gap between technology and management, empowering students to make strategic decisions that drive innovation and efficiency within organizations.</p>												
Course Objectives													
	<p>The primary objective of this course is to equip students with the knowledge and competencies to understand, develop, and manage Management Information Systems to support managerial decision-making processes. By the end of the course, students should be capable of aligning technology with business needs and using MIS to gain a competitive advantage in diverse organizational settings.</p>												
Course Learning Outcomes (CLOs)													
	<p>At the end of this course, the students will be able to –</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 10%;">CLO1</td> <td>Understand the fundamental concepts and components of Management Information Systems.</td> </tr> <tr> <td>CLO2</td> <td>Analyze organizational information needs and design effective information systems solutions.</td> </tr> <tr> <td>CLO3</td> <td>Evaluate the impact of information systems on organizational processes and decision-making.</td> </tr> <tr> <td>CLO4</td> <td>Demonstrate proficiency in selecting and implementing appropriate information technologies to solve business challenges.</td> </tr> <tr> <td>CLO5</td> <td>Apply ethical considerations and cyber security principles in the management of information systems.</td> </tr> </table>			CLO1	Understand the fundamental concepts and components of Management Information Systems.	CLO2	Analyze organizational information needs and design effective information systems solutions.	CLO3	Evaluate the impact of information systems on organizational processes and decision-making.	CLO4	Demonstrate proficiency in selecting and implementing appropriate information technologies to solve business challenges.	CLO5	Apply ethical considerations and cyber security principles in the management of information systems.
CLO1	Understand the fundamental concepts and components of Management Information Systems.												
CLO2	Analyze organizational information needs and design effective information systems solutions.												
CLO3	Evaluate the impact of information systems on organizational processes and decision-making.												
CLO4	Demonstrate proficiency in selecting and implementing appropriate information technologies to solve business challenges.												
CLO5	Apply ethical considerations and cyber security principles in the management of information systems.												

Course Contents	1.	Introduction to Management Information Systems Definition, role, and importance of MIS in organizations. Components and architecture of information systems. Information Systems Analysis and Design Requirements gathering and modeling for effective system design. Principles of system design and documentation.	9	CLO1, CLO2
	2.	Database Management Systems Relational database concepts and data modeling. Database design, implementation, and querying.	6	CLO2
	3.	Business Process Management and Workflow Mapping and optimizing organizational processes. Workflow automation and business process reengineering. Decision Support Systems and Business Intelligence Introduction to decision support systems and data-driven decision-making. Business intelligence tools, data visualization, and analytics.	9	CLO3
	4.	Enterprise Resource Planning (ERP) Systems Overview of ERP systems and integrated business processes. ERP implementation challenges and best practices.	3	CLO4
	5.	E-commerce and Digital Business Understanding electronic commerce and online business models. E-commerce platforms, payment systems, and security considerations.	6	CLO4
	6.	Cyber security and Ethical Considerations Fundamentals of cyber security and information protection. Ethical considerations in information system management.	6	CLO5
	7.	Emerging Technologies and Future Trends Exploring emerging technologies such as AI, IoT, and blockchain. Predicting future trends in MIS and their impact on organizations.	3	CLO1 CLO4

Mapping of Course Learning Outcomes to Program Learning Outcomes:

Alignment of CLOs VS PLOs		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	1	3	2	-	-	-	2	-
	CLO2	2	2	1	-	-	-	1	-
	CLO3	-	1	2	-	-	-	2	-
	CLO4	1	3	1	-	-	-	1	-
	CLO5	1	3	-	-	-	-	1	-

Learning Materials	Recommended Text: "Management Information Systems: Managing the Digital Firm" by Kenneth C. Laudon and Jane P.
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Laudon

Reference Books:

11. "Information Systems for Business and Beyond" by David T. Bourgeois
12. "Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance" by Efraim Turban, Linda Volonino, et al.

Fourth Year First Semester

Course Title	Advertising and Public Relations	Course Code	0414 MKT-412
Course Type	Core	Course Status	Theory&Practical
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description			
<i>Course Description</i>	Advertising and Public Relations is an elementary course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.		
Rationale			
<i>Rationale</i>	Advertising and Public Relations is designed to help students have general overview of advertising and marketing principles as well as how to create and manage media campaigns. The course also focuses on advertising and marketing communications, its role in business, advertising-marketing relationships, strategic planning, creative aspects, media choices, and integration of all elements.		
Course Objectives			
<i>Course Objectives</i>	The objective of this course isto provides students with an understanding of how advertising and public relations can be managed more effectively. The focus of this course is to help students develop a theoretical and practical understanding of advertising theory and practice and provide them with skills to create advertising using advertising principles and various media strategies.		
Course Learning Outcomes (CLOs)			
<i>Course Learning Outcomes (CLOs)</i>	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-		
	CLO1	Understand what advertising is and its role in advertising and brand promotion and the economic effects of advertising.	
	CLO2	Demonstrate a sound knowledge in identifying, analyzing, and understanding the advertising environment and market targeting strategies.	
	CLO3	Design effective communication for various advertising approaches that combine the use of print, online/digital interactive and other multimedia communication.	
	CLO4	Create and defend the strategy and execution of an ad campaign for a client(s).	
	CLO5	Develop advertising media buying and planning, and public relations strategies.	

<i>Course Contents</i>	Course Contents		Hours	CLOs
	1.	<p>The Evolution of Advertising: What Is Advertising? The Role of Advertising in Business, Economics: The Growing Need for Advertising, The Evolution of Advertising as an Economic Tool, Society and Ethics: The Effects of Advertising.</p> <p>The Environment of Advertising: The Many Controversies about Advertising, The Economic Impact of Advertising, The Social Impact of Advertising, Social Responsibility and Advertising Ethics, Current Regulatory Issues Affecting U.S. Advertisers, Federal Regulation of Advertising in the United States, State and Local Regulation, Nongovernment Regulation, Government Restraints on International Advertisers, The Ethical and Legal Aspects of Advertising in Perspective.</p>	6	CLO1, CLO2
	2.	<p>The Business of Advertising: The Advertising Industry, The Advertisers (Clients), The Advertising Agency, What People in an Agency Do, The Client–Agency Relationship, The Suppliers in Advertising, The Media of Advertising, Current Trends.</p> <p>Segmentation, Targeting, and the Marketing Mix: The Larger Marketing Context of Advertising, The Market Segmentation Process, The Target Marketing Process, Advertising and the Product Element, Advertising and the Price Element, Advertising and the Distribution (Place) Element, Advertising and the Promotion (Communication) Element, The Marketing Mix in Perspective.</p>	6	CLO1, CLO2
	3.	<p>Communication and Consumer Behavior: Communication: What Makes Advertising Unique, Consumer Behavior: The Key to Advertising Strategy, Psychological Processes in Consumer Behavior, Interpersonal Influences on Consumer Behavior, The Purchase Decision and Post-Purchase Evaluation, Different Responses from Different Products.</p> <p>Account Planning and Research: The Account Planner as Consumer Advocate, The Need for Research in Marketing and Advertising, Steps in the Research Process, Important Issues in Advertising Research.</p>	6	CLO1, CLO2
	4.	<p>Marketing, Advertising, and IMC Planning: The Marketing Plan, The Importance of Relationship Marketing, Using IMC to Make Relationships Work, The Advertising Plan.</p>	9	CLO3 CLO4

	<p>Creating Ads: Strategy and Process: The Creative Team: Originators of Advertising Creativity, Creating Great Advertising, Formulating Creative Strategy: The Key to Great Advertising, How Creativity Enhances Advertising, The Creative Process, The Explorer Role: Gathering Information, The Artist Role: Developing and Implementing the Big Idea, The Judge Role: Decision Time, The Warrior Role: Overcoming Setbacks and Obstacles</p> <p>Creative Execution: Art and Copy: Delivering on the Big Idea: The Visual and the Verbal, The Art of Creating Print Advertising, Producing Great Copy in Print Advertising, Creating Great Copy in Electronic Media, The Role of Art in Radio and TV Advertising, Writing for the Web.</p>		
5.	<p>Print Advertising: Selecting Media, Print Media, Using Magazines in the Media Mix, How Magazines Are Categorized, Buying Magazine Space, Using Newspapers in the Media Mix, How Advertisers Buy Newspaper Space, Print Media and New Technologies.</p> <p>Broadcast, Cable, Digital, and Satellite Media: Television and Radio: The Medium of Television, TV Audience Measurement, Buying Television Time, The Medium of Radio, Buying Radio Time.</p> <p>Digital Interactive Media: The Evolution of Digital Interactive Media, Measuring the Digital Audience, Buying Time and Space in Digital Interactive, Types of Digital Interactive Advertising, Problems with Digital Interactive as an Advertising Medium, Using the Digital Interactive in IMC.</p> <p>Out of Home, Direct-Mail, and Promotional Products: Outdoor Advertising, Out-of-Home Media, Buying Outdoor Advertising, Transit Advertising, Other Out-of-Home Media, Direct-Mail Advertising: The Addressable Medium, Components of Direct-Mail Advertising, Promotional Products.</p>	9	CLO3, CLO4
6.	<p>Media Planning and Buying: Media Planning: Integrating Science with Creativity in Advertising, Defining Media Objectives, Optimizing Reach, Frequency, and Continuity: The Art of Media Planning, Developing a Media Strategy: The Media Mix, Media Tactics: Selecting and Scheduling Media Vehicles, The Role of the Media Buyer.</p>	6	CLO5

		Mapping of Course Learning Outcomes to Program Learning Outcomes:								
<i>Alignment of CLOs VS PLOs</i>			PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
		CLO1	2	-	-	3	-	-	-	-
		CLO2	1	-	-	3	-	-	-	-
		CLO3	-	-	-	2	-	-	-	-
		CLO4	2	-	-	2	1	-	-	-
		CLO5	-	-	-	1	1	2	-	-
		CLO6	-	-	-	-	1	-	-	-
<i>Learning Materials</i>		<p>Text Book:</p> <p>George Belch and Michael Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill Higher Education. (Latest Edition)</p> <p>Reference Materials:</p> <ol style="list-style-type: none"> 1. Michael F. Weigold and William F. Arens, M: Advertising, McGraw-Hill Higher Education. (3rd Edition) 2. Tuckwell, Keith J., Canadian Advertising in Action, Pearson Canada. (Latest Edition) 3. Research Publications and Notes (@class discussion) 								

Fourth Year First Semester

Course Title	Social Media Marketing	Course Code	0414 MKT-413
Course Type	Core	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100

Course Description	The Social Media Marketing course provides a comprehensive exploration of the strategies, tactics, and principles underlying successful social media campaigns. Students will gain insights into leveraging various social media platforms to enhance brand presence, engage audiences, and drive business growth. Through real-world case studies and hands-on activities, students will develop the knowledge and skills needed to craft and implement effective social media marketing campaigns.
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Rationale	In today's digital landscape, social media plays a pivotal role in shaping consumer perceptions and driving business outcomes. This course addresses the growing demand for professionals who can effectively harness social media to connect with audiences, strengthen brand identity, and create value for businesses and organizations.
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Course Objectives	The primary objective of this course is to equip students with the knowledge and practical skills to design, execute, and assess social media marketing campaigns that align with organizational goals. By the end of the course, students should be capable of leveraging social media platforms to create impactful online brand presence, foster meaningful engagement, and achieve measurable results.
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Course Learning Outcomes (CLOs)	At the end of this course, the students will be able to – <table border="1" style="width: 100%; margin-top: 10px;"> <tr> <td style="width: 10%;">CLO1</td> <td>Understand the fundamental principles and concepts of social media marketing.</td> </tr> <tr> <td>CLO2</td> <td>Develop and implement a comprehensive social media marketing strategy.</td> </tr> <tr> <td>CLO3</td> <td>Engage audiences and build brand loyalty through effective social media communication.</td> </tr> <tr> <td>CLO4</td> <td>Analyze social media metrics and insights to optimize campaign performance.</td> </tr> <tr> <td>CLO5</td> <td>Apply ethical considerations and best practices in social media marketing.</td> </tr> </table>	CLO1	Understand the fundamental principles and concepts of social media marketing.	CLO2	Develop and implement a comprehensive social media marketing strategy.	CLO3	Engage audiences and build brand loyalty through effective social media communication.	CLO4	Analyze social media metrics and insights to optimize campaign performance.	CLO5	Apply ethical considerations and best practices in social media marketing.
CLO1	Understand the fundamental principles and concepts of social media marketing.										
CLO2	Develop and implement a comprehensive social media marketing strategy.										
CLO3	Engage audiences and build brand loyalty through effective social media communication.										
CLO4	Analyze social media metrics and insights to optimize campaign performance.										
CLO5	Apply ethical considerations and best practices in social media marketing.										

Course Contents	<table border="1" style="width: 100%;"> <tr> <td style="width: 5%;">1.</td> <td style="width: 65%;"> Introduction to Social Media Marketing Definition, significance, and evolution of social media marketing. Frameworks for understanding social media platforms and their impact. Social Media Marketing Strategy and Planning Setting objectives, target audience, and key performance indicators. </td> <td style="width: 10%; text-align: center;">9</td> <td style="width: 20%;">CLO1, CLO2</td> </tr> </table>	1.	Introduction to Social Media Marketing Definition, significance, and evolution of social media marketing. Frameworks for understanding social media platforms and their impact. Social Media Marketing Strategy and Planning Setting objectives, target audience, and key performance indicators.	9	CLO1, CLO2
1.	Introduction to Social Media Marketing Definition, significance, and evolution of social media marketing. Frameworks for understanding social media platforms and their impact. Social Media Marketing Strategy and Planning Setting objectives, target audience, and key performance indicators.	9	CLO1, CLO2		

		Developing a social media marketing plan and content calendar.		
	2.	Content Creation and Engagement Strategies Crafting compelling and shareable social media content. Strategies for fostering engagement, interaction, and community building.	6	CLO3
	3.	Platform-specific Strategies: Facebook, Instagram, Twitter, LinkedIn Leveraging each platform's unique features for marketing success. Creating platform-specific content and campaigns.	6	CLO2
	4.	Influencer Marketing and Collaborations Identifying and partnering with influencers for brand promotion. Implementing influencer marketing campaigns and measuring impact. Social Media Advertising and Paid Promotions Understanding social media advertising options and targeting. Planning and executing paid social media campaigns.	9	CLO3 CLO2
	5.	Social Listening and Monitoring Utilizing social listening tools to gather insights and sentiment analysis. Responding to customer feedback and managing online reputation. Analytics and Performance Measurement Identifying key social media metrics and performance indicators. Analyzing data to optimize social media campaigns.	9	CLO4
	6.	Ethical Considerations in Social Media Marketing Addressing ethical issues, transparency, and authenticity. Implementing ethical practices in social media marketing.	3	CLO5

<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	3	3	2	-	-	3	-	2
	CLO2	3	2	2	2	-	3	-	-
	CLO3	3	3	1	-	-	-	1	2
	CLO4	-	2	-	1	-	3	-	-
	CLO5	3	-	1	-	-	3	2	1

Learning Materials	<p>Recommended Text:</p> <ol style="list-style-type: none"> 1. "Social Media Marketing: Principles and Strategies" by Stephen and Bart. 2. "Social Media Marketing" by William Robert Smith.
	<p>Reference Books:</p> <ol style="list-style-type: none"> 1."The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick. 2."Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World" by Gary Vaynerchuk.

Fourth Year First Semester

Course Title	Marketing Management	Course Code	0414 MKT- 414
Course Type	Core	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	Principles of Marketing	Total Marks	100
Course Description	<p>Marketing Management is a major course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, group discussion, class presentations, quiz, assignments, two midterms, and comprehensive examinations. This is an important and applied course for the students of business administration.</p>		
Rationale	<p>This course provides the interface between the target customer and the firm in which the customer has become pivotal to the success of business activities. The marketer role is to develop an understanding of the customer needs and wants and then use a variety of tools to design, promote and deliver sustainable marketing strategies. To create communicating value new media i.e. digital platforms is influencing consumers and businesses. Relationship building has become a major commitment for many organizations to retain customer loyalties. This course introduces marketing management concepts/terminologies and strategic issues to the students from various perspectives. An opportunity to study several situations in which effective marketing management strategies can be developed and insight is provided through group discussion and case studies. The course is focused on equipping students with ethical marketing concepts with applications in both Bangladesh and global context.</p>		
Course Objectives	<p>To enable the students to explain different terminologies and concepts related to Marketing Management. To provide the students an understanding on managerial framework on the marketing practices of</p>		

an organization in order to achieve the predetermined goals through effective managerial activities.

To sharpen skills for critical analytical thinking, strategy and effective communication.

To introduce students to marketing strategy formulation for building strong brands and to creating and delivering the value for target customers.

To enhance problem solving and decision-making abilities in operational areas of marketing; and to provide students with a forum (both written and verbal) for presenting and defending their own recommendations.

To gain tools and techniques to engage audiences and inspire action in today's complex, multichannel landscape.

Course Learning Outcomes (CLOs)	Upon successful completion of the course a student will be able to:	
	CLO1	To understand marketing management concepts and its importance and to analyze the value of marketing for the new realities.
	CLO2	To understand different market segmentation techniques and choosing the most profitable as target market and to understand brand positioning and equity that help for building strong brands.
	CLO3	To understand consumer, business and global markets characteristics that influences the buying behavior and responses.
	CLO4	To understand how a company creates value and communicate this value through IMC, Mass communications, Digital communications and personal communications.
	CLO5	To understand the role of ethics in marketing activities and to know how companies be socially responsible marketers. Students will learn to promote their projects/business, and to develop marketing strategies keeping in mind existing competitive business environment.

Course Contents	Course Contents		Hours	CLOs
	1.	Defining Marketing for the New Realities: The Value of Marketing, The Scope of Marketing, Core Marketing Concepts, The New Marketing Realities, Company Orientation toward the Marketplace, Marketing Management Tasks.	3 Hrs.	CLO1
	2.	Developing Marketing Strategies and Plans: Marketing and Customer Value, Corporate and Division Strategic Planning, Business Unit Strategic Planning, The Nature and Contents of a Marketing Plan.	1.5 Hrs.	CLO1
	3.	Creating Long-Term Loyalty Relationships: Building Customer Value, Satisfaction, and Loyalty, Maximizing Customer Lifetime Value, Cultivating Customer Relationships.	1.5 Hrs.	CLO1
	4.	Analyzing Consumer Markets: What Influences Consumer Behavior? Key Psychological Processes, The	1.5 Hrs.	CLO3

	Buying Decision Process: The Five Stage Model, Behavioral Decision Theory and Behavioral Economics.			
5.	Analyzing Business Markets: 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?	1.5 Hrs.	CLO3	
6.	Tapping into Global Markets: 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.	1.5 Hrs.	CLO3	
7.	Identifying Market Segments and Targets: Bases for Segmenting Consumer Markets, How Should Business Markets Be Segmented, Effective Segmentation Criteria.	1.5Hrs.	CLO3	
8.	Crafting the Brand Position: 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.	3 Hrs.	CLO3	
9.	Creating Brand Equity: How Does Branding Work, Defining Brand Equity, Building Brand Equity, Measuring Brand Equity, Managing Brand Equity, Devising a Branding Strategy, Customer Equity.	3 Hrs.	CLO2	
10.	Addressing Competition and Driving Growth: Growth, Competitive Strategies for Market Leaders, Other Competitive Strategies, Product Life-Cycle Marketing Strategies	3 Hrs.	CLO2	
11.	Setting Product Strategy: Product Characteristics and Classifications, Differentiation, Design, Luxury Products, Environmental Issues, Product and Brand Relationships, Packaging, Labeling, Warranties, and Guarantees.	3 Hrs.	CLO2	
12	Designing and Managing Services: The Nature of Services, The New Services Realities, Achieving Excellence In Services, Managing Services Quality, Managing Product-Support Services.	1.5 Hrs.	CLO2	
13	Introducing New Market Offerings: 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.	3 Hrs.	CLO4	

	14	Developing Pricing Strategies and Programs: Understanding Pricing, Setting the Price, Adapting the Price, Initiating and Responding to Price Changes.	1.5 Hrs.	CLO4	
	15	Designing and Managing Integrated Marketing Communications: 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?	3 Hrs.	CLO4	
	16	Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations: Developing and Managing an Advertising Program, Sales Promotion, Events and Experiences, Public Relations.	1.5Hrs.	CLO4	
	17	Managing Digital Communications: Online, Social Media, and Mobile: Online Marketing, Social Media, Word of Mouth, Mobile Marketing.	1.5 Hrs.	CLO4	
	18	Managing Personal Communications: Direct and Database Marketing and Personal Selling: Direct Marketing, Customer Databases and Database Marketing, Designing the Sales Force, Managing the Sales Force, Principles of Personal Selling.	1.5 Hrs.	CLO4	
	19	Designing and Managing Integrated Marketing Channels: 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.	3 Hrs.	CLO4	
	20	Conducting Marketing Responsibly for Long-term Success: 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	1.5 Hrs.	CLO5	

Alignment of CLOs VS PLOs	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	3	-	-	-	-	-	-	-
	CLO2	-	-	-	2	-	-	-	-
	CLO3	-	-	-	-	2	-	-	-
	CLO4	-	-	-	-	-	3	-	-
CLO5	-	-	-	-	-	-	3	-	
Learning Materials	Recommended Text: Marketing Management, Philip Kotler and Kevin Lane Keller, Global Edition.								

Fourth Year First Semester

Course Title	International Business	Course Code	0414 MKT-415
Course Type	Core	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	International Business is an elementary course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.		
Rationale	International Business moves progressively through individual, group, organizational level of behavior drawing on concepts and practices from the field of International Business. It enhances ability to communicate and work effectively with others, core skills of leadership. It also helps to strengthen people management skill so anyone can be a successful leader.		

<p>Course Objectives</p>	<p>The principal objective of this course is to convey the fundamental knowledge of international business to the students.</p> <p>The specific objectives of this course are to:</p> <ol style="list-style-type: none"> 1) understand the basic principles, theories, concepts and dynamics of international business 2) apply these principles and tools in case analysis and to practical business decision-making situations. 3) integrate the concepts/techniques learned through application in the preparation of a comprehensive marketing plan. 4) appreciate and learn more about international business as a career. 																						
<p>Course Learning Outcomes (CLOs)</p>	<p>On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-</p> <table border="1" data-bbox="384 775 1522 1256"> <tr> <td data-bbox="384 775 504 846">CLO1</td> <td data-bbox="504 775 1522 846">To outline the importance of international entrepreneurship and scan the environment for international business opportunities</td> </tr> <tr> <td data-bbox="384 846 504 913">CLO2</td> <td data-bbox="504 846 1522 913">To identify the impact of culture on international entrepreneurship and develop a global business plan.</td> </tr> <tr> <td data-bbox="384 913 504 981">CLO3</td> <td data-bbox="504 913 1522 981">To analyze international business opportunities and determine the readiness of a business organization to enter</td> </tr> <tr> <td data-bbox="384 981 504 1081">CLO4</td> <td data-bbox="504 981 1522 1081">To identify international legal and ethical concerns, including political risk, regulations, intellectual property, patents, trademarks, copyrights, licensing, and contracts.</td> </tr> <tr> <td data-bbox="384 1081 504 1149">CLO5</td> <td data-bbox="504 1081 1522 1149">To recommend international entry strategies, including the timing and scale of market entry.</td> </tr> <tr> <td data-bbox="384 1149 504 1256">CLO6</td> <td data-bbox="504 1149 1522 1256">To recommend international organization structures and human resource management plans and identifies best practices for implementing and managing a global entrepreneurial strategy.</td> </tr> </table>			CLO1	To outline the importance of international entrepreneurship and scan the environment for international business opportunities	CLO2	To identify the impact of culture on international entrepreneurship and develop a global business plan.	CLO3	To analyze international business opportunities and determine the readiness of a business organization to enter	CLO4	To identify international legal and ethical concerns, including political risk, regulations, intellectual property, patents, trademarks, copyrights, licensing, and contracts.	CLO5	To recommend international entry strategies, including the timing and scale of market entry.	CLO6	To recommend international organization structures and human resource management plans and identifies best practices for implementing and managing a global entrepreneurial strategy.								
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<p>Course Contents</p>	<table border="1" data-bbox="384 1323 1522 2031"> <thead> <tr> <th colspan="2" data-bbox="384 1323 1206 1361">Course Contents</th> <th data-bbox="1206 1323 1326 1361">Hours</th> <th data-bbox="1326 1323 1522 1361">CLOs</th> </tr> </thead> <tbody> <tr> <td data-bbox="384 1361 459 1507">1.</td> <td data-bbox="459 1361 1206 1507">Introduction: Globalization, Multinational enterprises, Geography foundations, Countries and regions of the world, Population and geography.</td> <td data-bbox="1206 1361 1326 1507">6 Hrs.</td> <td data-bbox="1326 1361 1522 1507">CLO1, CLO2, CLO3</td> </tr> <tr> <td data-bbox="384 1507 459 1653">2.</td> <td data-bbox="459 1507 1206 1653">Economic development: Economic development and geography, Technology and globalization, Data sources and international research.</td> <td data-bbox="1206 1507 1326 1653">6 Hrs.</td> <td data-bbox="1326 1507 1522 1653">CLO1</td> </tr> <tr> <td data-bbox="384 1653 459 1877">3.</td> <td data-bbox="459 1653 1206 1877">Culture: 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.</td> <td data-bbox="1206 1653 1326 1877">6 Hrs.</td> <td data-bbox="1326 1653 1522 1877">CLO4</td> </tr> <tr> <td data-bbox="384 1877 459 2031">4.</td> <td data-bbox="459 1877 1206 2031">Political, Economic, and Legal Systems: 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</td> <td data-bbox="1206 1877 1326 2031">6 Hrs.</td> <td data-bbox="1326 1877 1522 2031">CLO4</td> </tr> </tbody> </table>			Course Contents		Hours	CLOs	1.	Introduction: Globalization, Multinational enterprises, Geography foundations, Countries and regions of the world, Population and geography.	6 Hrs.	CLO1, CLO2, CLO3	2.	Economic development: Economic development and geography, Technology and globalization, Data sources and international research.	6 Hrs.	CLO1	3.	Culture: 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.	6 Hrs.	CLO4	4.	Political, Economic, and Legal Systems: 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	6 Hrs.	CLO4
Course Contents		Hours	CLOs																				
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4.	Political, Economic, and Legal Systems: 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	6 Hrs.	CLO4																				

	political, economic, and legal systems on business.		
5.	International Trade Theory: Mercantilism, Absolute advantage, Comparative advantage, Ricardo, Factor endowments (Heckscher-Ohlin, Leontief), National competitive advantage (Porter's diamond), Trade theory and business.	6 Hrs.	CLO2, CLO3, CLO4, CLO6
6.	International Trade Policies and Institutions: 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 Hrs.	CLO2, CLO3, CLO4, CLO6
7.	International Monetary and Financial Issues: 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	3 Hrs.	CLO1, CLO2
8.	Entering International Markets: Purposes of expanding into global markets, entry strategies : exporting, importing, licensing, franchising, wholly owned subsidiaries, strategic alliances	3 Hrs.	CLO1, CLO2,

Mapping of Course Learning Outcomes to Program Learning Outcomes:

<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	2	-	2	-		-	3	-
	CLO2	2	-	2	-		-	-	-
	CLO3	-	2	-	3	2	-	-	-

	CLO4	-	-	-	3	3	-	-	-	
	CLO5	-	-	-	-	-	2	-	-	
	CLO6	-	-	-	-	-	-	3	-	
Learning Materials	<p>Recommended Text:</p> <p>John Danials, Lee Radebaugh, and Daniel Sullivan, International Business Environments and Operations, Pearson Education, 2011.</p> <p>References:</p> <ol style="list-style-type: none"> 1. International Business Competing in the Global Marketplace written by Charles W. L. Hill 2. International Business written by Simon Collinson, Rajneesh Narula& Alan M. Rugman 									

Fourth Year First Semester

Course Title	Strategic Management	Course Code	0413 MKT-416
Course Type	Capstone Course	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	Principles of Management, HRM	Total Marks	100
Course Description	<p>Strategic Management is a elementary course for the graduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.</p>		
Rationale	<p>The present business world is very dynamic. Changes in customer taste and preferences, changes in legal and economic conditions are common phenomena. The success of a business requires more emphasis on strategic thinking and adopting strategies at different levels of the organization. Offering strategic management to Business of Business Administration's (BBA) students is very much rationale for developing their skills in analyzing, formulating and implementing strategies the real-life business circumstances.</p>		
Course	<p>The course's main objective is to give a comprehensive idea about strategic management and make the students familiar with the different levels of strategy (i.e. functional strategy, business-level strategy, corporate-level strategy, and international strategy). The course design introduces</p>		

Objectives	students to crucial strategy concepts and aims to help students integrate and apply their prior learning to various business situations. In addition, this course is designed to enhance the knowledge and abilities of students in formulating strategies and strategic plans.			
Course Learning Outcomes (CLOs)	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-			
	CLO1	Understand the strategic decisions that organizations make and can engage in strategic planning;		
	CLO2	Explain the basic concepts, principles and practices associated with strategy formulation and implementation;		
	CLO3	Analyze and evaluate critically real-life company situations and develop creative solutions using a strategic management perspective.		
Course Contents	Course Contents		Hours	CLOs
	1.	Introduction to Strategic management: Different views of strategic management, Meaning of policy and strategy, Concepts of business goal, Objective, Mission, Mission statement. Competitive advantage, Strategic leadership, Strategic intent, Strategic planning, Strategic decision making, Critical issues of strategic management, Benefits & pitfalls of strategic management.	6 Hrs.	CLO2
	2.	External Environment Analysis: Analyzing external environment, Macro environment. analyzing industry structure using the ‘Five Forces’ model. National and global environment, Processes for analyzing the external environment.	6 Hrs.	CLO1, CLO2
	3.	Internal Environment Analysis: Distinctive competencies, Competitive advantage, Value chain. Generic building blocks of competitive advantage, Business functions. Avoiding failure and sustaining competitive advantage.	3 Hrs.	CLO1
	4.	Functional level strategy: Achieving superior efficiency, achieving superior quality. achieving superior innovation, Achieving superior customer responsiveness.	6 Hrs.	CLO2
	5.	Business Level Strategy (BLS): Definition of BLS, Choosing a generic business level strategy. Strategic group and business level strategy, Choosing an investment strategy at the business level. Competitive positioning and BLS.	3 Hrs.	CLO2
	6.	Strategy in the Global Environment: Increasing	6 Hrs.	CLO3

	profitability through global expansion. Strategic choice for the global environment, Basic entry decisions in the global market. (to be continued to next class) Basic entry decisions in the global market, Global strategic alliances. Strategy in the Global Environment: Increasing profitability through global expansion. Strategic choice for the global environment, Basic entry decisions in the global market. (to be continued to next class) Basic entry decisions in the global market, Global strategic alliances.		
7.	Corporate Strategy: Horizontal integration and vertical integration, Alternative to vertical integration. Expanding beyond a single industry, Increasing profitability through diversification, Types of diversification. Diversification – Restructuring.	3 Hrs.	CLO3
8	Implementing Strategy: Implementing strategy through organizational structure, Control and culture. Building blocks of organizational structure, Strategic control system. Implementing strategy in a single industry. Managing corporate strategy through multidivisional structure.	3 Hrs.	CLO3,
9	Corporate performance and Governance: The causes of poor performance, Strategic change improving performance. Governance mechanism, Ethics and strategy.	3 Hrs.	CLO1, CLO2
10	Case Solving	3 Hrs.	CLO3

Mapping of Course Learning Outcomes to Program Learning Outcomes:

Alignment of CLOs VS PLOs		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	3	-	2	-	-	-	2	-
	CLO2	2	1	1	-	-	-	-	-
	CLO3	3	-	-	-	-	-	-	3

Learning Materials	Recommended Text:
	Dess, G., Eisner, A., Lumpkin, G. T. T., & McNamara, G. (2019). <i>Strategic Management: Creating Competitive Advantages, 9e.</i>
References:	
	1. David, F. R., & David, F. R. (2013). <i>Strategic management: Concepts and cases: A</i>

	<p><i>competitive advantage approach</i>. Pearson.</p> <p>2. Hill, C. W. L., Jones, G. R., & Schilling, M. A. (2014). <i>Strategic management: theory: an integrated approach</i>. Cengage Learning.</p> <p>3. Thompson, A., Peteraf, M., Gamble, J., Strickland III, A. J., & Jain, A. K. (2013). <i>Crafting & executing strategy 19/e: The quest for competitive advantage: Concepts and cases</i>. McGraw-Hill Education.</p>
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Fourth Year Second Semester

Course Title	Marketing Research	Course Code	0414 MKT-421
Course Type	Core	Course Status	Theory and Practical
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	Marketing Research is a major course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, sudden test, question asking and answering session and comprehensive examinations.		
Rationale	Marketing Research is needed for formal, focused attention within the business discipline on how to organize and conduct research in marketing arena.		
Course Objectives	<p>The principal objective of this course is to convey the fundamental knowledge of research and thinking critically about the nature of marketing problems. The specific objectives of this course are to:</p> <ol style="list-style-type: none"> 1) know about the steps of marketing research process; 2) understand about preparing research proposal; 3) understand ethical issues arise in conducting marketing research and strategies for resolving them; 4) know research report preparation process; 5) understand writing style of an article. 		
Course Learning	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-		

Outcomes (CLOs)	CLO1	understand the marketing research, nature of marketing research, users, application, marketing research methods, types of research fields and importance of marketing research
	CLO2	identify research problem, formulate research, qualitative research tools, hypothesis and research question/objective, research design formulation, collect data, encoding, analysis techniques, interpret and results
	CLO3	understand systematic literature review. sample, population and different sampling methods, estimate sample size, measurement and scaling, questionnaire designing, research proposal preparation, know how to research results critically evaluate or performed by others

Course Contents	Course Contents		Hours	CLOs
	1.	Basic concepts: Definition, nature of marketing research, Steps of marketing research process, importance, users of marketing research, scope, types of research, classification of marketing research methods,	3 Hrs.	CLO1
	2.	Research process: Identification and definition of research problem, Formulation of research problem and hypothesis, objectives/questions of research, research design, data collection, data analysis, interpretation of results and validation of results	6 Hrs.	CLO2
	3.	Sample investigation & Measurement: Methods of sampling-probability and non-probability sampling, determination of sample size, errors in sampling and methods of reducing sampling errors, measurement and scaling techniques, questionnaire design process	6 Hrs.	CLO3
	4.	Qualitative Research Tools: Definition, methods, contrasting qualitative with quantitative, advantages and disadvantages of focus groups, depth interview, projective research techniques	3 Hrs.	CLO2
	5.	Data collection: Primary data-observation, interviews, mail survey, questionnaire design, focus group discussion, participatory rural appraisal; Secondary Data-Internal and external sources of data; precautions in use of secondary data, editing of primary data-coding, classification, and tabulation	6 Hrs.	CLO2
	6.	Analysis of data and Hypothesis Testing: Statistical associated with frequency distribution, introduction to Hypothesis Testing, Hypothesis Testing procedure, cross-tabulation, parametric and non-parametric tests	6 Hrs.	CLO2
	7.	Analysis of Variance & Covariance: Relationship among techniques, Assumptions in analysis of variance, analysis of covariance, repeated measures ANOVA, Nonmetric analysis of variance, multivariate analysis of variance	6 Hrs.	CLO2
	8.	Correlation and Regression: Product movement correlation, Regression analysis, bivariate regression,	6 Hrs.	CLO2

	multiple regression, multicollinearity, cross-validation, regression with dummy variables, analysis of variance and covariance with regression			

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<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	-	3	2	-	-	-	-	-
	CLO2	2	3	-	-	-	-	-	-
	CLO3	2	3	2	-	-	-	-	-

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<i>Learning Materials</i>	Text Book:
	<p>Boyd, H.W., R. Westfall and S. F. Stasch (1990). Marketing Research. Richard D. Irwin, Inc. Homewood Illinois.</p> <p>Gupta, S. (1993) Research Methodology & Statistical Techniques. Deep & Deep Publications. New Delhi.</p> <p>Punch, K. F. (2005). Introduction to Social Research-Quantitative and Qualitative Approach, 2nd ed., Sage Publications Ltd., London.</p> <p>Malhotra, N. K. (2007) Marketing Research, Prentice Hall Inc.</p>
	Reference Books:
	<p>Babbie, E. (2004). The Practice of Social Research, 10th ed., Thomson Asis Pte. Ltd., Singapore.</p> <p>Babin, Z. and C. Griffin (2010). Business Research methods, 8th ed., Cengage Learning international Office, Canada.</p> <p>William G. Zikmund (2015), Exploring Marketing Research, 11th ed.</p>

Fourth Year Second Semester

Course Title	Sales and Retail Management	Course Code	0416 MKT-422
Course Type	Elective	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	<p>The Sales and Retail Management course equips students with comprehensive knowledge and practical skills to excel in sales-related roles and retail environments. It covers sales management principles, personal selling techniques, and retail strategies. Students will explore various aspects, including setting sales objectives, formulating selling strategies, understanding multichannel retailing, and evaluating retail locations. Additionally, the course delves into merchandising, pricing, and communication in retail settings. Through case studies and real-world examples, students will develop a deep understanding of sales and retail concepts, enabling them to make strategic decisions, enhance customer experiences, and drive business growth.</p>		
Rationale	<p>The Sales and Retail Management course addresses the increasing demand for professionals with specialized knowledge in sales and retail operations. In today's competitive market, businesses require skilled individuals capable of managing sales teams, creating effective retail strategies, and optimizing customer experiences. This course provides students with essential theoretical and practical insights into sales and retail management, preparing them to succeed in dynamic and challenging industry environments.</p>		
Course Objectives	<p>The Sales and Retail Management course aims to equip students with the knowledge and practical skills to excel in sales and retail environments. Students will learn sales management principles, personal selling techniques, retail strategies, and how to optimize customer experiences. By the end of the course, students will be prepared to make strategic decisions, lead sales teams, and contribute to business growth effectively.</p>		

<p><i>Course Learning Outcomes (CLOs)</i></p>	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-	
	CLO1	Analyze and apply sales management principles to effectively coordinate sales activities and enhance sales team performance.
	CLO2	Demonstrate proficiency in personal selling techniques, including buyer-seller dyads and diverse selling situations, to build successful sales relationships.
	CLO3	Develop the ability to set measurable personal-selling objectives based on market potential analysis and sales forecasting.
	CLO4	Evaluate and implement sales-related marketing policies, such as product, distribution, and pricing strategies, to optimize business success.
	CLO5	Formulate competitive personal-selling strategies aligned with business objectives and market dynamics.
	CLO6	Utilize sales control techniques, such as budgeting, sales analysis, and territory planning, to manage sales efforts efficiently.
	CLO7	Examine the significance of retailing, understand different retail types, and assess multichannel retailing strategies to establish sustainable competitive advantages.
CLO8	Apply knowledge of retail locations, site selection, and lease negotiation to create successful retail operations that cater to target markets effectively.	

<p><i>Course Contents</i></p>	Course Contents		Hours	CLOs
	1.	Sales Management and the Business Enterprise: Evaluation of the Sales Department Definition and Objectives of Sales Management-Sales Executive as Coordinator-Sales Management and Control.	8 Hrs.	CLO1
	2.	Sales Management, Personal Selling and Salesmanship: Buyer-Seller dyads-Diversity of Personal Selling Situation- of Selling-Prospecting.	9 Hrs.	CLO2
	3.	Setting Personal-Selling Objectives: Types of Personal Selling-Objectives-Analyzing Market Potential-Market Indexes-Sales Potential and Sales Forecasting.	4 Hrs.	CLO3
	4.	Sales Related Marketing Policies: Product Policy-What to Sell, Distribution Policy-Who to Sell, Pricing Policy.	8 Hrs.	CLO3
	5.	Formulating Personal-Selling Strategy: Competitive Selling and Personal Selling Strategy-Sales-Related Marketing Policies--Determining the Size of the Sales Force.	7 Hrs.	CL04
	6.	The Effective Sales Executive: Nature of Sales Management Positions-Functions & Qualities of the Sales Executive-Relations with Management.	6 Hrs.	CLO4
	7.	Controlling the Sales Effort: The Sales Budget-Quotes-Sales Territories--The Sales Audit-Sales		

		Analysis.		
	8.	The World of Retailing: 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.		
	9.	Types of Retailing: 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.	Multichannel Retailing: 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.	Retail Market Strategy: 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.	Retail Locations: 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.	Retail Site Location: 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.	Buying Merchandise: 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.	Retail Pricing: 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: Hagglng for a Better Price, Retailing View: Men are Winning the Battle Against Gender Based Pricing, Legal and Ethical Pricing Issues.			
	16.	Retailing Communication Mix: 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.	Managing The Store: 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 Do It, Retailing View: Motivation Different Generational Cohorts, Evaluating Store Employees and Providing Feedback, Compensating and Rewarding Store Employees, Controlling Costs, Retailing View: Increasing Operating Efficiency, Reducing Inventory Shrinkage.			
	18.	Store Layout Design and Visual Merchandising: 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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Mapping of Course Learning Outcomes to Program Learning Outcomes:

Alignment of CLOs VS PLOs		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	-	-	1	-	-	-	-	3
	CLO2	-	-	1	-	-	-	-	
	CLO3	-	-	-	-	-	1	-	3
	CLO4	-	1	-	2	-	3	-	3
	CLO5	-	1	-	2	-	-	-	3
	CLO6	-	1	-	2	-	-	-	3
	CLO7	-	1	-	2	-	-	-	3
	CLO8	-	1	-	2	-	-	-	3

Recommended Readings:

Learning Materials	1.	Sales Management- Decisions, Strategies and Cases, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Prentice-Hall.
	2.	Strategic Retail Management, Danny R. Arnold, Louis M. Capella& Garry D. Smith
	Supplementary Readings:	
	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
	3.	Retailing management, Michael Levy, Barton A. Weitz. — 8th ed.

Fourth Year Second Semester

Course Title	Strategic Brand Management	Course Code	0414 MKT-423
Course Type	Core	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description			
<i>Course Description</i>	<p>Strategic Brand Management is a elementary course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.</p>		
Rationale			
<i>Rationale</i>	<p>Strategic Brand Management helps the students to get knowledge about how to manage brands as strategic assets. They acquire the information and abilities required for building, monitoring, sustaining, and expanding brand equity in a cutthroat industry. Introduction to brands and brand management, defining and establishing brand positioning and values, developing and preserving brand equity, planning and implementing brand marketing initiatives, and measuring and interpreting brand equity are some of the topics covered.</p>		
Course Objectives			
<i>Course Objectives</i>	<p>The main purpose of the course is to provide a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and <i>strategic brand management</i>—the design and implementation of marketing programs and activities to build, measure, and manage brand equity. One of the course’s important goals is to provide managers with concepts and techniques to improve the long-term profitability of their brand strategies. It incorporates current thinking and developments on these topics from both academics and industry participants, and combines a comprehensive theoretical foundation with enough practical insights to assist managers in their day-to-day and long-term brand decisions. The students can address three important questions regarding brand equity like-creating, measuring brand equity and how to maintain the sustainable brand equity to expand business opportunities.</p>		

Course Learning Outcomes (CLOs)	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-			
	CLO1	To gain knowledge and understanding about brands and brand management and its challenges and opportunities.		
	CLO2	To learn how to create and to generate the knowledge of developing customer based brand equity by marketer.		
	CLO3	To enable the students to gain capacity of assess and analyze the brand marketing programs design by choosing brand elements, designing IMC and leveraging secondary association		
	CLO4	To enhance the understanding of the students to gain ability of applying analyzing and implementing the most widely used brand marketing programs.		
	CLO5	To apply the techniques of measuring and interpreting brand performance.		
	CLO6	To enable the students to develop skill of growing and sustaining brand equity an ethical way.		
Course Contents	Course Contents		Hours	CLOs
	1.	Brands and Brand Management: Brand, objectives, significance, Branding Challenges and Opportunities, the Brand Equity Concept, Strategic Brand Management Process.	6 Hrs.	CLO1, CLO2, CLO3
	2.	Brand Equity and Brand Positioning: Customer-Based Brand Equity, sources of Brand Equity, Identifying and Establishing Brand Positioning, Positioning Guidelines, Defining a Brand Mantra, Brand Mantras.	6 Hrs.	CLO2, CLO5
	3.	Brand Resonance and the Brand Value Chain: Building a Strong Brand, The Four Steps of Brand, The Brand Value Chain, Value Stages.	6 Hrs.	CLO2, CLO5
	4.	Choosing Brand Elements to Build Brand Equity: Criteria for Choosing Brand Elements, Options and Tactics for Brand Elements.	3 Hrs.	CLO3, CLO6
	5.	Designing Marketing Programs to Build Brand Equity: Personalizing Marketing, Reconciling the Different Marketing Approaches, Product Strategy, Consumer Price Perceptions and Setting Prices, Channel Strategy, Channel Design, Indirect Channels, Online Strategies, Challenges in Designing Brand-Building Communications, Role of Multiple Communications, Four Major Marketing	3 Hrs.	CLO1, CLO3

	Communication Options,		
6.	Leveraging Secondary Brand Associations to Build Brand Equity: the Leveraging Process, Creation of New Brand Associations, Effects on Existing Brand Knowledge, Country of Origin and Other Geographic Areas, Channels of Distribution, Co-Branding, Ingredient Branding, Licensing, Celebrity Endorsement, Social Influencers as the New Celebrities Sporting, Cultural, or Other Events, Third-Party Sources.	6 Hrs.	CLO3, CLO4
7.	Developing a Brand Equity Measurement and Management System: Conducting Brand Audits, Designing Brand Tracking Studies, Big Data and Marketing Analytics Dashboards, Establishing a Brand Equity Management System.	3 Hrs.	CLO4, CLO6
8.	Designing and Implementing Brand Architecture Strategies, Brand extensions: Developing a Brand Architecture Strategy, Defining Brand Potential , Specifying Brand Elements for Branding New Products and Services, Brand Portfolios, Brand Hierarchies, Levels of a Brand Hierarchy, Designing a Brand Hierarchy, Brand Architecture Guidelines, Brand Extensions,	3 Hrs.	CLO4
9.	Managing Brands Over Time in the environmental context: Reinforcing Brands, Revitalizing Brands, and Adjustments to the Brand Portfolio, Regional Market Segments, Demographic and Cultural Segments, Rationale for Going International, Global Brand Strategy, Standardization versus Customization	3 Hrs.	CLO5, CLO6
10.	Future Brand Priorities: Branding Equation, global exposure of the brand, Strategic Brand Management Guidelines, ethical considerations of strong brand.	3 Hrs.	CLO1, CLO2, CLO3

<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	2	3	-	-	-	2	-	-
	CLO2	2	-	-	-	-	-	-	-
	CLO3	-	-	-	-	3	-	-	-
	CLO4	-	-	2	-	-	-	-	-
CLO5	-	-	2	-	-	3	-	-	
<i>Learning Materials</i>	<p>Recommended Readings: Keller, K.L. & Swaminathan, V. (2008) Strategic Brand Management-Building, Measuring and Managing Brand Equity, 5th edition, Pearson Education</p>								
	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. The New Strategic Brand Management- Kapfere, Jean-Noel 2. Total Brand Management: An Introduction- Chaturvedi, B.M 3. Branding Concepts- Pati, Debashish 4. Brand Positioning Strategies for Competitive Advantage- Subrato Sengupta 5. Brand Management Perspectives and Practices- Das, Naveen 								

Fourth Year Second Semester

Course Title	Supply Chain Management	Course Code	0414 MKT-424
Course Type	Core	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	Supply Chain Management is an elementary course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.		
Rationale	Supply chain management (SCM) denotes the coordination of key business processes from end users through original suppliers to add value for the firm, and its key supply chain members, including customers and other stakeholders. 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. Any organization that does not align its overall corporate strategy and its supply chain strategy will struggle to successfully deliver products and services to the market in a form that customers value. This course discusses frameworks for SCM that require cross-functional integration of key business processes within the firm and across the network of firms that comprise the supply chain. It addresses insights, concepts, practical tools, and decision support systems that are important for the effective management of the supply chain, including inventory management, communication, procurement, supply contracting, product and process design, revenue management warehousing, distribution, and facility location. The contents of this course are aligned with Logistic Management or Green Supply Chain Management (GSCM).		
Course Objectives	The objective of this course is to provide students with an understanding of the basic principles of SCM and techniques used to analyze various aspects of supply chain systems. The course also aims to develop students' ability to conceptualize, design, and implement supply chains aligned with product, market, and customer characteristics.		
On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-			

<i>Course Learning Outcomes (CLOs)</i>	CLO1	Understand basic concepts and tools of supply chain management within the broader framework of an organization's overall competitive strategy, and describe key players of supply chain operation and their interrelationship.
	CLO2	Demonstrate knowledge of effective inventory management policy, demand forecasting, collaborative planning, lead time on inventory level and cost, and other international issues on SCM.
	CLO3	Develop analytical skills for solving managerial decision problems on supply chain networks and optimized strategies for supply chain management in manufacturing.
	CLO4	Use supply chain models and techniques, including process management and logistics, digital coordination of decisions and resources, inventory and risk management, procurement, and supply contracting, service response logistics, and supply chain process integration.
	CLO5	Interpret theory into sustainable and resilient global supply chain management practices for real-world problems and obtain solutions of the supply chain models, recommend areas for improvement, and present the logistics/supply chain systems in oral and written presentations.

<i>Course Contents</i>	Course Contents		Hours	CLOs
	1.	<p>Introduction: Introduction to Supply Chain Management- Introduction, definition, important elements, origins, and future trends in SCM.</p> <p>Purchasing Management: Introduction, the role of purchasing, process, sourcing decisions, roles of the supply base, supplier selection, purchasing organization, decentralized purchasing, international purchasing.</p>	6	CLO1, CLO2
2.	<p>Creating and Managing Supplier Relationships: Introduction, developing successful partnerships, supplier evolution and certification, supplier development, supplier award, supplier relationships MGT software.</p> <p>Strategic Sourcing for Successful Supply Chain Management: 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.</p>	9	CLO2, CLO3, CLO4, CLO5	
3.	<p>Demand Forecasting and Collaborative Planning: Forecasting and Replenishment- introduction, matching supply and demand, forecasting techniques, forecast accuracy, collaborative planning, forecasting, and replenishment.</p> <p>Aggregate Planning and Inventory Management: Introduction, operation planning, aggregate production planning, master production scheduling, materials requirement planning, capacity planning.</p>	9	CLO2, CLO3, CLO4, CLO5	

	<p>Enterprise Resource Planning Systems: Introduction, the development of legacy materials requirement, planning systems, the development of enterprise resource planning, the rapid growth of enterprise resource planning systems.</p> <p>Process Management: Introduction, Jit and TQM Issues, TQM Tools.</p>		
4.	<p>Domestic and International Transportation: Introduction, The impact of transportation on SCM, fundamentals of transportation, warehousing, international transportation issues, transportation Management, e-commerce & transportation.</p> <p>Customer Relationship Management: Introduction, roles of CRM, tools, principles.</p> <p>Facility location decisions: Introduction, facility location, location strategy, location factors, models.</p> <p>Service Response Logistics: Introduction, service operations, SCM in service, and primary concerns.</p>	9	CLO2, CLO3, CLO4, CLO5
5.	<p>Supply chain process integration: Introduction, integration model, obstacles to the process.</p> <p>Performance measurement along the supply chain: Introduction, competitive weapon, traditional performance measures, world-class performance measurement.</p> <p>Looking to the future of supply chain management: Introduction, expanding SCM, the greening of SCM, reducing SCM costs</p>	9	CLO2, CLO3, CLO4, CLO5

Mapping of Course Learning Outcomes to Program Learning Outcomes:

<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Learning Outcomes to Program Learning Outcomes:								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	2	-	-	-	-	-	-	-
	CLO2	2	1	-	3	-	-	-	-
	CLO3	2	-	-	3	-	-	1	-
CLO4	2	1	-	-	-	-	-	-	

	CLO5	-	-	-	2	-	-	-	-
Learning Materials	<p>Text Book:</p> <p>Joel D. Wisner, G. Keong Leong, Keah-Choon Tan, “Principles of Supply Chain Management, A Balanced Approach” (Latest edition).</p> <p>Reference Materials:</p> <ol style="list-style-type: none"> 1. Ronald H. Ballou, Prentice–Hall, “Business Logistics Management” 2. Ronald J. Bowersox and David J. Closs, Tata, McGraw Hill “Logistics Management” 3. Research Publications and Notes (@class discussion) 								

Fourth Year Second Semester

Course Title	Services Marketing	Course Code	0414 MKT- 425
Course Type	Core	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	<p>Service Marketing is a major course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, sudden test, question asking and answering session and comprehensive examinations.</p>		
Rationale	<p>Service Marketing is needed for formal, focused attention within the business discipline on how to delivery better and qualitiful services for service receivers. This course is designed based on academic requirements to help the students for well understanding about manual and digital services of different service organizations.</p>		

Course Objectives	<p>The principal objective of this course is to convey the fundamental knowledge about service sectors and thinking critically about the unique characteristics of service and service gaps. The specific objectives of this course are to:</p> <ol style="list-style-type: none"> 1) know about the problems and solutions which are generated for different characteristics of services; 2) understand about service delivery process; 3) understand about ethical misconduct in service sectors; 4) know about service mix; 5) understand the customer retention in service sectors.
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Course Learning Outcomes (CLOs)	<p>On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 10%;">CLO1</td> <td>understand the unique characteristics of service, problems and solutions for unique characteristics of service, different models, service economy, e-services</td> </tr> <tr> <td>CLO2</td> <td>identify service mix, customers' retention in service sector, ethical practices in service sector, satisfaction measurement of service receiver</td> </tr> <tr> <td>CLO3</td> <td>Know dimensions of service quality and service failures and recovery efforts.</td> </tr> </table>	CLO1	understand the unique characteristics of service, problems and solutions for unique characteristics of service, different models, service economy, e-services	CLO2	identify service mix, customers' retention in service sector, ethical practices in service sector, satisfaction measurement of service receiver	CLO3	Know dimensions of service quality and service failures and recovery efforts.
CLO1	understand the unique characteristics of service, problems and solutions for unique characteristics of service, different models, service economy, e-services						
CLO2	identify service mix, customers' retention in service sector, ethical practices in service sector, satisfaction measurement of service receiver						
CLO3	Know dimensions of service quality and service failures and recovery efforts.						

Course Contents	Course Contents		Hours	CLOs
	1.	Basic concepts: Definition, differences between product and services, importance to study, Servqual model, Molecular model, characteristics of service, marketing problems and solutions for unique characteristics of service	3 Hrs.	CLO1
2.	E-services & Service economy: Meaning, different types of e-services, nature, benefit, problems, different organizations for e-services, service economy, trend in service sector, dynamic service organization	6 Hrs.	CLO1	
3.	Behavior and ethical misconduct in service sector: Decision process, special considerations pertaining to services, issues in service marketing, role of culture in services, ethics in service sector, ethical misconduct in service sector	6 Hrs.	CLO2	
4.	Pricing of Services: perception of services, special considerations of service pricing, service pricing strategies, emerging thought about service pricing	3 Hrs.	CLO2	
5.	Service Delivery Process: Service Delivery system, stages of operational competitiveness, perfect world model, efficiency model to service firm	6 Hrs.	CLO2	

	6.	Service communication mix: Meaning, developing communication tools in service sector, communication strategies for service marketing, special problems, general guidelines, special considerations of professional service providers	6 Hrs.	CLO2					
	7.	Measuring satisfaction and retention in service sector: Definition of satisfaction, and dissatisfaction, benefits, measurement techniques, satisfaction rating, disconfirmation model, meaning of retention, benefits of retention, tactics of retention, retention programs, defection management	6 Hrs.	CLO2					
	8.	Measuring service quality and service failures for gaps: Definition, service gaps, factors affecting to service gaps, SERVQUAL Model, quality measurement tools, Holistic concept for service marketing, service failures, complaining behavior, service recovery, recovery efforts	6 Hrs.	CLO3					
Mapping of Course Learning Outcomes to Program Learning Outcomes:									
<i>Alignment of CLOs VS PLOs</i>		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	2	-	2	-	-	-	3	-
	CLO2	2	-		-	-	-	3	-
	CLO3	2	-	3	-	-	-	3	-
Text Book:									
<i>Learning Materials</i>	K. Douglas Hoffman & John E. G. Bateson: Essential of Service Marketing								
	Zeithaml and Mary to Bitner: Service Marketing								
	Reference Books:								
Christopher H. Lovelock: Service Marketing									

Fourth Year Second Semester

Course Title	Competitive Analysis		Course Code	0414 MKT- 426							
Course Type	Core		Course Status	Theory							
Course Hour	3.0 Hr./Week		Credit Value	3.0							
Prerequisite	N/A		Total Marks	100							
Course Description	Competitive Analysis is a major course for the undergraduate students of the BBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, sudden test, question asking and answering session and comprehensive examinations.										
Rationale	Competitive Analysis course will enable students to increase proficiency and effectiveness in sustainable in the market and meet up competitive situation successfully.										
Course Objectives	<p>The principal objective of this course is to convey the fundamental knowledge of competitive advantage, structural determinants of industry, and especially emphasis on generic strategies of competitors. The specific objectives of this course are to:</p> <ol style="list-style-type: none"> 1) evaluate competitive position in the market choice; 2) understand about generic strategies and their applications; 3) generate ideas about competitive advantages; 4) evaluate determents of industry analysis; 5) measure the impact of advance technology on industry structure. 										
Course Learning Outcomes (CLOs)	<p>On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;">CLO1</td> <td style="width: 90%;">to know about industry, structural determinants of industry, the nature of competition, buyer needs</td> </tr> <tr> <td>CLO2</td> <td>to know SBU, select appropriate strategy, strategic group map, improving firm's profitability</td> </tr> <tr> <td>CLO3</td> <td>to learn how to select appropriate generic strategy, nature of different generic strategies, understand profile market signals, and different types of market signal, value chain activities, technological advanced</td> </tr> </table>					CLO1	to know about industry, structural determinants of industry, the nature of competition, buyer needs	CLO2	to know SBU, select appropriate strategy, strategic group map, improving firm's profitability	CLO3	to learn how to select appropriate generic strategy, nature of different generic strategies, understand profile market signals, and different types of market signal, value chain activities, technological advanced
CLO1	to know about industry, structural determinants of industry, the nature of competition, buyer needs										
CLO2	to know SBU, select appropriate strategy, strategic group map, improving firm's profitability										
CLO3	to learn how to select appropriate generic strategy, nature of different generic strategies, understand profile market signals, and different types of market signal, value chain activities, technological advanced										
Course Contents	Course Contents		Hours	CLOs							
	1.	Basic concepts: Industry analysis, intensity competition, industry structure and buyer need,	6 Hrs.	CLO1							

		industry structure and the supply/demand balance		
	2.	Strategic Business Unit: Dimensions of competitive strategy, strategic business units, firm's profitability. Strategic groups map and as an analytical tool	6 Hrs.	CLO2
	3.	Generic Strategies: Cost leadership, differentiation, cost-focus, differentiation- focus, stuck in the middle, pursuit of more than one generic strategy	3 Hrs.	CLO3
	4.	Market Signal: Components of competitor analysis, competitor response profile market signals, different types of market signals	3 Hrs.	CLO3
	5.	Value Chain: Value chain activities, linkage within the value chain, types of linkages, buyer value chain, competitive scope, and the value chain	6 Hrs.	CLO3
	6.	Cost Leadership and Value chain: Value chain for cost analysis, assigning cost and cost assets, cost cut analysis of cost behavior, cost dynamics, The relative cost of competitor gaining cost advantages, sustainability of cost advantage	6 Hrs.	CLO3
	7.	Differentiation Strategy: Divers of uniqueness, buyer value and differentiation, buyer purchase criteria, routes to differentiation, sustainability of differentiation	6 Hrs.	CLO3
	8.	Evaluation of Technology: Technology and industry structure, technology strategy, sustainability of the technology lead, technological evolution	6 Hrs.	CLO3

Mapping of Course Learning Outcomes to Program Learning Outcomes:

<i>Alignment of CLOs VS PLOs</i>		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	CLO1	3	-	-	-	-	-	1	-
	CLO2	1	-	-	-	-	-		-
	CLO3	1	-	-	-	-	-	2	-

Text Book:

Porter, M. E., Competitive Advantages, The Free Press

Reference Books:

Porter, M. E., Competitive Strategy, The Free Press