Department of Business Administration
Faculty of Business Studies

1. International Islamic University Chittagong (IIUC): Mission, Vision, Objectives and Motto

1.1. Introduction

International Islamic University Chittagong (IIUC) is one of the top graded government approved private universities in Bangladesh. Having fulfilled the requirements as laid down in the Private University Act of 1992, and after obtaining the necessary clearance from University Grants Commission (UGC), and the permission of Government of Bangladesh (GOB) through the Ministry of Education, International Islamic University Chittagong (IIUC) started functioning on February 11, 1995. The credit for the idea of establishing this University goes to International Islamic University Chittagong Trust (IIUCT).
IIUC framed its own Statutes, Ordinances and Regulations governing the manifold activities of IIUC - academic, administrative, financial, student welfare, discipline etc. as per the Private University Act, 1992, 1998 and revised Act, 2010. Most statutory bodies formed under the provisions of the Act have since then been functioning.

1.2. The Vision

The Vision of the University is to offer nationally competitive and internationally recognized opportunities for learning to make this University as the Centre of Excellence in different areas of scholarship, like Shari'ah and Islamic Studies, Business Studies, Social Science, Science & Engineering, Arts & Humanities, Law, and such other faculties that will be introduced in future. Its door is open to the admission seekers from all over the world, regardless of race, region and religion. This university cherishes the dream of becoming one of the highest seat of learning and creator of knowledge in the South East Asia.

1.3. The Mission

The Mission of the University is to produce through the pursuit of education properly trained up manpower to contribute to socio-economic development and moral upliftment of the society and to cultivate in our students expertise as well as ethical sensitivity, intelligence and an ability to think independently beyond their areas of study, so that they can sustain justice in all walks of life. The mission of the University can be shown in the following table:

M1	To produce competent manpower through the pursuit of proper education to contrib towards socio-economic development.
M2	To equip with modern technologies and innovation to cope with changing environm in their walk life.
M3	To uplift the moral height in our students for making responsibilities, as well as ethi commitments towards society

1.4. The Objectives

The Objectives of the University are:

OB1	To create a new generation of competent youths, who will be equipped with acader excellence, professional expertise and adorned with moral height.
OB2	To follow a policy of continued Modernization of Knowledge and academic curric in different disciplines of education so that its students can imbibe the true spirit religious as an effective guiding principle in their profession and daily life.

1.5 The Motto

The Motto of the University is to

"Combine Quality with Morality".

1.6 Teaching Methods and Policy

1.6.1 Medium of Instruction

English is the primary languages used as the medium of instruction in the University.

1.6.2 Methods

The method of teaching is Outcome–based education (OBE) and Bi-Semester system of Continuous Quality Improvement (CQI) through self-examination and external review. In this process, students are evaluated throughout a course of study rather than exclusively by examination at the end. It is multidimensional based on student's (a) attendance in the Classes; (b) performance in Assignments and Class Tests ,(c) Scores in the Mid-Term and the Final Examination (d) Lab. Reports, (e) Thesis/ Project/ internship, (f) Presentations (g) Viva-voce , (f) Industry visits (g) Co-Curricular and Extra-curricular activities.

1.6.3 Policy

The University is committed to the life-long success of students in its undergraduate and master's programs through high-quality instruction and learning experiences. IIUC has Integrated Education Policy, where a student achieves holistic learning through awareness of his surroundings and other relevant knowledge bases. IIUC emphasizes the diffusion of scientific, technical and professional knowledge on the one hand, & building up of character in youth by making religion and ethics an integral part of education on the other. In this regard, there are some courses for the students of all Faculties at IIUC, which are not a part of the main curriculum of the Departments, but those are named as University Requirement Courses (URC).

1.6.4 Morality Development Program

IIUC incorporates studies on the values of mutual respect and peaceful co-existence in the courses under the "Morality Development Program (MDP)" which includes all students of the university irrespective of caste, creed or religion.

1.6.5 Co-Curricular and Extra-curricular activities

IIUC supports student participation in a broad array of Co-Curricular and Extra-curricular activities as an integral component of its commitment to student life and success. These programs mainly includes leadership training, cultural, environmental, recreational and social activities, debating & public speaking programs, intellectual discussions, games & sports, excursion and study tours home & abroad to complement academic pursuits. By these programs students earn capacity to express out themselves properly, maintain personality and learn to respect people of other faiths through mutual understandings among various regions, religions, beliefs and cultures. All Co and Extra-curricular activities are run by the clubs named after the Departments such as Computer club, Business club etc under the close supervision and monitoring of Students Affairs Division (STAD).

1.6.6 Student Advisory System

IIUC provides academic counselling, career and student welfare counselling by the Student Advisor of the respective section of students of each Semester.

1.6.7 Credit Hour System

To bring the academic system to international standard, IIUC follows Open Credit Hour System (OCHS) based on a quantified curriculum, whereby a certain number of credit hours are assigned to each course. Students are required to complete successfully the total number of credit hours stipulated in the program requirements in order to be a graduate. The number of credit hours assigned to each course denotes the academic load that a student carries while registering for that course.

Therefore, a course that carries three credit hours normally has three contact hours per week. However, there are some other courses, which do not tally with the contact hours. Such courses are normally not a part of the main curriculum of the programs, but of the University Requirement Courses (URC) such as language courses etc.

1.6.8 Attendance

In order to be eligible to appear, as a regular candidate, at the semester final examinations, a student shall be required to have attended at least 70% of the total number of periods of lectures/tutorials/laboratory classes offered during the semester in every course. A student whose attendance falls short of 70% but not below 60% in any course may be allowed to appear at the final examinations as non-collegiate student.

A student, appearing the examination under the benefit of this provision shall have to pay in addition to the fees, the requisite fee prescribed by the authority for the purpose. Students having less than 60% attendance in lecture/tutorial/ laboratory of any course will be declared dis-collegiate. They will not be allowed to appear in that course at the final examinations of the semester. They will get 'F' grade in the semester result. The basis for awarding marks for attendance is as follows:

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

1.6.9. Grading System

The grading system of IIUC for assessing the performance of the students is made following the uniform grading system of UGC which is shown in the table below:

Numerical grade Marks%	Letter Grade (LG)	Grade Point (GP/unit)	Remarks/Status
80-100	A+ (A plus)	4.00	Excellent
75 to less than 80	A (A regular)	3.75	Very good
70 to less than 75	A- (A minus)	3.50	
65 to less than 70	B+ (B plus)	3.25	Good
60 to less than 65	B (B regular)	3.00	
55 to less than 60	B- (B minus)	2.75	Satisfactory
50 to less than 55	C+ (C plus)	2.50	
45 to less than 50	C (C regular)	2.25	Pass
40 to less than 45	D	2.00	
00 to less than 40	F	0.00	Fail

The performance of a student will be evaluated in terms of semester **grad**e **point average (GPA)** and **cumulative grade point average** (**CGPA**) which is the grade average for all semesters.

1.6.10. Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA)

The Grade Point Average (GPA) is computed by dividing the total grade points earned by the number of credit hours attempted in a given semester. The Cumulative Grade Point Average CCGPA) is computed by dividing the total grade points earned by the total number of credit hours attempted at the University up to a particular semester.

1.6.11. Earned Credit

The courses in which a student has obtained minimum ‘D’ in ‘Theoretical courses’, Laboratory courses and ‘Viva-voce’ or higher grade will be counted as credits earned by the student. Any course in which a student has obtained ‘F’ grade will not be counted towards his/her earned credit. ‘F’ grade will not be counted for GPA calculation but will stay permanently on the Grade sheet and transcripts. To have graduation degree a student **must obtain CGPA at least 2.5.**

1.6.12. Course Identification Plan

For course identification, the following code plan has been adapted:

First digit stands for Year, second digit stands for Semester and Third & Fourth digit stand for the course number (odd number has been assigned to theory course and the even number has been assigned to laboratory course). An example of the above statement is as follows:

FIN 2 4 0 2 Financial Management

Course title

Last digit represents a *course position in the discipline (here 2 is for 2nd Finance Course)*

3rd digit is reserved for departmental use

2nd digit signifies semester number (here 4 is for 4th *semester*)

1st digit signifies the Year (here **2** is for *second year')*

Dept. identification code*(Finance FIN)*

2. Faculty of Business Studies: Vision, Mission and Objectives

2.1 The Vision
To be recognized as a progressive and connected community for thought leadership on the international business arena.

2.2 The Mission
- Dedicating to produce innovative, internationally visible research with the highest possible impact on scholarship, education, and practice.
- As full service provider offering the full spectrum of demanding programs (BBA, MBA, EMBA, and Executive Education), preparing students for careers in business and academia, providing them with knowledge and skills. Exposing them to intellectual and personal challenges in order to foster their mature and independent personalities.
- As member of a profiled network of academic institutions and corporate partners, Enriching research and teaching through close interaction between theory and practice, and thus ensure the relevance for business and society.

2.3 The Objectives
The main objective of the Faculty of Business Studies is to provide globally competitive graduates to meet the necessity of business world.

2.4 Admission Requirements
Admission into this University is always through a competitive Admission Test (written and oral) and the selection is made purely on the basis of merit. All applicants are required to undergo the process to qualify for admission into different programs of study. Furthermore, admission to the available programs depends on the type and level of the program that a candidate wishes to pursue. The general academic qualifications for admission into BBA programs under any department of the faculty of Business Studies are as under:

2.4.1. Academic requirements
- At least GPA 6.00 (combined, but scoring not less than GPA 2.50 in any individual examination) in SSC/Dakhil, HSC/Alim or Equivalent Examination.
- In case of the ward of Freedom Fighter, at least GPA 5.00 combined in SSC/Dakhil, HSC/Alim or Equivalent Examination is required. Proof of Certificate must be submitted in this connection.
- ‘0’ Level in 5 (five) subjects and ‘A’ Level in 2 (two) major subjects with minimum ‘B’ Grade in four subjects and ‘C’ Grade in three subjects.

2.4.2. Other Requirements
Although the admission into this University at any program is always on the basis of merit, but there are some other criteria which are supposed to be fulfilled. However, sound health, good character and financial capability to carry on the entire program are also taken into consideration.

2.5. Class System

There is an arrangement of 15-week classes in each semester for undergraduate program. The duration of any theory class is 60 minutes for undergraduate program. There will be a total of 45 classes for undergraduate program for each course with three credit hours. If any class is missed for unavoidable circumstances, another make-up class must be taken to complete the scheduled class.

2.6. Examination System

The Faculty of Business Studies follows uniform examination system for all of the programs (BBA, MBA & MBM) offered under the various departments. There shall be Assignments, Class Tests, Mid-Term & Final Exam, Thesis/Project/Internship, Presentations, Viva-voce, Industrial visits, Co-curricular and Extra-curricular activities. The Mid-term Examination is held after conducting 6 weeks classes and Final Examination is held at the end of each semester i.e. conducting 9 weeks classes after Mid-term Examination. Each 3 Credit Hours course bears 100 marks.

2.7. Evaluation System

The Faculty of Business Studies follows uniform evaluation system for all programs offered under any department. The evaluation system is as under.

Evaluation system of BBA program

SL	**Events**	**% of marks**
1	Continuous Internal Evaluation Marks (CIE)	CIE-50%
2	Semester End Examination Marks (SEE)	SEE-50%
Total		**100%**

3. Department of Business Administration: Vision, Mission and Objectives

3.1 The Vision

The central vision of the Department of Finance is to contribute towards finance education, research, business leadership, consultancy and corporate excellence and to extract the potentialities from youth and make the students worthy in the business world so that they can meet the challenges of today's new business environment.

3.2 The Mission

The mission of the Department of Finance is to encourage quality education and training in Business Education. This mission will be achieved by imparting world class education and providing research facilities so that the students can achieve their intellectual, social, and personal potentials. Business School is committed to developing human capital by cultivating creative thinking in individuals. The programs under the departments are designed to make the courses relevant, interesting and exciting ones. The Department also puts emphasis on building moral character of the students. And for that, the students are required to take some mandatory courses on ethical values along with other regular courses. The mission of the department of finance can be shown in the following table:

M1	To establish a platform for providing academic excellence in business and finance students that will add professional value to cope with the modern global bu environment.
M2	To boost the creativity of students through a dynamic learning process so that th handle day-to-day challenges relating to business, economic and environmental iss their work life.
M3	To ensure a combination of quality and morality throughout the learning process v aim to building ethical business leaders, managers, and academicians.
M4	To deliver knowledge by giving due consideration to ethical and social values th ensure good corporate governance and social commitments.

Mapping between Mission of the University and Departmental Mission Statements

DM/UM	UM1	UM2	UM3
DM1	3	1	1
DM2	1	3	1
DM3	1	1	3
DM4	1	2	2

Correlation: 3-Strong, 2- Medium, 1-Low
Here, DM: Departmental Missions, UM: University Missions

3.3 The Program Education Objectives(PEO)

The objectives of the Department of Finance under the Faculty of Business Studies specify the intellectual and behavioural competencies that graduates should possess and that provide a foundation for their future professional and personal development and success. A number of measurable learning objectives are established namely communication skills, IT expertise, **analytical thinking & problem-solving, ethics, teamwork, globalization,**

business functional areas. Moreover, the objective of the department is expected to play role for producing a good number of graduates having skills and professional competencies to serve the nation, especially by providing managerial services. The PEO can be shown as follows:

PEO 1	To produce competent finance students with in-depth knowledge who can conceptualize, critically analyze & thereby create values in the areas of business and finance.
PEO 2	To provide technical knowledge to the students for solving critical problems of the financial system.
PEO 3	To develop communication skill and decision making ability of the students by delivering knowledge based on facts and truths using suitable methods.
PEO 4	To create competent leadership in business and finance for taking innovative initiatives and decisions by applying project and market analytical tools to support green policies and environmental issues.
PEO 5	To develop the base of morality and social commitments so that the finance graduates can contribute towards the sustainable development of the society.

PEO to Mission Statement Mapping

Mission Statements	PEO1	PEO2	PEO3	PEO4	PE
M1	3	2	1	1	1
M2	1	3	1	2	1
M3	1	1	2	3	2
M4	1	1	1	1	3

Correlation: 3-Strong, 2- Medium, 1-Low

Mapping between Program Educational Objectives (PEOs) and University Missions

Mission Statements	PEO1	PEO2	PEO3	PEO4	PEO5
UM1	3	2	2	2	1
UM2	1	2	2	3	1
UM3	1	1	1	2	3

Correlation: 3-Strong, 2- Medium, 1-Low

3.4. Programs Learning Outcome (PLO)

The program learning outcomes are given below:

PLO1	**General and subjective Knowledge**: Ability to utilize the knowledge of finance find solutions of business problems.
PLO2	**Problem Solving & Innovation:** Ability to explore innovative ideas and g concrete solutions to substantial business and social problems by applying appropri tools and techniques for sustainable development.
PLO3	**Critical Thinking**: Ability to apply analytical and in-depth thinking for data-bas decision-making in real-life environments to ensure sustainability in the competit business environment.
PLO4	**Effective Communication**: Gaining comprehensive knowledge, analytical a communication skills for solving multicultural and multi-disciplinary problems.
PLO5	**Leadership and Team Work:** Ability to create value-based leadership in the glo financial system and to work collaboratively in the dynamic business environment

PLO6	**Environment and Sustainability** - Ability to identify the environmental impact on managerial decisions and providing business preferences on societal, economic and environmental issues.
PLO7	**Ethics and Corporate Social Responsibility**: Ability to gain in-depth knowledge of managerial and corporate finance embodied with corporate ethics and social commitments that will help to pursue social and corporate goals.

PLO to PEO Mapping

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
PEO1	3	1	1	-	1	1
PEO2	1	2	3	1	-	1
PEO3	1	1	1	1	3	2
PEO4	1	1	1	2	2	3
PEO5	1	1	1	1	1	2

3-High Correlation, 2- Medium Correlation, 1-LowCorrelation

3.5. Offering Programs

The Department of Finance is expected to offer Four-year Bachelor of Business Administration (BBA in Finance) Program.

BBA Program

To have a BBA degree, one has to complete **137** credit hours (**126** credit hours for main curriculum courses and **11** credit hours as University Requirement Courses) usually within 8 semesters or between 6-12 semesters under the Open Credit Hour System. There are three types of courses in the program which are UGC prescribed courses, Department suggested courses, and University Requirement Courses (URC). The courses are distributed as:

SL	Category	Required Credit Hours
1	UGC Prescribed courses	72 CH
2	Department suggested courses	48 CH
3	University Requirement Courses (URC)	11 CH
4	Viva	3 CH
5	Internship	3 CH
Total		**137 CH**

3.6. Duration of Program

The normal duration of Bachelor of Business Administration (BBA) program at any department under the Faculty of Business Studies is four academic years (i.e.8 Semesters). Each academic year is divided into two semesters: Spring (January-June) and Autumn (July -December), each having a duration of 15 class weeks. One may complete 137 Credit Hours between 6-12 semesters under the Open Credit Hour System of the University. A student may be allowed to complete his/her graduation studies in the University within maximum six academic years (i.e.12 semesters). After completion of taught courses, an exclusive internship program (3 CH) having 3 months duration has to be conducted by the students.

3.5. Course Curriculum of the Department of Business Administration

3.5.1. BBA Program

Total Credit Hours of BBA Program under the Department of Business Administration: 140 CH

SL	Types of the Courses	Number of Courses	Total Credit Hour
1	University Requirement Courses (URC)	08	11
2	Core Courses	36	108
3	Concentration Courses	05	15
4	Viva-voce	04	03
5	Internship	01	03
Total		**54**	**140**

1. University Requirement Courses: 08

SL	Course No.	Course Title	Credit Hours	Contact Hours
01	UREL-1103	Advanced English	2	3
02	UREM-1101	Text of Ethics and Morality-I	1	2
03	URED-1201	Basic Principles of Islam (’Aqidah +’Ibadah)	2	2
04	URED-2302	Sciences of Quran and Hadith	1	2
	URED-2305	Comparative religion (for Non-Muslims instead of URED-1201 and URED-2302)	3	3
05	UREM-2402	Text of Ethics and Morality-II	1	2
06	URED-3503	Political Thoughts and Social Behaviour	2	2
07	URED-3604	Life and Teachings of Prophet Muhammad (SAWS)	1	2
08	URIH-4701	A survey of Islamic History and Culture	1	2
Total 8 Courses			**11**	**17**

2. Core Courses:35 (including UGC suggested 24 courses)

SL	Course Code	Course Title	Credit Hours	Contact Hours
1	GEBL-2401	Bengali Language and Culture	3	3
2	GEHE-3601	History of Emergence of Bangladesh	3	3
3	GEBS-4801	Bangladesh Studies	3	3
4	BUSI-1101	Introduction to Business	3	3
5	ACC-1101	Principles of Accounting	3	3
6	ACC-1202	Financial Accounting	3	3
7	ACC-2303	Cost & Management Accounting	3	3
8	ACC-4704	Taxation & Auditing	3	3
9	FIN-2301	Principles of Finance	3	3
10	FIN-2402	Financial Management	3	3
11	FIN-3603	Principles of Insurance & Takaful	3	3
12	FIN-4704	Project Management	3	3
13	BNKG-3501	Bank Management	3	3
14	MGT-1101	Principles of Management	3	3
15	MGT-3502	Organizational Behaviour	3	3
16	MGT-3603	Operations Management	3	3
17	MGT-3604	Entrepreneurship Development and SME Management	3	3
18	MGT-4705	Strategic Management	3	3
19	HRM-4701	Human Resource Management	3	3
20	MKTG-2301	Principles of Marketing	3	3
21	MKTG-4702	Marketing Management	3	3
22	BCOM-2401	Business Communication	3	3
23	MATH-1101	Foundation of Mathematics	3	3
24	MATH-1202	Business Mathematics	3	3
25	OR-3501	Operations Research	3	3
26	STAT-2301	Introduction to Statistics	3	3
27	STAT-2402	Business Statistics	3	3
28	RES-4701	Research Methodology in Business	3	3
29	ECON-1201	Microeconomics	3	3
30	ECON-2302	Macroeconomics	3	3
31	ECON-2403	Principles of Islamic Economics	3	3
32	IT-1201	Computer Application in Business	3	3
33	MIS-3501	Management Information Systems	3	3
34	LAW-3501	Legal Environment in Business	3	3
35	LAW-3602	Employment Law	3	3

Eighth Semester

SL	Course Code	Course Title	Credit Hour	Contact Hour
1	GEBS-4801	Bangladesh Studies	3	3
2		Five Courses from any one of the major areas	15	15
3	VIVA-4804	Viva-Voce	0.75	–
4	INTP-4800	Internship / Project Paper	3	–

3. Concentration Areas and Courses:

(a) Accounting and Information Systems (Any 05 courses)

SL	**Course Code**	**Course Title**	**Credit Hours**	**Contact Hours**
1	ACC-4810	Accounting Information Systems	3	3
2	ACC-4804	Advanced Financial Accounting	3	3
3	ACC-4806	Advanced Cost Accounting	3	3
4	ACC-4807	Advanced Managerial Accounting	3	3
5	ACC-4808	Human Resource Accounting	3	3
6	ACC-4810	Accounting Theory and IFRS	3	3
7	ACC-4811	Accounting for Managerial Control		
8	ACC-4812	Advanced Taxation & Auditing	3	3

(b) Finance and Banking (Any 05 courses)

SL	**Course Code**	**Course Title**	**Credit Hours**	**Contact Hours**
1	FIN-4806	Public Finance	3	3
2	FIN-4807	Financial Markets and Institutions	3	3
3	FIN-4808	Corporate Finance	3	3
4	FIN-4809	Investment Analysis and Risk Management	3	3
5	FIN-4810	Financial Information Analysis and Valuation	3	3
6	FIN-4811	Foreign Exchange Management	3	3
7	BNKG-4802	Islamic Banking	3	3

(c) Human Resource Management (Any 05 courses)

SL	**Course Code**	**Course Title**	**Credit Hours**	**Contact Hours**
1	HRM-4802	Industrial Relations	3	3
2	HRM-4803	Human Resource Development	3	3
3	HRM-4804	HRM Practice in Bangladesh	3	3

4	HRM-4805	Business Ethics and Corporate Social Responsibility	3	3
5	HRM-4807	Conflict Management	3	3
6	HRM-4810	Compensation Management	3	3

(d) Management Information Systems (Any 05 courses)

SL	**Course Code**	**Course Title**	**Credit Hours**	**Contact Hours**
1	MIS-4802	Computer Programming in Business	3	3
2	MIS-4803	Information Technology Management	3	3
3	MIS-4804	Decision Support Systems	3	3
4	MIS-4805	Database Management	3	3
5	MIS-4806	System Analysis	3	3
6	MIS-4807	Information Systems Strategy	3	3
7	MIS-4808	E-Commerce	3	3

(e) Marketing (Any 05 courses)

SL	**Course Code**	**Course Title**	**Credit Hours**	**Contact Hours**
1	MKTG-4803	Consumer Behaviour	3	3
2	MKTG-4804	Services Marketing	3	3
3	MKTG-4805	Selling and Salesmanship	3	3
4	MKTG-4806	Tourism & Hospitality Marketing	3	3
5	MKTG-4807	Retail Management	3	3
6	MKTG-4808	Personal Selling and Sales Management	3	3
7	MKTG-4809	Strategic Marketing	3	3
8	MKTG-4810	Supply Chain Management	3	3
9	MKTG-4811	Agricultural & Industrial Marketing	3	3
10	MKTG- 48..	Advertising Management	3	3

(f) Supply Chain Management (Any 05 courses)

SL	**Course No.**	**Course Title**	**Credit Hours**	**Contact Hours**
1	SCM-4802	Distribution System	3	3
2	SCM-4803	Production & Inventory Management	3	3
3	SCM-4804	Procurement Management	3	3
4	SCM-4806	Supply Chain Logistic Management	3	3
5	SCM-4807	Supply Chain Risk Management	3	3
6	SCM-4808	Strategic Supply Chain Management	3	3
7	SCM-4809	Supply Chain Information System	3	3

4. The Break-up of Courses According to Semester

First Semester

SL	Course Code	Course Title	Credit Hour	Contact Hour
1	UREL-1103	Advanced English	2	2
2	UREM-1101	Text of Ethics and Morality-I	1	2
3	ACC-1101	Principles of Accounting	3	3
4	BUSI-1101	Introduction to Business	3	3
5	MATH-1101	Foundation of Mathematics	3	3
6	MGT-1101	Principles of Management	3	3

Second Semester

SL	Course Code	Course Title	Credit Hour	Contact Hour
1	URED-1201	Basic Principles of Islam	2	2
2	ACC-1202	Financial Accounting	3	3
3	ECON-1201	Microeconomics	3	3
4	IT-1201	Computer Application in Business	3	3
5	MATH-1202	Business Mathematics	3	3
6	VIVA-1201	Viva Voce	0.75	–

Third Semester

SL	Course Code	Course Title	Credit Hour	Contact Hour
1	URED-2302 or	Sciences of Quran and Hadith or	1	2
	URED- 2305	**Comparative Religion** (for **Non-Muslim Students)** Substitute to **URED-1201 and URED-2302**	**3**	4
2	ACC-2303	Cost & Management Accounting	3	3
3	ECON-2302	Macroeconomics	3	3
4	FIN-2301	Principles of Finance	3	3
5	MKTG-2301	Principles of Marketing	3	3
6	STAT-2301	Introduction to Statistics	3	3

Fourth Semester

SL	Course Code	Course Title	Credit Hour	Contact Hour

1	UREM-2402	Text of Ethics and Morality-II	1	2
2	GEBL-2401	Bangali Language and Culture	3	3
3	BCOM-2401	Business Communication	3	3
4	ECON-2403	Principles of Islamic Economics	3	3
5	FIN-2402	Bank Management	3	3
6	STAT-2402	Business Statistics	3	3
7	VIVA-2402	Viva Voce	0.75	–

Fifth Semester

SL	Course Code	Course Title	Credit Hour	Contact Hour
1	URED-3503	Political Thoughts and Social Behavior	2	2
2	BNKG-3501	Bank Management	3	3
3	LAW-3501	Legal Environment of Business	3	3
4	MGT-3502	Organizational Behaviour	3	3
5	MIS-3501	Management Information System	3	3
6	OR-3501	Operations Research	3	3
7	SCM-3501	Principles of Supply Chain Management	3	3

Sixth Semester

SL	Course Code	Course Title	Credit Hour	Contact Hour
1	URED-3604	Life and Teachings of the Prophet Muhammad	1	2
2	GEHE-3601	History of Emergence of Bangladesh	3	3
3	FIN-3603	Principles of Insurance & Takaful	3	3
4	MGT-3603	Operations Management	3	3
5	MGT-3604	Entrepreneurship Development & SME Management	3	3
6	LAW-3602	Employment Law	3	3
7	VIVA-3602	Viva Voce	0.75	-

Seventh Semester

SL	Course Code	Course Title	Credit Hour	Contact Hour
1	URIH-4701	A survey of Islamic History and Culture	1	2
2	ACC-4704	Taxation & Auditing	3	3
3	FIN-4704	Project Management	3	3
4	HRM-4701	Human Resource Management	3	3
5	MGT-4705	Strategic Management	3	3
6	MKTG-4702	Marketing Management	3	3
7	RES-4701	Research Methodology in Business	3	3

International Islamic University Chittagong

Syllabus of
University Requirement Courses (URC)

(To be implemented from 1st Semester Spring- 2021)

Faculty of Business Studies
Department of Business Administration
Program: BBA
COURSE OUTLINE

Course Code	UREL-1103
Course Title	Advanced English
Status	University Requirement Course
Level	1
Credit Hours	2
Contact Hour	3
Weeks:	15 (6 before midterm and 9 after midterm)

Course learning outcomes (CLO)

By the end of this course students are expected to be able to –	
CLO-1:	Understand the English texts of advanced level, their own text books which are written in English, comprehend the lectures given by their course teachers in English.
CLO-2:	Analyze sentence structures used in their English texts.
CLO-3:	Apply the knowledge of vocabulary and grammar in their write ups and spiking.
CLO-4:	Create their own sentences and compositions.

CLO to PLO Mapping

CLO/PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6
CLO-1	1	-	1	1	-	-
CLO-2	-	-	-	1	-	-
CLO-3	-	1	-	1	-	-
CLO-4	-	1	-	1	-	-

ote:3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Objectives of the course	• Helping the students to know the basics of English language. • Helping the students overcome the fear of English. • Developing confidence about the correctness of their language. • Enabling them to write accurately. • Enabling them to understand sentence patterns while they read. • Making them capable to comprehend English texts.

<table>
<tr><td></td><td>

- Enabling them to write and talk freely in English.
- Enabling them to understand their texts and the lectures of the teachers.

</td></tr>
<tr><td>Course outlines</td><td>
Section-01: Mid-term examination (Grammar-15, Reading-10, Writing-05 = 30 marks)
No. of weeks: 6 (six)
No. of classes: 18 (eighteen)

<table>
<tr><td>Weeks</td><td>Topics</td></tr>
<tr><td>W-1</td><td>Sections: 1,2, 3, 4 & 5 From Exercises in Reading Comprehension
Activities: Vocabulary (synonym/antonym/formation of sentences with words/filling in the gaps)</td></tr>
<tr><td>W-2</td><td>Sections: 6,7,8,9,& 10 From Exercises in Reading Comprehension
Activities: Comprehension (understanding sentences structure, answering short questions, using vocabulary to form own sentences)</td></tr>
<tr><td>W-3</td><td>1. Tenses & their Aspects. (Use of verbs to be, to have and to do, use and structure of tenses with oral and written exercises which include dialogue, paragraph writing, filling up the gaps, using verbs in correct forms and tense based corrections)
.</td></tr>
<tr><td>W-4</td><td>2. Subject & Verb Agreement (Exercises will include use of verbs in correct numbers and choosing correct verbs out of two options)
3. Use of Pronoun (Exercises will focus on identification and use of different types of pronouns, joining sentences with relative pronouns and other important uses of pronoun)</td></tr>
<tr><td>W-5</td><td>4. Transformation of Sentences, (Sentence types: affirmative, negative, interrogative, exclamatory, simple, complex, compound, positive, comparative & superlative)
5. Modal auxiliary and modal + perfectives (Exercises will include use of different modals, correction based on the use of modals, use of ‘should have done, ‘may have done’, ‘could have done’ and ‘must have done’)</td></tr>
<tr><td>W-6</td><td>• Paragraph (guided and free)
• Story writing (Stories based on some moral lesson/completing a story from some initial lines given/expanding a story on the basis some hints given)</td></tr>
</table>

Outcome of six weeks’ class: At the end of six weeks students are expected to have developed an skill using a good number of vocabularies correctly, using correct forms of verbs in sentences, expressing one meaning in several ways, using different pronouns and auxiliaries in their sentences and writing stories and short paragraphs.

Text Book: Exercises in Reading Comprehension
Edited by: E.L. Tibbitts
Longman House Harlow
Essex , UK
</td></tr>
<tr><td></td><td>Section-02: Final Examination (Grammar-25, Reading-15, Writing-10 = 50 marks)
No. of weeks: 9 (nine)</td></tr>
</table>

	No. of classes: 27 (twenty seven)

Weeks	Topics
W-1	Sections: 11, 12, & 13 From *Exercises in Reading Comprehension* Activities: Vocabulary (synonym/antonym/formation of sentences with words/filling in the gaps)
W-2	Sections:14, 15, & 16 From *Exercises in Reading Comprehension* Activities: Comprehension (Short question to be answered in one sentence. True/false)
W-3	Sections:17, 18 & 19 From *Exercises in Reading Comprehension* Activities: formation of own sentences using the structures of passages, using the grammar of the passages in own sentences, summarizing the passages, filling up the paragraphs and dialogues, use of vocabulary in different ways.
W-4	Section 20 From *Exercises in Reading Comprehension* and review of earlier sections. Activities: formation of own sentences using the structures of passages, using the grammar of the passages in own sentences, summarizing the passages, filling up the paragraphs and dialogues, use of vocabulary in different ways.
W-5	1. Conditional Sentences (Discussion will focus on the use of three conditional structures. Exercises will include use of right forms of verbs given within the bracket or choosing correct form of verb out of two/three options) 2. Active and Passive Voice (Practical use passive structures, change of voice, correction relating voice, Exercises will also include using verbs in correct form given in sentences using both active and passive structure
W-6	3. Direct and Indirect Narration (Discussion will focus on the uses of both direct and indirect speeches, change of narration of detached sentences) 4. Use of Preposition, Completing Sentences and Gap filling with Preposition and Conjunction
W-7	5. Causative Verbs (Discussions will focus of on the use of causative verbs. Exercises will include use of correct forms of verbs after a causative verb) 6. Participle and Gerund (Discussion will focus on the uses of gerund and participle, joining sentences using present participle form of a verb. Exercises will include identifying participle and gerund from the given sentences, joining sentences with present participle) 7. Common Mistakes in English
W-8	1. Write newspaper reports as staff correspondent of a newspaper. 2. Personal and official letter or e-mail
W-9	* Amplification of ideas * Review and class test

Learning outcome of nine weeks' classes: By the end of nine weeks students are expected to have developed an skill of understanding English Texts of advanced level, using vocabulary effectively, analyzing sentences and create their own sentences and write compositions. They are expected to have been able to identify errors and mistakes and use prepositions, conjunctions,

	participle and gerund. They are expected to have been able to report statements with correct sequence of tense and use active subjects and passive subjects appropriately. Text Book: Exercises in Reading Comprehension Edited by: E.L. Tibbitts Longman House Harlow Essex, UK

Text and References:

1. Raymond Murphy, *Intermediate English Grammar*, Foundation Books, 2/19 Ansari Road, Daryaganj, New Delhi-110002, Manas Saikia, 1995.
2. Wren & Martin, *High School English Grammar and Composition*-,New Delhi, S. Chand & Company Ltd. 2002
3. Thomson & Martinet, *Practical English Grammar*, Oxford University Press, Walton Street, Oxford OX2 6DP, 1993
4. Michael A. Pyle and Mary Ellen Munoz, *Cliffs TOEFL Preparation Guide*, New Delhi, BPB Publications, B-14, Connaught Place, New Delhi-110001, 1992
5. Bruce Rogers, *Peterson's TOEFL Success*, Princeton, New Jersey, Peterson's, 2000

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Code	UREM-1101
Course Title	Text of Ethics and Morality-1
Status	University Requirement
Level	1
Credit Hours	1
Contact Hour	2

Course Learning Outcomes (CLO): After completion of this course:

CL01	*The students will have knowledge of* understanding the text of the Holy Qur'an
CL02	*They will be* capable of understanding the basic Arabic language.
CL03	They will be able to attain the rules of ethics from the main and basic ethical book holy Quran and to achieve the knowledge of Arabic language to be fit with labor m worldwide especially in the Middle East.

CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	-	-	-	-	-	-	2
CLO2	-	-	-	-	-	-	2
CLO3	1	1	1	2	-	-	2

Note:3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Course Assessment Pattern:

Bloom's Category	CIE Marks:50			SEE Marks:50
	Mid-term: 30	Assignment/Class Test: 10	Attendance Marks:10	Written Exam: 50
Remember	5	-	-	10
Understand	5	5	-	10
Apply	5	-	-	05
Analyze	5	-	-	10
Evaluation	5	5	-	10
Create	5	-	-	05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks
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Course Description	The course deals with fundamental text of ethics along with Arabic language. Ethics - moral principles- governs a person's behavior in all

<table>
<tr><td></td><td colspan="4">spheres of life. The success of all branches of education including literature, science, mathematics, law, pharmacy, journalism, economics, politics, and so on are deeply related to ethics. The Holy Qur'an is the main and basic book of ethics. It is written in Arabic language. This language is an international language, and about 250 million people use Arabic as first language and another 200 million people use it as second language. It is used as official language in more than 20 countries especially in the Middle East. It stands in fourth position in six official languages of United Nations and ranks a remarkable place in labor market. There are many books of science; medicine, mathematics etc. written in modern standard Arabic language. The course, therefore, is an essential one for all novices to attain their goal successfully obtaining ethical knowledge along with being skilled with an international and an influential language.</td></tr>
<tr><td>Objectives of the Course</td><td colspan="4">The main objectives of this course are:
a. To make students capable of understanding the text of the Holy Qur'an so that they can understand the rules of ethics from the main and basic ethical book.
b. To make students capable of understanding the basic Arabic language so that they can communicate with the foreign countries and be fit with labor market worldwide especially in the Middle East.
c. To inspire students and make them interested in reading the Holy Qur'an, the basic ethical book, the last divine scripture and the complete code of life.
d. To make students familiar with Ayats of Ahkam of the Holy Qur'an so that they can lead their life being enlightened with them.</td></tr>
<tr><td rowspan="3">Course Outline</td><td colspan="2"><u>Section-A (Midterm Exam: 30 Marks)</u></td><td>Hrs.</td><td>CLOs</td></tr>
<tr><td>Chapter# 01</td><td>1. An introduction to the text of Ethics and Morality.
2. Selected text on the introductory chapter of a valuable Ethical Book - the holy Qur'an
3. An introduction to Arabic language.
4. Identifying the forms of Arabic alphabet with example.</td><td>04</td><td>CLO 1-3</td></tr>
<tr><td>Chapter# 02</td><td>1. Selected text on procreation of the creation of humankind: 22:5
2. Selected text on Islamic monotheism: 2: 1-5; 112: 1-4
3. Text on ensuring social peace by removing bad behavior 49:10-12
4. The sun letters and the moon letters
5. Arabic numbers and common Arabic words used in daily life.
6. Arabic prepositions.</td><td>06</td><td>CLO 1-3</td></tr>
</table>

	Chapter# 03	1. Selected text on duties and obligations towards family and relatives = 4: 34-36. 2. Selected text on the transition of human life: 10:24. 3. Selected text on the rule of livelihood = 2: 172- 174, 5:3-5. 4. Exercise of Arabic demonstrative pronouns.	04	CLO 1-3
	Section-B (Final Exam: 50 Marks)		Hrs.	CLOs
	Chapter# 04	1. Selected text on the rule and impact of interest (*al-riba*) and loan = 2: 275-279. 2. Selected Text on the rules and impact of drug and gambling =5: 90-91 3. Exercise of Arabic interrogative pronoun. 4. The name of days and months in Arabic. 5. Formation of Arabic word	05	CLO 1-3
	Chapter# 05	1. Selected Text on the rules and ethical directions of marriage, *ma*hr and veil: 4: 2-4; 24: 30-31, 33:59. 2. Text on the rule and ethical directions of divorce 2:227-230 6. The names directions in Arabic. 3. Formation of verb in Arabic.	03	CLO 1-3
	Chapter# 06	1. **Formation** of particle in Arabic. *2.* Selected text on the sermon of a father to his son =31:13-19.	02	CLO 1-3
	Chapter# 07	1. Selected text on the characteristics of human beings = 23:1-11; 25: 63-76	02	CLO 1&3
	Chapter# 08	1. Formation of Arabic sentence. 2. Conversation in Arabic: ‘Yourself’.	04	CLO 2
			30	**1-3**
References:	1. Abbott, N., Studies in Arabic literary papyri II, Qur'anic commentary and tradition, Chicago: University of Chicago, 1967. 2. Dr. M. Fazlur Rahman, Everyday Arabic Conversation, Riyad Prokashani, Dhaka, 2005. 3. Haleem, M. A., Understanding the Qur'an: themes and Style, London: I. B. Tauris, 1999. 4. Izzath Uroosa, Learning Arabic Language of the Qur’an, Darussalam, Riyadh, 2010. 5. Saheeh International, The Qur’an Arabic Text with Corresponding English Meanings, Jeddah, Saudi Arabia, 1997.			

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Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Code	URED-1201	
Course Title	Basic Principles of Islam (*Aqidah* + ‘*Ibadah*)	
Status	University Requirement	
Level	2	
Credit Hours	2	
Contact Hour	2	
Course Assessment (at a glance)	Attendance & Class test/Assignment	10%+ 10% =20%
	Mid-term Examination	30%
	Final Examination	50%

Course Learning Outcomes (CLO)

After completion of this course:

1. The students will be equipped with the knowledge and clear conception regarding the Islamic beliefs and Islamic rituals.
2. They will have the inspiration to lead their lives in accordance with Islamic guidance.
3. They find themselves ethically developed ones.
4. They will able to defend Islamic faith form contemporary misconceptions & traditional superstitions contradicting the basic faith & tenets of Islam.
5. They will able to enlighten every walks of their lives with the widespread impacts of ‘Ibadah.
6. They will have an exalted standard of Islamic faith and rituals free from polytheism and faithlessness to save them from severe punishment of the hereafter.
7. They will be practicing Muslims holding proper beliefs of Islam and performing rituals of Islam.

CLO to PLO Mapping

CLO/PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7
CLO-1	2	-	1	1	-	-	1
CLO-2	-	-	-	-	-	-	3
CLO-3	-	-	-	-	-	-	3
CLO-4	1	1	1	1	-	-	1
CLO-5	-	-	-	-	-	-	3
CLO-6	1	1	-	-	-	-	1
CLO-7	-	-	-	-	-	1	3

Note:3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Course Assessment Pattern (in details):

Bloom's Category	CIE Marks:50			SEE Marks:50
	Mid-term: 30	Assignment/Class Test: 10	Attendance Marks:10	Written Exam: 50
Remember	5	-	-	10
Understand	5	5	-	10
Apply	5	-	-	05
Analyze	5	-	-	10
Evaluation	5	5	-	10
Create	5	-	-	05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Course Description	This course is designed to provide the students with proper and pure knowledge and clear and comprehensive ideas regarding the basic principles of Islam removing some misconceptions & traditional superstitions contradicting the basic faith & tenets of Islam to inspire them to held correct faith and appropriate principles in their practical lives. This course also covers the clear and comprehensive concept of *'Ibadah* in Islam to encourage the readers to be used to it and to illuminate every walk of life in accordance with the lessons derived from it as the slaves of Allah (*SWT*).
Objectives of the Course	This course is designed: 1. To provide the students with proper knowledge and clear conception regarding the particles of faith. 2. To make them aware of the existing misconceptions & traditional superstitions contradicting the basic faith & tenets of Islam. 3. To warn the students about the consequence of polytheism and faithlessness to save them from severe punishment of hellfire. 4. To create their awareness about the things invalidate the faith. 5. To enable the students to have the widespread impacts of 'Ibadah on their lives and to inspire them to follow Islam in all walks of life. 6. To provide the students with proper knowledge and accurate glimpse regarding Islamic rituals develop them ethically. 7. To enable the students to have the widespread impacts of 'Ibadah on their lives and to inspire them to follow Islam in all walks of life.

Course Outline				
	Section-A (Midterm Exam: 30 Marks)		Hrs	CLOs
	Chapter# 01	*Islam: An introduction: (a) Islam: Its definition and characteristic (b) Islamic 'Aqidah: Its definition and importance.*	04	CLO1-3
	Chapter# 02	*Articles of Faith (Pillars of Iman):* *Believe in Allah (SWT): (1) Existence of Allah (SWT) (2) Tawhid: Definition and classifications (Tawhid Al-Rabubiah, Tawhid Al-Uluhiyyah and*	06	CLO1-3

		Tawhid Al-Asma Was-Sifat) (3) Impact of Tawhid. *Shirk: (1) Definition, classifications and consequences (2) Examples of some Shirks in the contemporary society.* *Belief in Allah's Angels (Malaikah): (a) Belief in Angels of Allah (SWT): Its meaning, their Nature and Functions (b) Benefits of belief in Angels.* *Belief in the Books of Allah: (a) Belief in the Books of Allah: Its meaning and an introduction to the revealed Books and Scriptures (b) The position of the Holy Qur'an amongst the other revealed Books (c) Benefits of belief in the Books of Allah (SWT).*		
	Chapte r# 03	*Belief in Allah's Prophets: (a) Belief in Allah's Prophets: Its meaning and purpose of their sending (b) Features of Prophethood and Contributions of the Prophets towards the Humanity (c) Muhammad (SAW) is the greatest, the best and the last among all the Prophets and Messengers.* *Belief in the Akhirah (Life After Death): (a) Definition and Stages of Akhirah (b)The logic and evidence regarding Akhirah (c) Impact and benefits of belief in Akhirah.* *Belief in Qadr/ Taqdir (Fate) and divine decree: (a) Definition of belief in Qadr/ Taqdir (b) Opinions of the scholars regarding Taqdir (c) Concept of man's freedom of will in Islam.* *The nullifiers of Iman: (a) Kufr and Nifaq: Definition, classifications and consequences (b) Description of the nullifiers of Iman in details.*	04	CLO1-3
		Section-B (Final Exam: 50 Marks)	Hrs	CLOs
	Chapter # 04	***'Ibadah*: Its introduction:** (a) Meaning of *'Ibadah* (b) Various types of *'Ibadah* (c) The best *'Ibadah* (d) Objectives and aims of *'Ibadah*. (e) Conditions of *'Ibadah*.	02	CLO1-3
	Chapter # 05	**Characteristics of *'Ibadah* and signs of *'Ibadur Rahman*:** Characteristics of *'Ibadah* in Islam:Free from Intermediaries, Not being confined to specific places, All-Embracing View (Scope of *'Ibadah)*...etc. **Signs of *'Ibadur Rahman* (Servent of *Ar-Rahman*):** According to the holy *Qur'an*. ***Taharah & Najasah*:** Definition of ***Taharah*** (purity) and ***Najasah*** (impurity). Ways and means of *Taharah*: *Wadu*, *Gusl*,	04	CLO1-3

	Chapter # 06	<u>*Some Articles of Islam (Pillars of Islam) and*</u> <u>**Defense system of Islam**</u>*:* ***Salah* (Prayer): Its significance, teachings & some basic rules:** (a) Definition and kinds (b) Importance (c) Pre requisites of *Salah* (*Shurutus-Salah*) (d)Essentials/ Basic components of *Salah* (*Arkanus-Salah*) (e) How to perform the *Salah* in detail (practically)? (f) Things that invalidate the prayer (*Mufsidatus-Salah*) (g) *Sajdah* that makes prayer correct (*Sajdatus-Sahu*) (h) Friday prayer (*Salatul-Jumu'ah*) (i) The funeral prayer (*Salatul-Janazah*) (j) Prayer of the traveler (*Salatul-Musafir*) (k) '*Eid* prayer (*Salatul-'Eid*) (l) Impact of *Salah*. ***Zakah* (poor due) : Its significance, teachings &some basic rules:** (a) Definition and types (b) Importance (c) kinds of property on which *Zakah* is obligatory (d) Who should give *Zakah* (e) Due recipients of *Zakah* (f) *Zakah* and poverty alleviation (g) Impacts/ benefits of *Zakah*.	04	CLO1-3
	Chapter # 07	***Sawm* (Fasting): Its significance, teachings & some basic rules:** (a) Definition and types (b) Importance (c) Things which invalidate the fast (*Mufsidatus-Sawm*) (d) Who must fast? (e) Exemption from fasting (f) Recompense of mistake (*Qada'* and *Kaffarah*) (g) *Sadqatul Fitr/ Zakatul Fitr* (h) Impact of *Sawm*. ***Hajj* (pilgrimage): Its significance, teachings & some basic rules:** (a) Definition and types (b) Importance (c) How to perform *Hajj* in detail? (d) Impact of *Hajj*.	04	CLO1-3
	Chapter # 08	**Defense system of Islam:** (a) Definition and classification of *Jihad* from various aspects (b) Importance of *Jihad* (b) Differences between *Jihad* and Terrorism.	02	CLO1-3
			30	**1-3**
Text Book	1- *Rafique Dr. Abu Bakr, Islam The Ultimate Religion (Book one) Islamic 'Aqidah', Chittagong: ABC Publications, 2002.* 2- Mohammad Amimul Ahsan and others, Towards Understanding *`Ibadah* in Islam, Bangladesh Institute of Islamicthought (BIIT), Humanscience Series-06, First Eddithion, May-2015.			
Reference	<u>**Basic Principles of Islam (Pillars of *Iman*):**</u> 1. *Bhuiyan, Mohammad Shafiul Alam, The Fundamental Beliefs of a Pure Muslim*, 1st edition, WAMY, Bangladesh office, Dhaka, 2003. 2. *Sabiq, Assayed, Al-`Aqaeed Al- Islamiyah, Cairo, Al-Fathu Lil-*			

	Ielamil Arabi, 10th edition-2000. **<u>Basic Principles of Islam (Pillars of Islam):</u>** 1. *Abdalati, Hammudah, Islam in Focus,* The Dept. of Islamic Affairs, The Ministry of *Awqaf* and Islamic Affairs, State of Qatar, 1995/ Islamic Teaching Course. Vol.-1 2. *Al-Quardawi, Dr. Yousuf, Al-'Ibadah in Islam,* Wahba publication, Egypt, 24th edition, 1995.

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Code	URED-2302
Course Title	Sciences of *Qur'an* and *Hadith*
Status	University Requirement
Level	3
Credit Hours	1
Contact Hour	2

Course Learning Outcomes (CLO): After completion of this course:

CLO-1	The students will know the status of Qur'anic verses and Hadiathic texts.
CLO-2	They achieve the inspiration to establish the authenticity of the Holy Qur'an and Hadith.
CLO-3	They will be developed ethically fulfilling their duties and responsibilities towards the Holy Qur'an and Hadith in their practical lives.
CLO-4	They will have the inspiration to achieve knowledge from the *Qur'an* and Hadith directly.
CLO-5	They will be able to establish the superiority of the Holy Qur'an understanding some extraordinary miraculous natures of the Holy Qur'an.
CLO-6	They will have the ability to implement the Hadith of Prophet (SAAS) differentiating between the genuine and fabricated Hadith and becoming aware of fabricated Hadiths prevalent in our society.
CLO-7	They will be enlightened in touch with the Holy Qur'an and Hadith achieving the objective of the University in Islamization of Knowledge.

CLO to PLO Mapping

CLO/PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7
CLO-1	1	-	-	1	-	1	1
CLO-2	-	2	-	-	-	-	1
CLO-3	-	-	-	-	-	-	3
CLO-4	1	-	-	1	-	-	1
CLO-5	-	-	-	-	-	-	1
CLO-6	-	-	-	-	-	1	1
CLO-7	-	-	-	-	-	-	2

Note:3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Course Assessment Pattern (in details):

Bloom's Category	CIE Marks:50			SEE Marks:50
	Mid-term: 30	Assignment/Class Test: 10	Attendance Marks:10	Written Exam: 50
Remember	5	-	-	10
Understand	5	5	-	10
Apply	5	-	-	05
Analyze	5	-	-	10
Evaluation	5	5	-	10
Create	5	-	-	05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

<table>
<tr><td>Course Description</td><td colspan="4">This course is designed to provide the students with proper knowledge and clear and comprehensive ideas regarding basic sciences of the Qur'an and Hadith, and to make them familiar with the purest sources of Islam and remove some misconceptions prevailing in the society concerning Qur'an and Hadith by establishing their authenticity and superiority. This course also inspires the students to enlighten their lives with the revealed knowledge of the Qur'an and Hadith in their practical lives.</td></tr>
<tr><td>Objectives of the Course</td><td colspan="4">The main objectives of this course are:
1. To make the students familiar with the basic sciences of Qur'an & Hadith to understand them properly.
2. To provide them with the proper knowledge to establish their authenticity and remove misconceptions concerning them.
3. To make them aware of the duties and responsibilities towards the Holy Qur'an and Hadith in their practical lives.
4. To give them knowledge of some extraordinary miraculous natures of the Holy Qur'an to prove its superiority.
5. To inspire them to understand the necessity and importance of the Holy Qur'an and Hadith and apply them in their practical lives.
6. To help the students differentiate between the genuine and fabricated Hadith providing necessary knowledge.
7. To achieve the main goal of the University in Islamization of Knowledge through enlightening the students with revealed knowledge of the Qur'an and Hadith.</td></tr>
<tr><td rowspan="2">Course Outline</td><td colspan="2"><u>Section-A (Midterm Exam: 30 Marks)</u></td><td>Hrs.</td><td>CLOs</td></tr>
<tr><td>Chapter # 01</td><td><u>Sciences of Qur'an:</u>
(1) Definition of the Qur'an Literally and Terminologically (2) Various Names and Attributes of the Holy Qur'an and their Significance (3) Characteristics of the Holy Qur'an (4) Central Subject Matter & the Main Themes of the Holy Qur'an (5) The necessity of the Holy Qur'an (6) The authenticity of the Holy Qur'an.</td><td>04</td><td>CLO 1</td></tr>
</table>

	Chapter # 02	***Wahi* (Revelation) of the Holy *Qur'an*:** (1) Meaning of *Wahi*(2) Various classifications and procedure of *Wahi*(3) Stages of revelation of the Holy *Qur'an* (4) Gradual revelation of the Holy *Qur'an* and the wisdom behind it (5) The First and the Last Revelation.	06	CLO 2 & 3
	Chapter # 03	**The *Ayah* and *Surah* of the Holy *Qur'an*: (1)** The *Aayah* of the *Qur'an*: Definition of *Aayah*. The Number of *Ayah*, words and letters of the Holy *Qur'an*. The Arrangement of the *Ayah* of the Holy *Qur'an***(2)** The *Surah*of The *Qur'an*: Definition of *Surah*. The Arrangement of *Surah* of the Holy *Qur'an.* The classification of *Surah* of the Holy *Qur'an*.	04	CLO 1 & 2
	Section-B (Final Exam: 50 Marks)		Hrs.	CLOs
	Chapter# 04	***Makki*&*Madani* Revelations:** (1) The Definition of *Makki* and *Madani* (2) The Characteristics of *Makki* and *Madani* Revelations (3) The benefits of knowing *Makki* and *Madani* Revelations.	02	CLO 1 & 3
	Chapter# 05	**Preservation, Compilation &*Asbabunnuzul* (revelational background):** (1) Preservation & Compilation of the Holy Qur'an (2) The Causes of Revelation (*Asbabunnuzul*): The Definition of *Asbabunnszul*. The classification of *Asababunnuzul.* The benefits of Knowing *Asbanunnuzul.*	04	CLO 1 & 2
	Chapter# 06	***Al-Nasikh* (Abrogation) &*I'jaz* (inimitability) of The *Qur'an*:** **(1) Abrogation (*Al-Nasikh*) in the Holy *Qur'an*:** Definition of *Naskh.* The proofs of *Naskh.* The Classifications of *Naskh.* The benefits of knowing *Nasikh*(abrogating) and *Mansukh* (abrogated) verses. **(2) The Miraculous Nature of The Qur'an (*I'jaz Al-Qur'an)***: Definition of *I'jaz*. The Proofs of *I`jaz.* Various aspects of *I`jaz Al-Qur'an.*	04	CLO 1 & 2
	Chapter# 07	**Sciences of Hadith:** (1) Definition of *Sunnah* (2) Difference among *Qur'an, Sunnah* and *Hadith Qudshi* (3) The Position, importance and authority of *Sunnah* in Islamic *Shari*'*ah* (4) Explanation of some important terms of *Sunnah: Isnad/ Sanad, Matn, Rawee* and *Riwayah, Al-jame', Al-Musnad, Al-*	04	CLO 1 & 3

		Sahih, *Al-Sunan*, *Sahihayn*, *Muttafaqun ‘Alayh*, *Al-kutub As-Sittah*…etc. (5) Collection & Compilation of *Sunnah.*		
	Chapter# 08	**The classification of *Hadith* and fabrication in *Hadith*:** **(1) The classification of *Hadith*:** (a)According to the reference to a particular authority (b) According to the links in the *Isnad*(c) According to the number of narrators involved in each stage of the *Isnad*(d) According to the reliability and memory of the narrator. **(2) Fabrication in *Hadith*:** (a) Definition of Fabrication (b) Causes and consequence of fabrication (c) Some examples of commonly used fabricated *Hadith* in our society.	02	CLO 1 & 2
			30	**1-3**
Reference	**<u>Sciences of *Qur’an*:</u>** 1. Denffer, Ahmad, vol. *‘Ulum Al-Qur’an:An Introduction to the Sciences of the Qur’an,* The Islamic Foundation, UK, reprinted by – A.S. Noordeen, Kuala Lumpur. 1983. 2. Ushama, Dr. Thameem, *Sciences of the Qur’an: An Analytical Study*, International Islamic University Malaysia, Cooperative Limited, Kuala Lumpur. 1998. 3. Bucaille, Dr. Maurice, *The BibleThe Qur’an & Science*, Thinkers Library, Selangor DarulEhsan. Malaysia, 1996. 4. Badruddin Muhammad bin Abdullah Al-Badruddin Al- Zarkashi, *Al-Burhan Fi Ulumil Qur‘an,* Dar Al-Marifah, Bairuth, Vl. 01. 5. *A Study of the Holy Qur’an and its Teachings*, First edition, IQRA International Education Foundation, Chicago, April-1999. **<u>Sciences of *Hadith*:</u>** 1. Al-Azami, Dr Mohammad Mustafa, *Studies in Early Hadith Literature*, American Trust publication, Indiana, 1978. 2. Hasan, Dr. Suhaib, An Introduction to the Science of *Hadith,* London, *AL-Qur’an* Society, 1994. 3. Marhribi, Al-Hassan, Introduction to the Study of the *Hadith,* Roshmee, South Africa, Roshmee Islamic School, 1994. 4. Salih, Muhammad Adeeb, Lamahat fee Usul al-Hadeth, Damascus, 1393 AH. 5. Siddiqi, Muhammad Zubayr, Hadith Literature: its Origin, Development & Special Features, Cambridge, Islamic Texts Society, 1993.			

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Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Code	UREM -2402	
Course Title	Text of Ethics and Morality-II	
Status	**University Requirement**	
Level	**4**	
Credit Hours	**1**	
Contact Hour	**2**	
Course Assessment (At a glance)	**Attendance & Class test/Assignment**	**10%+ 10% =20%**
	Mid-term Examination	**30%**
	Final Examination	**50%**

Course Learning Outcomes (CLO): After completion of this course:

CL01	*The students will have knowledge of* understanding the text of the *Hadith*
CL02	*They will be* capable of understanding the basic Arabic language.
CL03	They will be able to attain the rules of ethics from the second source of ethical book- the *Hadith* and to achieve the knowledge of Arabic language to be fit with labor market worldwide especially in the Middle East.

CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	-	-	-	-	-	-	2
CLO2	-	-	-	-	-	-	2
CLO3	1	1	1	2	-	-	2

Note:3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Course Assessment Pattern:

Bloom's Category	CIE Marks:50			SEE Marks:50
	Mid-term: 30	Assignment/Class Test: 10	Attendance Marks:10	Written Exam: 50
Remember	5	-	-	10
Understand	5	5	-	10
Apply	5	-	-	05
Analyze	5	-	-	10
Evaluation	5	5	-	10
Create	5	-	-	05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Course Description	The course deals with fundamental text of ethics along with Arabic language. Ethics -moral principles- governs a person's behavior in all spheres of life. The success of all branches of education including

<table>
<tr><td></td><td colspan="4">literature, science, mathematics, law, pharmacy, journalism, economics, politics, and so on are deeply related to Ethics. The Hadith is the second and widen source of Ethics. It is written in Arabic language. This language is an international language, and about 250 million people use Arabic as first language and another 200 million people use it as second language. It is used as official language in more than 20 countries especially in the Middle East. It stands in fourth position in six official languages of United Nations and ranks a remarkable place in labor market. There are many books of science; medicine, mathematics etc. written in modern standard Arabic language. The course, therefore, is an essential one for all novices to attain their goal successfully obtaining ethical knowledge along with being skilled with an international and influential language. The following points cover the objectives of the course.</td></tr>
<tr><td>Objectives of the Course</td><td colspan="4">The main objectives of this course are:
a. To make students capable of understanding the text of the Hadith so that they can understand the rules of ethics from the second source of ethical book.
b. To make students capable of understanding the basic Arabic language so that they can communicate with the foreign countries and be fit with labor market worldwide especially in the Middle East.
c. To inspire students and make them interested in reading the Hadith as the second main source of ethics as well as the only reliable explanation of the holy Qur'an, the basic book of ethics, last divine scripture and the complete code of life.
d. To make students familiar with the instructions of the Prophet Muhammad (PBUH), the most influential person and excellent model of ethics, so that they can lead their life being enlightened and be sincere and moral in all of their activities.
e. To go towards achieving the motto of the university – to combine quality with morality.</td></tr>
<tr><td rowspan="3">Course Outline</td><td colspan="2"><u>Section-A (Midterm Exam: 30 Marks)</u></td><td>Hrs.</td><td>CLOs</td></tr>
<tr><td>Chapter# 01</td><td>1. An introduction to the text of ethics and morality and an introduction to Arabic language.
2. Selected text on importance of intention.
3. Selected text on importance of well-wishing in Islamic religion.
4. The fundamental rules of uttering a letter in a word</td><td>04</td><td>CLO 1-3</td></tr>
<tr><td>Chapter# 02</td><td>1. Selected text on true obedience to the prophetic injunctions.
2. Selected text on the beauty of Islamic character.</td><td>06</td><td>CLO 1-3</td></tr>
</table>

		3. Selected text on good behavior with the neighbors and showing honor to the guest. **4.** Selected text on compensating the bad with good. 5. Exercise of adverb of time and place 6. Exercise of simple nominal sentence in Arabic.		
	Chapte r# 03	**1.** Selected text on the signs of a hypocrite. **2.** Selected text on the responsibilities of Islamic brotherhood. 3. Exercise of adverb of time and place 4. Exercise of adverb of time and place.	04	CLO 1-3
	Section-B (Final Exam: 50 Marks)		Hrs.	CLOs
	Chapte r# 04	**1.** Selected text on encouragement on good deeds. 2. Selected text exemption of the faults committed due to mistake or forgetfulness. 3. Subject and predicate of an Arabic sentence. 4. The name of days and months in Arabic. 5. The names directions in Arabic.	05	CLO 1-3
	Chapte r# 05	**1.** Selected text on professionalism in Islam. 2. Exercise of possessive phrase in Arabic	03	CLO 1-3
	Chapte r# 06	1. Selected text on religious obligation on avoiding illegal activities and injustice. *2.* Exercise of descriptive phrase	02	CLO 1-3
	Chapte r# 07	**3.** Selected text on the secret for being beloved to all. 4. Conversation: myself and my family members.	02	CLO 1&3
	Chapte r# 08	1. Selected text on the most valuable things for a Muslim. 2. Conversation on house, market and job place in Arabic	04	CLO 1-3
			30	**1-3**

References:

1. Azami, M., Studies in early Hadith literature (Indianapolis: American Trust Publications, 1978.
2. Burton, J., and Introduction to the tradition (Edinburgh: Edinburgh University Press, 2000.
3. Dr. Abu BakarRafique, Text and Translation from Hadith, Abc publication, Chittagong, 2016.
4. Dr. M. FazlurRahman, Everyday Arabic Conversation, RiyadProkashani, Dhaka, 2005.
5. IzzathUroosa, Learning Arabic Language of the Qur'an, Darussalam, Riyadh, 2010.

Faculty of Business Studies
Department of Business Administration
Program: BBA

<table>
<tr><td colspan="6">Course Information</td></tr>
<tr><td rowspan="4">General Information</td><td colspan="2">Course Title</td><td colspan="3">Introduction to Political Thoughts and Social Behavior</td></tr>
<tr><td colspan="2">Course Code</td><td colspan="3">URED 3503</td></tr>
<tr><td colspan="2">Credit Hour</td><td colspan="3">2 Cr. H</td></tr>
<tr><td colspan="2">Contract Hour</td><td colspan="3">2 CH</td></tr>
<tr><td rowspan="5">Overall aims of the course</td><td colspan="5">Rationale: This course provides the students a general idea about how to deal their worldly life according to the light of Quran and Sunnah. It specially provides students the basic information about the Government and Political System in the light of Islam with its concept, characteristics and the basic information about principles (With special emphasis on sovereignty of Allah, Shura and Khilafah). Likewise, this course is tobring up the students with Islamic manners for the sake of being dutiful towards Allah the Almighty and His creatures.</td></tr>
<tr><td colspan="5">The Objective of this course are:
➢ To help the students demonstrate an in-depth understanding of their real position in this temporary world
➢ To understand their relation with the state and society
➢ To help them in performing their duties and responsibilities towards their state, society and humanity at large</td></tr>
<tr><td rowspan="3">Student Learning Time (SLT) in hours</td><td>a. Face to face</td><td>b. Online</td><td>c. Independent learning</td><td>Total : a+b+c</td></tr>
<tr><td>14 hours Lectures (in normal situation) Including Assignment/Class Test)</td><td>14 hours Lectures (Including Assignment/Class Test)</td><td>Library+ Internet+ Home study</td><td>F 2 F + Online+ Independent learning</td></tr>
<tr><td>15H</td><td>15H</td><td>20H</td><td>50H</td></tr>
<tr><td rowspan="2">Course Learning Outcome</td><td colspan="5">After successful completion of the course, the students will be able to prepare themselves by learning the following scope of knowledge and skill development</td></tr>
<tr><td>CL01</td><td colspan="4">Understand the nature of worldly life and the real position of human being here.</td></tr>
</table>

	CL02	Explore the analytical knowledge by evaluating the courses they studied under their disciplines respectively according to the light of Quran and Sunnah.
	CL03	Learn the techniques of dealing their life based on their achieved knowledge they have had it from various courses of their respective programs in the light of Quran and Sunnah.
	CL04	Understand the basic principles of various parts of social science and their usages to achieve the main purpose of the life.
	CL05	Apply the different models for evaluating the real life concerned performance
	CLO6	Understand the social relationship through understanding the family, kinship, neighbourhood and other general relationship based on Quran and Sunnah.
	CL07.	They have the inspiration to deal with a fellow human being positive to ensure peace in their practical lives.
Course Synopsis	This course deals with some key political terms like politics, government, state, Executive, Legislative, Judiciary, Citizen and citizenship etc. Likewise it deals with some important parts of our social life like family life, economic life, dress code, principles of permissibility and prohibition, food and drinking, duties and obligations, basic virtues, good conducts and bad conducts and prohibitions etc.	

Course Teaching Method	Face to face Class Conduct	Online Class Conduct	Lecture delivery	Independent Study	
Course Assessment Method	Attendance and Performance 10%		Midterm 30% Final 40% Viva 10% (On Campus/ Online test)	Assignment 10%	

CLO to PLO Mapping

CLO/PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7
CLO-1	1	-	-	-	-	-	1
CLO-2	1	1	-	1	-	-	1
CLO-3	-	-	1	-	-	-	1
CLO-4	1	-	-	-	-	-	1
CLO-5	-	1	-	1	-	1	3
CLO-6	-	-	-	-	1	-	1
CLO-7	1	-	-	-	-	-	3

Note:3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Course Assessment Pattern (in details):

Bloom's Category	CIE Marks:50			SEE Marks:50
	Mid-term: 30	Assignment/Class Test: 10	Attendance Marks:10	Written Exam: 50
Remember	5	-	-	10

Understand	5	5	-	10
Apply	5	-	-	05
Analyze	5	-	-	10
Evaluation	5	5	-	10
Create	5	-	-	05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks.

Course Outline			
Section 0A: Mid-Term Examination (30 Marks)			
Chapter 01	L 01	Politics	Literal and terminological meaning
	L 02 L 03	Basic Principles of Islamic Political System	Sovereignty of Allah *Khilafa* of mankind Legislation by *shura* Accountability of the government Independency of the judiciary and Equality before law
Chapter 02	L 04	*Shariah*	Its meaning, sources and differences with manmade law
	L 05 L 06 L 07 L 08	Constitution	Definition, Contents and sources Main features of Islamic constitution 1. Supremacy of *Shari'ah* 2. Administration through consultation 3. All wealth belonged to Allah 4. Citizen share their property for the well being of fellow human being 5. It acts as mouthpiece of government 6. Role of Public media is for the interest of Muslim and 7. The Government is savior of distress and oppressed p 8. Government is duty bound to produce basic needs 9. The government is guardian for building of good cha 10. It produces Allah fearing and hereafter faced citizen
Chapter 03	L 09	State and Government	Definition and Elements of state, What is government? What does government do? Dif types of government, how did government dev relationship between government and state
	L 10 L 11 L12	Basic organs of government	Executive (Head of the state) Legislative and *Shura* Judiciary
Chapter 04	L 13	Citizen and citizenship	Meaning, Types, Rights and duties of citizens
	L 14	Conventional Political System and Islam	Capitalism Socialism Secularism Democracy and Islam

Section 0B: Semester Final Examination (50 Marks)

Chapter 05	L 15 L 16	Introduction to Social Dealings and Behavior in Islam	1. Definition of *Mu'amalah* as Islamic term of Dealings and Behavior 2. Scope of *Mu'amalah* (Dealings and Behavior) 3. Different aspects of Mu'amalh : Social and Economic.
Chapter 05	L 17 L 18 L 19 L 20 L 21	Dealings and Behavior of a man relating to himself and his Family: (*Mu'amalah al Usariyyah*)	1. Status and dignity of a man according to Qur'an and Sunnah 2. Behavior of a man with himself as a vicegerent of Allah 3. Role of family as the basis of Islamic society 4. Role of Marriage as the basis of Islamic Family 5. Status of women in Islam, comparison with other religion 6. Rights and duties of women in Islam 7. Husband-wife relations (Duties and obligations to each other) 8. Rights of Children in Islam 9. Parent child relationship
Chapter 06	L 21 L 22 L 23 L 24 L 25	Dealings and Behavior of a man with his society	**(a) Social duties and obligations:** (1)Duty towards Parents, (2) Relatives, (3) Neighbors (4) Guests, (5) Needy and (6) Orphan. (7) Duties of the Muslims to each other. **(b) Social Manners:** (1) Brotherhood (2) Greetings (3) Co-operation (4) Meetings (5) Talking (6) Keeping promises (7) Asking permission before entering someone's house. **(c) Basic virtues that every member of a society should bear:** (1) Honesty (2) Truthfulness (3) Kindness (4) Perseverance (5) Firmness against evil (6) Tolerance (7) Punctuality (8) Courage (9) Trust worthiness (10) Forgiveness (11) Chastity for women (12) Intention (13) Promise (14) Modesty (15) Charity (16) Gifts (17) Thankfulness (18) Visiting the sick. **(d) Bad Conduct and Prohibitions that every member of a society should avoid:** (1) Lying (2) Backbiting (3) Spying (4) Extravagance (5) Hypocrisy, and (6) Corruption … etc.
Chapter 07	L 26	Islamic Law regardingDress both for man and woman	Islam does not recommend any particular type of dress for us. However, there are guidelines Islam asks us to look nice and decent. Allah has created man in the best of forms and He wants his servants to dress nicely and decently. We should bear in mind that we are the best of all creatures and our dress should reflect this. Proper dress helps prevent indecency, immoral behavior, and adds beauty to our personality

Chapter 08	L 27	Principles of permissibility and prohibition in Islam	a) All things are lawful except what have been prohibited explicitly by Allah and by His messenger. b) Only Allah has the right to declare a thing lawful or prohibited c) The means or causes that lead to unlawful action are also prohibited. d) What is prohibited is prohibited for all. e) A grave necessity legalizes temporarily an illegal thing.
	L 28	Permissibility and Prohibition in food and drinking	a) The principle of Moderation b) What not to Eat c) Submission to Allah d) What not to Drink e) The Need for Allah's Guidance
Chapter 09	L 29	Economic System of Islam: (*Mu'amalah al Maliyah*)	1. Earning and expenditure by *Halal* means 2. Right to own property and individual liberty 3. System of *Zakah* 4. Prohibition of interest (*Riba*) 5. Law of Inheritance (*Mirath*)
	L 30	Festivals in Islam	*Eid al Fitr, Eid al Adha*

Course Assessment Pattern:

Bloom's Category	CIE Marks:50				SEE Marks:40	Attendance Marks:10
	Mid-term	Assignment/Class Test	Quizzes	presentation	Written Exam.	
Remember	5		5		05	
Understand	5				05	
Apply	5			10	05	
Analyze	10				10	
Evaluation	5				10	
Create		5			05	

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Code	URED-3604	
Course Title	Life and Teachings of Prophet Muhammad (SAAS)	
Status	University Requirement	
Level	6	
Credit Hours	1	
Contact Hour	2	
Course Assessment	Attendance & Class test/Assignment	10% + 10% =20%
	Midterm Examination	30%
	Final Examination	50%

Course Learning Outcomes (CLO)
After completion of this course:

1. The students will have proper knowledge regarding the life and times of Prophet Muhammad (SAAS).
2. They will be able to identify the Prophet (SAAS) as the only ideal mentor to follow.
3. They will be able to lead their life according to the exalted characters, manners, habits and behaviors of our beloved Prophet (SAAS).

CLO to PLO Mapping

O/PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7
O-1	1	-	-	-	1	1	2
O-2	-	-	-	1	1	1	2
O-3	-	-	-	1	1	1	3

Note: 3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Course Assessment Pattern (in details):

oom's Category	CIE Marks:50			SEE Marks:50
	Mid-term: 30	Assignment/Class Test: 10	Attendance Marks:10	Written Exam: 50
member	5	-	-	10
derstand	5	5	-	10
ply	5	-	-	05

Analyze	5	-	-	10
Evaluation	5	5	-	10
Create	5	-	-	05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks.

<table>
<tr><td>Objectives of the Course</td><td colspan="4">This course is designed:
1. To help the students to develop an in-depth study for clear understanding of the last Prophet’s life, mission and teachings.
2. To show that the Prophet Muhammad (SAAS) is only ideal mentor to follow by the entire humanity.
3. To familiarize the students with the exalted characters, manners, habits and behaviors of our beloved Prophet (SAAS) in order to emulate it in their practical life.</td></tr>
<tr><td rowspan="7">Course Outline</td><td colspan="4"><u>Section-A (Midterm Exam: 30 Marks)</u></td></tr>
<tr><td></td><td></td><td>Hr.</td><td>CLOs</td></tr>
<tr><td>Chapter# 01</td><td>An introduction to Siratunnabi (SAAS): A comprehensive view,Sirah and its literally and technical meaning, Selection of Arabia as the birthplace of the Final Prophet (SAAS), Socio-Political, Religious condition of pre-Islamic Arabia: an Overview.</td><td>04</td><td>01-03</td></tr>
<tr><td>Chapter# 02</td><td>Early life of Prophet (SAAS):Birth and Childhood, Business trip to Syria with his uncle Abu Talib, Battle of Fujjar and formation of Hilful-Fudul, Contribution of Mohammad (SAAS) in the business of Khadijah, Marriage with Khadijah, Rebuilding of Al-Ka‘bah, Search for the truth and receiving the truth.</td><td>05</td><td>01-03</td></tr>
<tr><td>Chapter# 03</td><td>Beginning of Islamic Movement at Makkah: (From first revelation to the emigration to Abyssinia): Prophethood, First revelation and its impact.
Propagation of Islam Begins in secret, The early Muslims, End of the First Phase.
Islamic Movement becomes public, The Prophet on the Mount of Safa.
Oppositions from the Quraysh begin, Qur’anic approach towards Quraysh Oppositions.
Migration to Abyssinia.</td><td>05</td><td>01-03</td></tr>
<tr><td colspan="4"><u>Section-B (Final Exam: 50 Marks)</u></td></tr>
<tr><td></td><td></td><td>Hr.</td><td>CLOs</td></tr>
</table>

	Chapter# 04	Prophet *(SAAS)* at *Makkah*: (From emigration to Abyssinia to the migration to *Madinah*)- Boycott and Confinement of the Prophet (SAAS) and BanuHashim by the Quraysh, The year of sorrow.	02	01-03
	Chapter# 05	*Ta'if*- the most difficult day, *Mi'raj* of the Prophet. Covenants of *Al-'Aqabah*. *Hijrah*of the Prophet (SAAS).	02	01-03
	Chapter# 06	The Prophet (SAAS)at *Madinah*: (From migration to *Hudaybiyah*) Construction of the Mosque, The Charter of Madinah, Important Battles till the agreement of *Hudaybiyah*- The Battle of *Badr*, The Battle of *Uhud*, Battle of *Ahzab*, Campaigns against the Jews of *Madinah*, *Hudaybiyah* Agreement.	04	01-03
	Chapter# 07	Letters of the Prophet (SAAS) to the kings beyond Arabia, Battle of *Muta*, Battle of *Hunayun*, The conquest of *Makkah*.	04	01-03
	Chapter# 08	The Farewell Pilgrimage, The Farewell Address of the Prophet (SAAS) and its lessons, Departure of the Prophet (SAAS), Contributions of the Prophet (SAAS) as a reformer and as a nation builder and as an Ideal for the all.	04	01-03
Learning Outcomes	After completion of this course: 1. The students will have proper knowledge regarding the life and times of Prophet Muhammad (SAAS). 2. They will be able to identify the Prophet (SAAS) as the only ideal mentor to follow. 3. They will be able to lead their life according to the exalted characters, manners, habits and behaviors of our beloved Prophet (SAAS).			
Reference	1. Nadwi, Saiyid Sulaiman, *Muhammad The Ideal Prophet: A Historical, Practical, Perfect Model for Humanity*. Translated by Mohiuddin Ahmad. Islamic Book Trust K.L.N.D. 2. Guillaume, Alfred. *The Life of Muhammad: A Translation of IbnIshaq's Sirat Rasul Allah.* London: Oxford University Press, 1955. 3. Lings, Martin. *Muhammad: his life based on the earliest sources.* New York: Inner Traditions International, 1983. 4. Nasr, Seyyed Hossein, *Muhammad: Man of God*. Chicago, IL: Kazi Publ., 1995. 5. Ramadan, Tariq. *In the Footsteps of the Prophet: Lessons from the Life of Muhammad.* New York: Oxford University Press, 2009. 6. Watt, William Montgomery. *Muhammad: Prophet and Statesman.* London: Oxford University Press, 1961.			

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **A Survey of Islamic History & Culture** Credits:01
Course Code: **URIH-4701** CIE Marks: 50
Exam Hours:04 SEE Marks: 50

Course Description: The course has been designed for undergraduate students get squinted with the glory of Islamic history and then appreciate the incredible contribution of Islamic culture to the modern world.The course also offers detailed knowledge of Islam's political, socio-economic, and cultural history from the 7th to 15th centuries with science and learning innovations in various Muslim world territories. This would also deepen students' understanding of the dynamic interconnection between Islamic history and culture and other civilizations.

Course Learning Outcomes: At the end of the course, the students will be able to-

CLO1	Students will be able to understand the concept of knowing history and Islamic his importance of history for life and society, its needs for cultural and civilization grc
CLO2	The learners should be acquainted with a clear concept regarding institution of *Khil* its major developments across the Muslim world since the twentieth century toget knowledge of different forms of government structure and functions throughout hi
CLO3	Students will be familiar with the glorious chapter of Four Pious *Khalifah*in Isla analyzes the impact of time on the progress of good governance globally.
CLO4	Through prominent Muslim rulers, the learners should have a detailed idea about e the Islamic world beyond Asia, Europe and African territories; they will also un impressive reforms towards advancement of world civilization.
CLO5	Students should have a complete understanding of the rise of various Islamic forc Middle East and North African region.
CLO6	The learners will also be able to recognize through scientific and technological a the wonderful contribution of various Islamic religious institutions and sects t culture.
CLO7	During Khilafah, the learners will understand the extensive administration featu many notable developments in administrative functions. They will also be able to n development of the parliamentary system in Islamic State; taxation and other admin of revenue that was governed solely for public welfare.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Pl
CLO1	-	-	-	1	2	1	1
CLO2	-	-	-	1	2	2	1
CLO3	-	-	-	1	2	2	2

CLO4	-	-	-	2	1	1	2
CLO5	-	-	-	1	2	1	1
CLO6	-	-	-	1	1	2	1
CLO7	1	-	-	1	2	1	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.
01.	*Khilafah*: Definition, Origin and Development of *Khilafah*; Types of *Khilafah*; Election system to the office of *Khilafah*; *Khilafah* and *Mulukiyyah*; Qualifications, Duties and Responsibilities of a *Khalifah*.	03
02.	Introduction to the Four Pious *Khalifah*: Abu Bakr (R), Umar (R), Uthman (R) and Ali (R). Achievements and Contributions of the Pious *Khalifah*. Comprehensive study of the historical events during four pious *Khalifah*:	04
03.	Administration under the Four Pious *Khalifah*: The *Shura*, Civil Administration, Revenue System, Central state treasury, Judicial Administration, Police-Prison, Religious Administration and Military Administration.	02
04.	The Umayyads *Khilafah* (661 A.D-750 A.D): A brief introduction to Umayyads *Khilafah.* Central and Provincial Administration, Social Condition. Umayyads contribution towards the development of civilization & education, and Fall of the Umayyads.	04
05.	The Abbasids *Khilafah* (750 A.D-1258 A.D): Golden Age of the Abbasids. Abbasids Society, Rights of Women and non-Muslims in the state; Scientific and Literary development, Advancement of Art and Architecture. Total Administrative features, and Fall of Baghdad.	04
06.	A Brief Analysis on the Umayyads*Khilafah* of Spain and Fatimids*Khilafah* of Egypt and North Africa.	02
07.	Muslim contribution to different fields of civilization: Geography; Medical Sciences and Medicine; Chemistry;	04
08.	Muslim contribution to different fields of civilization: Mathematics; Astronomy; Historiography; Art and literature; and Painting and Calligraphy	04
09	The development of Islamic Theological Institutions and Sects; *Sunni* Schools of Islamic law, Theological communities with philosophical advancement.	03

Text Book

P.K. Hitti, History of the Arabs, Macmillan edition, 1970, London.
K. Ali, A Study of Islamic History, Adam Publishers & Distributors, 2006, Dhaka.
MofizullahKabir, An Outline of Islamic History, Dhaka.

Reference Books:

S.A.Q. Hussaini, The Arab Administration, 1956, Lahore.
Syeed Ameer Ali, A Short History of Saracens, Macmillan edition, 1916, London.
T.I. Arnold, The Caliphate, Oxford, 1924, London.
Muhammad Ali, The Early Caliphate, Cambridge, 1936, London.
R. Levy, The Social Structure of Islam, Cambridge 1979, London.

R.A. Nicholson, A Literary History of the Arabs, Cambridge 1930, London.
S. KhudaBaksh, Islamic Civilization, vol 1-2, IdaraIslamiyat-e-Diniyat, or KitabBhavan, 1984, Delhi..
R.H.Turner, Science in Medieval Islam: An Illustrated Introduction. 1995, Austin: University of Texas Press.
Ziauddin Sardar, Science, Technology and development in the Muslim World, Croom Helm, 1977, London.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment /Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5	--		10
Understand	5			--		5
Apply	5	5		---		5
Analyze	10			--		15
Evaluation	5			--		10
Create				---		05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Bangladesh Studies	Credits:
Course Code: GEBS-4801	CIEMarks:
Exam Hours: 04	SEE Marks:

Course Description: The course is designed to help the students in obtaining comprehensive knowledge about the History and Heritage, Geography and Environment, People and Society, Politics and Constitutional Development, Foreign Policy and International Relations, Economics and Natural Resources, Education and Literature, Philosophy and Religion, Art and Culture of Bangladesh and such other conceptions and ideas that are significantly related to the people and society of Bangladesh. This course will deepen students understanding of complex interconnection of historical events which lead to the formation of Bangladesh, current trend in political and economic development.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL0 1	Understand basic geographical characteristics of Bangladesh and its impact on the life and society, ethnology of its people and population distribution.
CL0 2	Identify specific stages of Bangladesh's political history, through the ancient, medieval, colonial and post-colonial periods and critically analyze socio-cultural plurality in Bangladesh.
CL0 3	Have a comprehensive concept about the historical developments of Bengali nation until the emergence of Bangladesh as an independent country in 1971.
CL0 4	Critically analyze and present cogent argument on why tensions and contestations between and among social groups may emerge within and among states both in written and oral forms.
CL0 5	Critically analyze how different constitutional bodies and socio-political institutions operate and how their behavior impact on political governance.
CL0 6	Evaluate the political, constitutional and administrative developments in Modern Bangladesh.
CL0 7	Appreciate any significant national issue in context of demand of time and future integrities.
CL0 8	Explain the economy and patterns of economic changes through qualitative and quantitative analysis. This will increase their awareness on global issues of development processes and the nature of environmental challenges including ways to address them effectively.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Pl
CLO1	-	-	-	-	1	-	-
CLO2	-	-	2	-	-	-	1
CLO3	-	-	2	-	-	-	1

CLO4	-	-	3	3	1	-	-
CLO5	-	-	-	-	2	2	-
CLO6	-	-	-	-	1	2	-
CLO7	-	-	2	-	1	-	-
CLO8	-	-	-	2	-	3	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL.NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Outline study of Bangladesh Geography**: Location, Area, Boundary, Physiographic features, River System, Forest, Climate and Environmental Challenges of Bangladesh. Geographical Impact on the People and Society.	06	CLO 1
02.	**The People of Bangladesh:** Ethnology of the People, Tribal Communities, Population Growth, Composition and Distribution, Population Challenges and Prospects for Bangladesh.	03	CLO 1
03.	**History and Society of Ancient Bengal:** Early settlement and territorial identity, Sasanka (The first independent king), Matsyanyayam and its comparison with the present situation, Pala and Sena dynasty.	06	CLO 2 CLO 3
04.	**History and Society of Bengal under Muslim Rule (1204-1757):** Advent of Islam in Bengal and Its Impact, Composition of Muslim Society in Bengal, Role of Sufism, Foundation of Bengali Nationalism, Educational and Literary Development, Evaluation of the Impact of Muslim Rule on Bengal Society and Civilization.	06	CLO 2 CLO 3
05.	**History and Society of Bengal under British Rule (1757-1947):** Introduction of British Colonial Rule in Bengal, British Policy towards Economy and Education, Socio-Religious Reform Movements and the Struggles for Freedom from British Colonialism, Intellectual Movements, Partition of Bengal, Role of Congress and Muslim League, Rising of Nationalism Movements and the Emergence of Pakistan, Impact of British Administrative Policy on the Society of Bengal.	06	CLO 4 CLO 5
06.	**History and Society of Bangladesh during Pakistan Rule (1947-1971):** National disintegration between East and West Pakistan, political mobilization and successive national movements leading to the independence of Bangladesh.	03	CLO 3 CLO 5
07.	**Political Development in Modern Bangladesh:** Formation and Role of Major Political Parties, Regime Analysis of Modern Bangladesh, Issues of Bangladesh Politics, and Challenges of Democracy.	03	CLO 6 CLO 7
08.	**Constitutional and Administrative Development of Bangladesh:** The Constitution of Bangladesh, its historical background, characteristics, contents, constitutional organizations, amendments and administrative structure.	03	CLO 6 CLO 7

09.	**Foreign Policy and International Relations of Bangladesh:** Principles of Foreign Policy, International Relations of Bangladesh, Role of Bangladesh in International Organizations such as the UN, OIC, SAARC, ASEAN, BIMSTEC etc.	03	CLO 6 CLO 7
10.	**Concept of Development and Sector wise Development in Bangladesh:** Definitions of Development, The Birth of the Human Development Index, MDGs, SDGs, Sector wise development scenario in Bangladesh (Education, Economy, Health, Agriculture, Women Empowerment, Environment) Minerals and Resources, Socio-economic and cultural problems and prospects.	06	CLO 7 CLO 8

Text Book:

Huq, M. S., (1995) *Bangladesh in International Politics*, Dhaka: The University Press Ltd.
Islam, S., (2014), *Banglapedia: National Encyclopedia of Bangladesh*, Vol. 1-14, Dhaka: Asiatic Society of Bangladesh.

Reference Books:

Rashid, H. E., (1991). Rashid, *Geography of Bangladesh*, Dhaka: University Press Limited.
Ali, M., (2003) *History of the Muslims of Bengal.* Vol – 1-3, Dhaka: Islamic Foundation Bangladesh.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5					10
Understand	5		5			5
Apply	5	5				5
Analyze	5					15
Evaluation	5					10
Create		5				05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Courses of First Semester

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Introduction to Business	Credits: 03
Course Code: BUSI-1101	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description:
Business is producing goods and services at minimum cost to fulfil the needs of the people of society. With the passage of time the nature of business is changing. This course is designed in such a way so that the students will get necessary concept about trade, industry, and commerce. The course will prepare the students with necessary knowledge and understanding for learning other courses in the field of business.

Course Outcomes: At the end of the course, the students will be able to-

CO1	Understand the conceptual framework of Industry, Trade, Commerce and business.
CO2	Identify the scope of business environment.
CO3	Explain the concepts of entrepreneurship and identify the problems faced by entrepreneurs and provide reasonable solutions.
CO4	Discuss the formation of Sole proprietorship business, partnership business & Joint Stock Company
CO5	Identify the procedures of foreign trade & explore the Business Supportive Organization.
CO6	Evaluate how social responsibility and business ethics can help to continue business in a country in the context of Islam.

Mapping of CO to PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	-	3	-	-	-	-
CO2	1	-	-	-	-	2	-
CO3	2	-	-	3	-	-	-
CO4	1	3	4	-	-	-	-
CO5	-	-	-	-	5	-	-
CO6	1	-	-	-	-	6	7

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.	COs
01.	**Foundation of Business** Definition of Business, Evolution of Business, Characteristics of Business, Objectives of Business, Elements of Business, Functions of Business, Importance of Business, Economic Systems of Business, Relation between Business and Economics	06	CO1
02.	**Business Environment** Internal & External Environmental factors, Impact of Environment on Business.	03	CO2
03.	**Entrepreneurship**	03	CO3

	Meaning, Qualities of a growth-oriented entrepreneur, Risks of Entrepreneurship, Small Business: Meaning and Causes of Small Business Failure.		
04.	**Franchising** Meaning: Franchisor and Franchisee, Advantages and Disadvantages of owning a franchise business, Franchising Agreement-Case Study on Pizza Hut, KFC, Mc Donald.	03	CO5
05.	**Forms of Business Organization** Different Forms of Business Organizations, Factors Affecting the Choice of Business Organization.	03	CO4
06.	**Sole Proprietorship** & **Partnership** Meaning, Features-Suitability, Advantages and Disadvantages of owning Sole Proprietorship Business.	03	CO4
07.	**Partnership** Define Partnership, Features of Partnership Business, Types of Partners, Partnership Deed, Registration of Partnership, Effects of non-registration of Partnership, Rights and Duties of A partner, Dissolution of a Partnership Business.	03	CO4
08.	**Joint Stock Company** Meaning & Characteristics, Types of Joint Stock Company, Advantages and Disadvantages, Formation of Joint Stock Company, Prospectus-Memorandum of Association and Articles of Association, Rights and Obligations of Shareholders and Directors, Different types of Share, Share Capital and Share Values-Liquidation of A company.	06	CO4
09	**Cooperative Society** Definition, Types, Features, Formation, Registration.	03	CO4
10	**Business Supportive Organization** BSCIC, BGMEA, EPB, EPZ, ICB, Stock Exchange, Chamber of Commerce, SEC, BIDA, BOI.	03	CO5
11	**Trade Practices in Bangladesh** Basic Concepts of International Business, Middlemen involved with International Business- Import and Export Procedure, Shipping and Non Shipping Documents, Barriers to International Business, Types of Letter of Credit- Opening an L/C.	03	CO5
12	**Social Responsibility** Meaning, Arguments for and against Social Responsibility, Areas of Social Responsibility, Legal Measures of SR Expectations to Business and Government, SR in Islam.	03	CO6
13	**Business Ethics** Meaning- Principles- Business Ethics in Islam.	03	CO6

Text Book

1. Nickels, W. G., McHugh, J. M., & McHugh, S. M. (2010). *Understanding Business 9th ed*. McGraw-Hill Irwin: New York, NY. ISBN: 9780073511702

Reference Books

2. Fisher, C. &Lovell, A., (2006). Business Ethics and Values: Individual, Corporate and International Perspectives. 2nd Edition. Harlow, UK: Prentice Hall

3. Bovee, Courtland L & Thill, John V. Business in Action, 5th edition, 2011 (FGCU Custom Ed) ISBN: 13-978-0-13-213965-6

Course Assessment Pattern:

Bloom’s Category	SEE Marks:50				
	Mid-term	Assignment/Class Test	Quizzes	Attendance Marks:10	Written Exam.
Remember	10				10
Understand	5		5		10
Apply	5				05
Analyze	5				10
Evaluation		5			10
Create	5				05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Principles of Accounting
Course Code: ACC-1101
Exam Hours:04

Credits:03
CIE Marks: 50
SEE Marks: 50

Course Description: This course aims at providing basic knowledge on principles and concepts of accounting and making them to understand the accounting cycle and their applications in different categories of business entities. It will highlight the underlying theoretical concepts and basic accounting practices.

Course Learning Outcomes: After completion of this course, the students will be able to: .

CL01	Understand the concept of Accounting and its principles.
CL02	Identify and analyze the transactions of any organization
CL03	Know how to record, classify and summarize the transactions.
CL04	Prepare financial statements to know the financial positions and assets and liabilities with classification.
CL05	Calculate depreciation under different methods,
CL06	Understand the bank reconciliation statement and its procedures.
CL07	Know the merchandised inventory recording under perpetual and periodic system
CL08	Understand the Islamic accounting concept and its application.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1	-	-	-	-
CLO2	1	2	2	-	-	-	-
CLO3	2	1	2	-	-	-	-
CLO4	1	3	1	1	-	-	-
CLO5	1	3	2	2	-	-	2
CLO6	2	2	1	1	-	3	-
CLO7	1	1	1	2	-	2	3
CLO8	1	-	-	-	-	3	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Introduction:** Defining accounting, Purpose and nature of accounting information, Historical background of accounting, users of accounting information, accounting organizations, Branches of accounting, Types of business organizations, accounting concepts and principles, accounting equation, and Financial Statements.	06	CLO1
02.	**Recording Business Transactions:**	06	CLO2

	T accounts, Meaning of assets, Liabilities, Owner's equity, Expenses and revenues, Double entry systems: transaction analysis, Books of original entry/ journal, ledger, and trial Balance.		
03.	**Adjusting Process:** Capital and revenue expenditure and its distinction. Accrual basis vs cash basis accounting, Adjustment to the accounts, Posting and adjusting entries, Closing and reversal entries, adjusted trial balance, Preparation of financial statements from adjusted trial balance. Preparation of worksheet.	06	CLO3
04.	**Completing the Accounting Cycle**: Overview of the accounting cycle, Adjusting and closing process of merchandising businesses, and preparation financial statements, Format of financial statement.	06	CLO4
05.	**Plant Assets-Acquisition, Use& Disposal**: Definition of plant assets; Classification of plant assets; usage of plant assets; Acquisition & treatment of tangible assets; Methods to calculate depreciation; Treatment of depreciation..	06	CLO5
06.	**Bank Reconciliation Statement**: Definition, reasons for reconciliation, advantages of reconciliation, Methods of reconciliation, phases in the reconciliation process, terms used in the bank reconciliation statement, preparation of bank reconciliation statement	06	CLO6
07.	**Accounting for Inventories**: Definition of inventory; inventory classification; inventory accounting system; Recording entries under periodic and perpetual inventory system.	06	CLO7
08.	**An Introduction to Islamic Accounting**: Definition of Islamic Accounting; Features and objectives of Islamic Accounting; Need for development of Islamic Accounting; Accounting Concepts from Islamic perspective; Islamic vs Conventional Accounting; Islamic Accounting System and practices, such as Zakat Accounting.	03	CLO8

Text Book

Weygandt, J. J., Kieso, D. E., Kimmel, P. D., &Kell, W. G. (2015). *Accounting Principles*. Wiley. UK, 12th edition

Reference Books:

1. Harrission, W. T. (2016). *Financial Accounting*. 11th Edition, Pearson
2. Matz, A. & Usry, M. F. (1984). *Cost Accounting Planning and Control*. 8th Edition, South- Western Publishing Co.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Presentation	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5		5			10
Apply	5			5		10
Analyze	5					10
Evaluation	5					10
Creative		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Principles of Management Credits:03
Course Code: MGT-1101 CIE Marks: 50
Exam Hours: 04 SEE Marks: 50

Course Summary

This course presents a thorough and systematic coverage of management, thus aiding the students to gain understanding of the theory of management and organization, and the practice of management in contemporary organizations from a conceptual, analytical and pragmatic perspective. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals and, in this way, preparing students with their personal philosophy of management.Management is a dynamic subject that prepares business students as real managers to face the current conditions of business.This course starts with an introduction to the fundamental concepts of Management. It facilitates the students with the knowledge of management history, different theories and approaches of management. It focuses on the decision- making process, techniques and conditions and thus helping to create decision making ability in students. The course makes students well acquainted about the core functions of management like planning, organizing, leading and controlling. It also helps students know the basics of organizational communication. This course assists students to acquire profound knowledge about employee motivation, motivation theories and different issues related employee motivation.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	To understand the basic concepts and practices in the field of management and awareness of current development therein.
CL02	To be knowledgeable about historical development of management.
CL03	To provide a deep thought about overall managerial processor efficient and effective achievement of organizational goal.
CL04	To understand the different type of leadership styles and the demonstration of interpersonal skills when working in a group situation
CL05	To explain basics of employee motivation and organizational communication.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1	-	-	-	-
CLO2	1	2	2	-	-	-	-
CLO3	2	1	2	-	-	-	-
CLO4	1	3	1	1	-	-	-
CLO5	1	3	2	2	-	-	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01	**Introduction:** Who are managers? Levels of management, What is management?, functions of management, Management roles, Management skills, How the manager’s job is changing, what is an organization, Characteristics of organization, traditional organization vs contemporary organization, Why study management? the universality of management, rewards and challenges of being a manger.	4	CLO1
02	**Management Yesterday and Today:** Historical background of management, Scientific management, principles of scientific management, important contributions, How do today’s managers use scientific management?, general administrative theory, important contributions-Henri Fayol, Max Weber, Fayol’s 14 principles of management, How do today’s managers use general administrative theories, Quantitative approach, Behavioral approach ,Hawthorne studies, the systems approach, the contingency approach, current trends and issues of management.	6	CLO2
03	**Decision Making: the essence of the Manager’s job:** Definition, decision making process, making decisions: rationality, bounded rationality, and intuition, types of problems and decisions, decision-making conditions, decision making styles, Decision making biases and errors.	3	CLO3
04	**Planning:** Definition of planning, purposes of planning, planning and performance, How do mangers plan?, the role of goals and plans in planning, types of plans, establishing goals and developing plans, approaches to establishing goals-traditional approach: top-down, MBO approach, developing plans, contemporary issues in planning, criticisms of planning, effective planning in dynamic environment, planning tools and techniques.	5	CLO3
05	**Organizing:** Organizing process, defining organizational structure, elements of organizational structure-work specialization, departmentalization, chain of command, span of control, centralization and decentralization, formalization , organizational design decisions, mechanistic and organic organizations, contingency factors, common organizational design, traditional organizational design, contemporary organizational designs, today’s organizational design challenges, Line and staff organization, delegation of authority, factors determining delegation of authority, process of delegation of authority.	6	CLO3
06	**Human resource management (HRM):** Importance of HRM, process of HRM- HR planning, recruitment and recruitment, selection, orientation training, performance management, compensation and benefits, career development.	6	CLO3
07	**Leadership:** Who are leaders and what is leadership? differences between a leader and a manager, early leadership theories-trait theories,	4	CLO4

	behavioral theories, contingency theories of leadership-Fiedler, Hersey-Blanchard, leader participation, and path-goal, transformational-transactional leadership, charismatic-visionary leadership, team leadership, leadership issues in the 21st century-managing power, developing trust, providing ethical leadership, empowering employees, cross-cultural leadership, gender differences and leadership, the demise of celebrity leadership, substitutes for leadership.		
08	**Motivating employees:** Concept of motivation, early theories of motivation, contemporary theories of motivation, integrating contemporary theories of motivation, current issues in motivation.	4	CLO5
09	**Foundations of control:** What is control? Why is control important? The control process-measuring, comparing, taking managerial actions, controlling for organizational performance, what is organization performance? Measures of organizational performance, tools for controlling organizational performance, feed forward/concurrent/feedback controls, financial controls, balanced scorecard, information controls, benchmarking of best practices, contemporary issues in control.	4	CLO3
10	**Communication:** Definition of communication, process of communication, importance of communication, levels of communication, types of communication, principles of communication, causes of breakdown in communication in the organization, improvement of communication in the organization.	6	CLO5

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5			05
Understand	5					10
Apply	5			5		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Textbook:

Robbins, S. P., & Coulter, M. (2019).*Principles of management.Prentice Hall* (14th edition).

Reference Books:

Griffin, R. W. (2020) *Management: Principals and applications*. 17th Edition).
Weihrich H., Cannice M. V, and KoontzH.(2019) Management: A Global and Entrepreneurial Perspective**.***Tata McGraw-Hill Education*(12th edition)

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Foundation of Mathematics	Credits:03 CH
Course Code: MATH-1101	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: The basic objective of this course is strengthening the base of Mathematics. As this course is offered at the department of Business Administration, the course has been designed in such a way so that the students of the aforesaid department acquire their required knowledge from this course. Moreover, students from various disciplines (Science, commerce and Arts) are admitted to this department. As such apart students from Science, others do not possess sound knowledge of Mathematics. Considering all this factors, this course curricular has been designed in such a way from which every student may be benefited. This course will highlight all those Mathematics based factors related to business. Furthermore, it will also discuss the contribution of Muslims in Mathematics.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	To get acquainted with basics of Math.
CL02	Use relevant skills learnt in Business Mathematics for real number systems and Integers.
CL03	Use of Equation, Function and Coordinate Geometry in Business.
CL04	Rate of Change, Limit and continuity of a Function in Business decision making process.
CL05	Basics of differential calculus and their application in Business.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	1	1	-	-
CLO2	1	2	2	-	-
CLO3	2	1	2	-	-
CLO4	1	3	1	1	-
CLO5	1	3	2	2	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	**CONTENT OF COURSE (Summary)**	Hrs.	CLOs
01.	**Basic Concept of Mathematics** Introduction to mathematics, Branches of mathematics, Contribution of Muslims scholars in mathematics.	01	CLO1
02.	**The Real Number System**	02	CLO2

	Introduction to mathematical systems, The number system, The natural numbers, The real & imaginary number, Rational & Irrational numbers, The integers, Prime numbers, The complex numbers.		
03.	**Indices and Logarithms** Indices, laws of indices, positive indices, fractional indices. Logarithm, Properties of logarithm, Types of logarithm, Logarithm of a number, Base-changing formula, Applications of logarithms.	06	CLO3
03.	**Indices and Logarithms** Indices, laws of indices, positive indices, fractional indices. Logarithm, Properties of logarithm, Types of logarithm, Logarithm of a number, Base-changing formula, Applications of logarithms.	06	CLO3
04.	**Set Theory** Introduction, definition of set, set notation, Various types of sets, Venn diagram, Basic operations on sets, The number of elements in a set, Ordered pair, Cartesian product of two sets. Business applications of set theory	04	CLO4
05.	**Sequences and Mathematical Series** Sequence and Mathematical series, Business applications of sequence. Arithmetic progression, nth term of arithmetic progression, Sum of arithmetic progression, Business application of arithmetic progression. Geometric progression, nth term of geometric progression, Sum of geometric progression, Business application of geometric progression.	05	CLO5
06.	**Permutation and Combination** Fundamental rule of counting, Kramp's factorial notation. Permutation, Permutation of n different things, Permutation of things not all different, Applications of permutation. Combination, Combination of n different things, Combination of things not all different, Applications of combination.	05	CLO6
07.	**Equation** Introduction, Types of equation, Solving systems of equations, Business applications of equation	03	CLO7
08.	**Function** Introduction, Different types (algebraic & business) of functions, Graphical solution of linear and nonlinear functions, Business applications of functions.	03	CLO8
09.	**Coordinate Geometry** Introduction, Quadrants, Coordinates, Intercepts, Coordinates of Mid point, Distance between two points, Straight line, Different forms of equations of straight line, Intersection point of two lines, Graph of linear and nonlinear equations, Concept of slope, Types of slope, Finding the slope. Business Applications of coordinate Geometry.	06	CLO9
10.	**Rate of Change, Limit and Continuity of a Function** Rate of change, Average rate of change, Instantaneous rate of change. Limit of a function, methods of evaluating limit of a function, Rules	04	CLO10

	of limit. Continuity, Continuity at a point, Continuity over an interval.		
11.	**Basics of Differential Calculus** Introduction, Fundamental methods of differential Calculus, Derivative and differentiation, Fundamental rules of differentiation of one variable function. Applications of differential calculus in Business and Economics.	06	CLO11

Text Book

Sancheti, D. C., Kapoor V.K. (1993), *Business Mathematics*(11th ed.).Daryaganja, New Dilhi

Reference Books:

Bush, G. A., & Young, J. E., *Foundations of mathematics*,

Course Assessment Pattern:

Bloom's Category	CIE Marks:50				SEE Marks:50
	Mid-term	Assignment/ Class Test	Quizzes	Attendance	Written Exam.
Remember	5		5	10	05
Understand	5		5		10
Apply	5				10
Analyze	5				10
Evaluation	5				10
Create		5			05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Courses of Second Semester

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Financial Accounting**	Credits: 03
Course Code: ACC-1202	CIE Marks: 50
Exam Hours: 04	SEE Marks: 50

Course Description: The objective of this course is to confer theoretical and empirical knowledge on application of accounting principles and practices along with familiarization with various techniques used in preparation of financial statements and presentation of financial information.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	To provide contemporary knowledge of the conceptual framework of Accounting.
CL02	To be acquainted with of Owners' Equity- Contributed Capital.
CL03	Explore the analytical knowledge of the Retained earnings.
CL04	Explain the IAS-1 (Presentation of Financial statement).
CL05	Understand the accounting for payroll and receivables.
CL06	To know the different methods of cash flow statement.
CL07	To prepare different financial statements for any entity.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1	-	-	-	-
CLO2	1	2	2	-	-	-	-
CLO3	2	1	2	-	-	-	-
CLO4	1	3	1	1	-	-	-
CLO5	1	3	2	2	-	-	2
CLO6	2	2	1	1	-	3	-
CLO7	1	1	1	2	-	2	3

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Conceptual Framework of Accounting:** What is Conceptual Framework Accounting Need & Development of, Conceptual Framework Basic objectives, Fundamental concepts of Conceptual Framework, Recognition & Measurement of Conceptual Framework, Assumptions, Principles & Constraints.	06	CLO1
02.	**Owners' Equity- Contributed Capital** Definition of owners' equity, Common stock & Preferred stock, Classification of preferred stock, treasury stock, Stock Split,	06	CLO2

	Reverse stock split problem solving of Common stock, preferred stock & treasury stock		
03.	**Retained earnings** Definition, factors affect retained earnings, dividends, and classification of dividends, fractional share warrant, and stock dividend vs. stock split. Problem solving.	06	CLO3
04.	**IAS-1 (Presentation of Financial statement)** Definitions, objectives, scope, the statement of financial position, the statement of comprehensive income, overall considerations.	03	CLO4
05.	**Accounting for payroll** Definition, elements, calculation of salary and wages, problem solving.	03	CLO5
06.	**Cash flow Statement** The concept of cash flow statement, classification of cash flows, steps to prepare the statements of cash flow, usefulness, sources, methods, specimens problem solving of cash flow statement.	06	CLO6
07.	**Accounting for receivables** Types of receivables, recognizing A/R, valuing A/R, related problems. Problem solving of account receivables & notes receivables.	06	CLO5
08.	**Financial Statements** Components of financial statements, general instruction for preparation of statement of profit or loss and other comprehensive income, statement of changes in equity and financial position.& problem solving	09	CLO7

Text Book

Weygandt, J.J., Kimmel, P. D., & Kieso, D. E., (2015). Principles of Accounting.12th edition.Wiley Publication.

.

Reference Books:

Harrison's W. T., & Horngren's C.T., (2014).Financial Accounting.Pearson Education.
Smith, M. J., & Skousen (1997).Intermediate Accounting. McGraw-Hill College.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5			05
Understand	5					10
Apply	5			5		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

2nd Semester		
Course Code:	Microeconomics in Business	
Course Title:	ECON-1201	
Credit:	3	Contact: 3 lectures per week

Course Assessments	CIE: Continuous Internal Evaluation	Attendance	10 Marks
		Class test/ Assignment/ Quizzes	10 Marks
		Mid-term	30Marks
	SEE: Semester End Examination		50 Marks

Course Objectives:

S/N	**Course Outcomes (COs):** Upon the successful completion of the course, students will be able to:	**Corresponding POs**	**Bloom's taxonomy domain/level**
CO1	Understanding of the basic concepts of Economics and Microeconomics. Theories and empirical analysis of Household and firm's economics related to the demand, supply, elasticity, consumer behaviour, production, cost, product pricing, factor pricing and market structure.	**PO1: General and subjective Knowledge**: Ability to utilize the knowledge to find solutions of business problems.	Understand
CO2	Analyzing the application of Microeconomic theories in the market	**PO3: Critical Thinking**: Ability to apply analytical and in-depth thinking for data-based decision-making in real-life environments to ensure sustainability in the competitive business environment.	Apply Analyze Evaluation

Course Description: This course introduces the students to the basics of Economics. The course starts with the understanding of the basic concepts of Economics. The course focuses on the issue of demand and supply, elasticity, consumer behavior. It also focuses on theory of production, cost, product pricing and market structure. The course ends with the discussion on factor market.

SL NO	CONTENT OF COURSE
	Section-A , Mid-term: 30 Marks
01	**Basic Economic Concepts :**Meaning of Economics, positive vs. normative economics, economic problem-scarcity, choice, allocation of resources, distribution of national products, economic efficiency, and nature of economic theories- micro vs. macro economics,
02	**Economic system:** Alternative economic systems- planed economic System, market economic system, mixed economic system. Islamic economic system
03	**Theory of Demand & Supply:** Demand function, determinants of demand for a commodity market, demand curve, shifts vs. movement in the demand curve, market demand, supply function, determinants of supply, shifts vs. movement in the supply curve, market supply, equilibrium of demand and supply, shifts in demand and supply and equilibrium. consumer’s surplus and producer’s surplus.
04	**Elasticity:** Concept of elasticity, elasticity of demand, various concepts of demand elasticity-price, income & cross elasticity of demand, measurement and its uses.
	Section-B, SEE: 50 Marks
05	**Theory of Consumer Behavior:** Utility, total utility, marginal utility, cardinal vs. ordinal utility, marginal utility and law of diminishing marginal utility, consumer’s equilibrium and derivation of the demand curve. law of equi-marginal utility and consumer’s equilibrium, Indifference Curve analysis, marginal rate of substitution, properties of indifference curve, budget line, consumer equilibrium, effects of price and income change on consumer equilibrium, decomposition of price effect into income effect and substitution effect, derivation of Marshallian demand curve.
06	**Theory of Production:** Production function(PF), short-run & long-run production function, total product, average product, marginal product, law of variable proportion: three stages of production & producer’s rational decision, iso- quants and its properties, iso-cost line and its properties, producer equilibrium, returns to scale, iso- quants and its properties, , iso-cost line and its properties, producer equilibrium, returns to scale.
07	**Theory of Cost**:Cost function, short run cost-fixed cost, variable cost, total cost, marginal cost, long run cost, derivation of long run cost from short run cost. relationships between AC&MC,AC& AP,MC & MP
08	**Theory of Product Pricing:** Total revenue, average revenue, marginal revenue, elasticity and revenue, profit maximization conditions of a firm.
09	**Market Structure:** Concept of a Market, different types of market structure- perfect competition Vs imperfect competition. **Perfect Competition**: Definition, properties, equilibrium of a perfectly competitive firm &industry ,normal profit, super normal profit, loss & shut down situation of a firm **Imperfect Competition**: Monopoly-definition, properties, causes of creating Monopoly, Monopolist’s equilibrium, price discrimination. Monopolistic competition and concept of Oligopoly. **The Factor Market:** Demand and supply of factors, pricing of factors, determination of wages, marginal productivity theorem.

Text Books

1. Robert H. Frank, Ben S. Bernanke, Kate Antonovics, OriHeffetz (2018), Principles of Economics, USA: McGraw-Hill Education

2. Mankiw, Nicholas Gregory (2021), Principles of Economics, Boston, USA: Cengage

Reference Books

1. Samuelson, P.A., & Nourthous, W. D. (2019). *Economics.20th edition* USA: McGRAW Hill.
2. Baumol, W. J., & Blinder, A. S. (2018). *Economics: Principles & Policy, 14th Edition*. USA : Joe Sabatino

Course Assessment Pattern (Theory courses):

Bloom's Category		Evaluations out of 100 marks			
		CIE (50 marks)			SEE (50marks)
Cognitive learning	Affective learning	Mid-term (30)	Assignment/ Class Test (10)	Attendance Marks (10)	Written Exam (50)
Remember	-	5	-	-	5
Understand	-	-	5	-	10
Apply	-	5	-	-	05
Analyze	-	5	-	-	10
Evaluation	-	10	5	-	15
Create	-	5	-	-	05
x	Responding	x	x	10	
Remarks	Course teachers may change the magnitude of marks in Bloom's category(Both for CIE and SEE), but he/she will have to keep in mind that the % of higher order learning mode must be about 60% or more and all the Bloom's categories to be addressed during the semester. If necessary, a course teacher may also use Cognitive (Knowledge), Affective (Attitude) and Psychomotor (Skills) domain of Bloom's Taxonomy.				
Note: **CIE**= Continuous Internal Evaluation, **SEE**= Semester End Examination.					
A. Lecture delivery methods &activities: Lecture, White Board Writing, Questions and Answers, Discussions, and Power point Presentation					
B. Assessment tools: Class Attendance, Class test, Quizzes/ Assignment; Mid-Term & SEE Exam; Project evaluation & Viva					

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Computer Application in Business**	Credits: 03
Course Code: IT-1201	CIE Marks: 50
Exam Hours: 04	SEE Marks: 50

Course Description: The course is designed to make the business students familiar with Computer and its common application packages since Computer becomes an integral part of to-days business. Computer is using for taking every kinds of business decisions. The course will serve as an application guide to those who have little or no experience with computer and its packages and at the same time students who are already acquitted will find this course a useful revision.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Explore the historical background of computer and computer application.
CL02	Introduce with the hardware materials of computer.
CL03	Examine the Computer Programming, software and computer language.
CL04	Understand the Business application of Computer software.
CL05	Understand the application of computer in various information systems.
CL06	Gather the Practical knowledge on Operating System and different Programs.
CL07	Analyze and Prepare the Spread sheets.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	-	-	-	-	-
CLO2	2	1	-	1	-	-	-
CLO3	3	2	1	1	-	-	-
CLO4	2	2	2	1	-	-	-
CLO5	3	3	2	1	-	-	-
CLO6	3	2	1	1	-	1	-
CLO7	3	2	2	1	-	1	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL.NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Introduction of computer and its Organization:** Historical evolution of computers & classification, Computer generations, Basic organization and functional units of computer, central processing unit, microprocessor and micro controller	03	CLO1
02.	**I/O Devices and Memory** Input and output devices, Printers, Keyboard, Mouse, Scanner, and other devices, Memory, RAM, ROM, cache memory, Sequential/ Direct/Random access device,	03	CLO2

	Magnetic tape and disk, hard disk, floppy disk, CDROM/DVD, optical disk.		
03.	**Computer program, software and language** Program planning, algorithms, flow charts, pseudo code, Software and firmware, types of computer software, types of computer language, translator, interpreter, compiler, Basic concept of Operating system, , Function of Operating system, Batch system, Multiprogramming system, Multiprocessing system, distributed system, Time sharing system, Real time system.	06	CLO3
04.	**Business Applications in Internet-worked Enterprise** Computer in Bank and insurance, and Commercial enterprises, Industrial enterprises, Retailers, Reservation System, Offices, Private Sector education, Private sector Health services. Overview of business applications; Business use of the Internet; Business value of the Internet; Application of Internet; Enterprise Information Portals; Internet Technology Resources; The role of Extranets; Enterprise collaboration; Groupware for enterprise collaboration.	06	CLO4
05.	**Business function information system** Information System, types of Information System, MIS, Advantages and disadvantages of MIS, Marketing Information System and its activities. Manufacturing Information System and it's functionally, Human resource Information System and its functionality, Accounting Information System, Financial Information System.	03	CLO5
06.	**Practical Part:** **Operating System: Proposed Operating Systems:** Windows 2000/XP, *Topics of Windows*: Files, Folders, Basic operations on file/folders, File System, Windows OS Organization and Hierarchy, Searching files and folders.	03	CLO6
07.	**Word Processing: Proposed Application Software:** **Microsoft Word:** Topics: Formatting, Table Editing, Picture, Clipart and object, Charts, Drawing, Text box, and shapes, Hyperlink, Macro, Equation editor etc. **Lab Assignment:** CV Design, Application/Letter writing/formatting.	06	CLO7
08.	**Proposed Application Software:** Microsoft Power Point. Topics: Hyperlinks, Slide window detail, Audio, Video, Animation, Slide transition. Lab Assignment: Simple slide based presentation (topics are free of choice).	06	CLO7
09.	**Spreadsheet Analysis:** Proposed Application Software: Microsoft Excel Topics: Basic idea, Cell formatting, Equation, Function, Different sheet data calculation. Lab Assignment: Grade sheet calculation, Salary Sheet calculation.	06	CLO8

Text Book:

1. Laudon, K. C.& Laudon J. P. (2017). Management Information Systems: Managing the Digital Firm. Edinburgh: Pearson education Limited.
2. Marakas, J. A. (2011). Management Information Systems. McGraw-Hill/Irwin.

Reference Books:

1. Weverka, P. (2007). Office 2007 All-in-One Desk Reference for Dummies
2. Shelly, G.B, Cashman, T. J, & Vermaat, M.E. (2009). Microsoft Office 2007: Introductory Concepts and Techniques. Premium Video Edition
3. Kinkoph, S. W. (2007). Microsoft Office 2007

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/ Class Test	Quizzes	Practical	Attendance Marks:10	Written Exam.
Remember	5		--			05
Understand	5					10
Apply	5			10		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Business Mathematics	Credits:03 CH
Course Code: MATH-1202	CIE Marks: 50
Exam Hours:04	SEE Marks: 50
Pre-requisite: Math-1101	

Course Description: This course helps the students to build up the mathematical knowledge of the students related to the business decision-making. At present, business faces a complex situation then ever before. The success of an organization basically depends on proper decision making. To clarify a complex situation and to make a proper decision, the use of mathematics is essential. In this regard, every business student should have necessary knowledge on mathematics for decision making. This course comprehensive understanding of mathematics, related to business analysis and decision-making.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	To understand and get acquainted with mathematical application in Business decision making process.
CL02	Apply Matrix algebra and Input-output analysis in Business.
CL03	Equilibrium analysis and Differential calculus in Production for profit determination and Production.
CL04	Optimization and Integral calculus in Business.
CL05	Mathematics Finance in deposit and Loan management decisions.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	1	1	-	-
CLO2	-	2	1	-	-
CLO3	1	-	2	-	-
CLO4	1	3	1	1	-
CLO5	1	3	2	2	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	**CONTENT OF COURSE (Summary)**	Hrs.	CLOs
01.	**Matrix Algebra** Introduction, Definition of matrix, General form , Types and Properties of Matrices, Matrix operations with elementary operations, Determinant and its properties, Minor and Co-factor, Some special types of matrices, Finding the inverse of a matrix, Solving Systems of linear equation by Matrix, Business Application	09	CLO1
02.	**Input-Output Analysis** Introduction, Open model & closed model, Primary input requirement, Final Market demand, Hawkins-Simon Condition, Application of Input-output model	03	CLO2

03.	**Equilibrium Analysis** The meaning of equilibrium, Partial Market equilibrium, General Market equilibrium, Equilibrium in national income analysis	03	CLO3
04.	**Differential Calculus** Introduction, Derivative and differentiation, Rules of differentiation of one variable and more than one variables function, Methods of differentiation, Successive and partial differentiation	04	CLO4
05.	**Optimization** Concept of Optimization, Increasing and decreasing function, Concave and convex function, Critical point ,Point of inflection, Relative Maxima and Minima, Optimization of single and multivariate function, Constrained optimization with Lagrangian multiplier, Jacobian, Hessian, Bordered Hessian for multivariate optimization	09	CLO5
06.	**Integral Calculus** Introduction, Integration and Integral, Indefinite Integral, Definite Integral, Rules of integration, Applications of Integral Calculus in Business and Economics(Consumer's and Producer's surplus)	08	CLO6
07.	**Mathematics of Finance** Introduction, Interest, Principle, Future Value, Simple interest, Bank discount, Compound interest, Nominal interest rate, Effective interest rate, Continuous compounding, Annuity, Future value of annuities, Sinking fund, Present value of annuities, Amortization, Perpetuity	09	CLO7

Text Book

Childress R.L., Gorsky R.M., Witt. R.M., *Mathematics for Managerial Decisions*, Prentice Hall, Englewood Cliffs, New Jersey.

Reference Books:

1. Budnick F.S.(1993), *Applied Mathematics ForBusiness, Economics, And the Social Sciences*(4th ed.), McGraw International Edition
2. Chiang. A.C., *Fundamental Methods of Mathematical Economics*., McGraw Hill Book Company

Course Assessment Pattern:

Bloom's Category	CIE Marks:50				SEE Marks:50
	Mid-term	Assignment/ Class Test	Quizzes	Attendance	Written Exam.
Remember	5		5	10	05
Understand	5				10
Apply	5	5			10
Analyze	5				10
Evaluation	5				10
Create		5			05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Courses of Third Semester

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Cost and Management Accounting**	Credits:03
Course Code: ACC-2303	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: This course prepares the students with the knowledge in understanding the foundation of Cost and Management Accounting. It familiarizes the students with the internal decision process in the context of the financial industry today. This course consists of two part; cost accounting and management accounting. Cost concepts, cost classifications, cost of goods sold statement helps students to understand the basics of cost in the industry. CVP analysis helps the student to understand the interrelationship between cost, volume and profit in an organization.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Demonstrate familiarity with established concepts and practices in the field of Accounting and awareness of current development therein.
CL02	Use relevant skills learnt in Accounting for professional and personal development.
CL03	Cooperate with others and apply knowledge in a socially responsible manner for the progress on the nation.
CL04	Demonstrate commitment to ethics, autonomy, professionalism and Islamic values in the workplace and everyday life.
CL05	Communicate with people from a diverse range of backgrounds with empathy.
CL06	Analyse issues and demonstrate skilfulness in planning, executing and evaluating strategies and action plans
CL07	Use CVP analysis and profit planning in real business problem solving.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1	-	-	-	-
CLO2	1	2	2	-	-	-	-
CLO3	2	1	2	-	-	-	-
CLO4	1	3	1	1	-	-	-
CLO5	1	3	2	2	-	-	2
CLO6	2	2	1	1	-	3	-
CLO7	1	1	1	2	-	2	3

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Cost Concept Classification and Statement:** Definition of cost and cost Accounting, Difference between cost and expense**,** Cost classifications**,** Statement of cost of goods sold.	06	CLO1
02.	**Costing and Controlling of Direct Materials:** Definition of direct materials, Procedures for materials procurement and use, Materials costing methods, Inventory recording systems.	06	CLO2

03.	**Costing and Controlling of Direct Labor:** Definition of direct labor, Components of total labor cost, Learning curve theory, Efficiency ratio, productivity, Time ticket, clock card.	03	CLO3
04.	**Costing and Controlling of Factory Overhead**: Definition of factory overhead, Bases and rate of FOH, Actual, Applied and predetermined FOH, Spending and idle capacity variance.	06	CLO4
05.	**Managerial Accounting and Business Environment:** Definition of Management Accounting, Needs for managerial accounting information, Comparison of financial accounting and management accounting, Modern management concepts, Code of conduct for management accountants.	06	CLO5
06.	**Cost Behavior Analysis and Use:** Types of variable cost, Types of fixed cost, Methods of separating a mixed cost into fixed and variable elements.	09	CLO6
07.	**Cost Volume Profit (CVP) Analysis:** Definition of CVP analysis, Assumptions of CVP analysis, CVP terms and equations.	06	CLO7
08.	**Profit Planning:** Budget and master budget, Advantages of budgeting, Self-imposed budget and its advantages, Zero based budgeting, Components of master budget.	03	CLO8

Text Book

Martz, A., & Usry, M., (2002).*Cost accounting planning and control*. Cincinnati, Ohio: South-Western Publishing Co.

Reference Books:

Garrison, R., & Noreen E., (2013).*Managerial accounting*, McGraw-Hill Irwin, New York.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5		5			10
Apply	5			5		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

3rd Semester		
Course Code:	Macroeconomics in Business	
Course Title:	ECON-2302	
Credit:	3	Contact: 3 lectures per week

Course Assessments	CIE: Continuous Internal Evaluation	Attendance	10 Marks
		Class test/ Assignment/ Quizzes	10 Marks
		Mid-term	30Marks
	SEE: Semester End Examination		50 Marks

Course Objectives:

S/N	**Course Outcomes (COs):** Upon the successful completion of the course, students will be able to:	**Corresponding POs**	**Bloom's taxonomy domain/level**
CO1	Understanding of the principles of macroeconomics as they relate to how a country's economy works including the outputs of the economy, unemployment, inflation, fiscal policy, monetary policy and international trade.	**PO1:General and subjective Knowledge**: Ability to utilize the knowledge to find solutions of business problems.	Understand
CO2	Obtaining knowledge in formulating macroeconomic policy suggestions, interpreting and evaluating media reports on the macroeconomy, and Analyzing the effects of various policy measures taken by government and central bank	**PO3: Critical Thinking**: Ability to apply analytical and in-depth thinking for data-based decision-making in real-life environments to ensure sustainability in the competitive business environment.	Apply Analyze Evaluation Create

Course Description:

SL No.	CONTENTS OF COURSE
	Section-A , Mid-term: 30 Marks
01	**Introduction to Macroeconomics** Distinguish from Microeconomics, Macroeconomic Policy: Different concepts of macroeconomic policies. Development of Macroeconomic Thought: Classical Theory, Keynesian Revolution, Monetarism, Supply side economics, Rational Expectation Theory, Macroeconomic Performance: Key indicators of macroeconomics, Business Cycle: Stylized Representation.
02	**Circular Flow of National Income and National Income Accounting** Meaning of national income, GDP at market price, GNP at market price, NNP at market price, NNP at factor cost, Importance of national income accounting, National income and National Product, National income at current and constant prices, Measurement of national income, Numerical example, Difficulties in the measurement of national income, Personal income and Personal Disposable income, Circular flow of National income: Two, Three, and four sector model and closed model. Measurement of Inequality of National Income (Gini- coefficient),
03	**Consumption and Saving** Consumption function: Average and Marginal Propensity to Consume, Significance of Marginal Propensity to Consume, Savings function, Derivation of saving function from consumption, Average and Marginal Propensity to Save, Relationship between APC and APS, Relationship between MPC and MPS. Keynes' theory of consumption, Life cycle hypothesis of consumption, Relative income hypothesis of consumption.
04	**Keynesian Model of National Income Determination** Aggregate Demand or Total Expenditure, Components of AD, Derivation of AD curve, Determination of National Income in the Keynesian Framework: Keynesian Income- Expenditure Model, Potential GNP/GDP vs Actual GNP/GDP, GNP/GDP Gap: Different types of GNP/GDP Gap. Mathematical Solution of Keynesian Model.
	Section-B,SEE: 50 Marks
05	**Theory of Multiplier** National Income Determination, Keynesian Model, GNP Gap, The Concept of Multiplier – Investment multiplier and Government Expenditure multiplier , Diagrammatic representation of multiplier, balanced budget multiplier, The multiplier process, Derivation of multiplier, Importance of multiplier, The multiplier and the MPC and MPS , Mathematical problems, The Paradox of Thrift- How can it be averted?
06	**Investment Spending** Meaning of Investment, Types of Investment, Determinants of Investment: Marginal Efficiency of Capital and The Rate of Interest, Measurement of MEC, Investment Decision: MEC and PV Criteria, Investment Demand Curve, Mathematical problems.
07	**Money, Interest and Income:** The Goods Market and the Money or Assets Market: Links between them. The Goods Market: Derivation of the IS curve , The Slope of the IS curve , Shift in the

	IS curve The Assets or Money Market: Derivation of the LM curve , Slope of the LM curve, Shifts in the LM curve , Demand side Equilibrium- The simultaneous equilibrium of the Goods and Assets or Money Market. The Quantity Theory of Money: Fisher's Cash Transaction Approach. Quantitative solutions.
08	**Fiscal and Monetary Policy** Introduction : Concepts of Fiscal and Monetary Policy , Instruments of Fiscal and Monetary policy, Liquidity Trap and effectiveness of monetary policy, Crowding Out and effectiveness of fiscal policy , The Composition of output and the Policy Mix , The Policy Mix in action . Quantitative solutions.
09	**Aggregate Demand and Supply:** The Aggregate Demand Curve, Derivation of Aggregate Demand curve, Shift in Aggregate demand curve, The Aggregate Supply curve and its different shapes, Fiscal and Monetary Policy under alternative supply assumptions.
10	**Inflation and Unemployment** Meaning of Inflation, Types of Inflation – Demand –pull inflation, Cost-Push inflation and Structural Inflation, Cripping, Hyper and Galoping Inflation, Measuring Inflation (Point to Point),Average Inflation, Effects of Inflation, Anti-inflationary Policy, Meaning of Unemployment – Voluntary and Involuntary, Types of Unemployment–Frictional, Structural, Cyclical, Disguised and Seasonal Unemployment, The Relation of Wage, Changes to Unemployment: The Phillips Curve.
11	**International Linkages** The Balance of payment and Balance of Trade , Balance of Payments on current account , Balance of Payments on capital account , Market equilibrium and the balance of trade, The balance of payment and Exchange rate .

Text Books

1. Robert H. Frank, Ben S. Bernanke, Kate Antonovics, OriHeffetz (2018), Principles of Economics, USA: McGraw-Hill Education
2. Nicholas Gregory Mankiw(2021), Principles of Economics, Boston, USA: Cengage

Reference Books

1. Samuelson, P.A., &Nourthous, W. D. (2019). *Economics*. *20th edition*, USA: McGRAW Hill.
2. Baumol, W. J., & Blinder, A. S. (2018). *Economics: Principles & Policy, 14th Edition*. USA : Joe Sabatino
3. Parkin,M, (2019), Macroeconomics, 13th edition, Pearson.

Course Assessment Pattern (Theory courses):

Bloom's Category		Evaluations out of 100 marks			
		CIE (50 marks)			SEE (50marks)
Cognitive learning	Affective learning	Mid-term (30)	Assignment/ Class Test (10)	Attendance Marks (10)	Written Exam (50)
Remember	-	5	-	-	5
Understand	-	-	5	-	10
Apply	-	5	-	-	05
Analyze	-	5	-	-	10

Evaluation	-	10	5	-	15
Create	-	5	-	-	05
x	Responding	x	x	10	
Remarks	Course teachers may change the magnitude of marks in Bloom's category(Both for CIE and SEE), but he/she will have to keep in mind that the % of higher order learning mode must be about 60% or more and all the Bloom's categories to be addressed during the semester. If necessary, a course teacher may also use Cognitive (Knowledge), Affective (Attitude) and Psychomotor (Skills) domain of Bloom's Taxonomy.				
Note: **CIE**= Continuous Internal Evaluation, **SEE**= Semester End Examination.					
A. **Lecture delivery methods & activities:** Lecture, White Board Writing, Questions and Answers, Discussions, and Power point Presentation					
B. **Assessment tools:** Class Attendance, Class test, Quizzes/ Assignment; Mid-Term & SEE Exam; Project evaluation & Viva					

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Principles of Finance		Credits:	03
Course Code: FIN-2301		CIE Marks:	50
Exam Hours: 04		SEE Marks:	50

Course Description: Principle of Finance is the fundamental course of the business graduate. Finance is considered as heart of the any organization either corporate or non-corporate, for that reason finance occupy space in the Business arena. The course is decorated to introduce the basic issues of finance and financial market in front of student. This course has included all relevant issues of finance like financial tools to analyze the financial statements and valuation techniques for evaluating various fund collecting financial instruments so that student can deal financial market prudently. The course also describes risk and return fact of making investment decision properly.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Understand the key concept of finance, goal of finance, career opportunity of finance, agency relationship, agency conflict and resolving agency conflict.
CL02	Describe the basic financial statements, present background information of cash flow statement and tax system of Bangladesh.
CL03	Learn the techniques that are utilized by manager, investor, creditor & owner for analyzing financial statements of the organization.
CL04	Know about nature of financial markets, different types of financial institutions that operate in these markets, how interest rates are determined, and how interest rates affect business decisions.
CL05	Apply the risk and return trade off for making a good investment decision
CLO6	Compute the future value, present value and the rate of return on an investment for projects that involve single or multiple cash flow(s) with the help of compounding and discounting techniques.
CL07	Lear about how to evaluate various securities like bond, common stock and preferred stock.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	1	1	-	-	-	-
CLO2	3	1	1	1	-	-	-
CLO3	2	3	3	2	-	-	-
CLO4	3	1	1	1	-	-	-
CLO5	2	2	3	-	-	-	2
CLO6	3	3	2	1	-	-	-
CLO7	1	1	1	2	-	1	1

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL.NO	**CONTENT OF COURSE (as Summary)**	Hrs.	CLOs

01.	**An Overview of Financial Management and Its Environment:** Meaning of Finance, Career Opportunities in Finance, Financial Staff's responsibilities, corporate goal of the corporation, Managerial actions to maximize stockholders' wealth, Agency relationship, Financial Manager's decisions, financial assets vs. real assets.	03	CLO1
02.	**Financial Statements, Cash Flows and Taxes:** Financial statements and reports, balance sheet, income statement, statement of retained earnings, cash flow and it's statement, operating assets and capital, NOPAT, free cash flow, MVA, EMA.	06	CLO2
03.	**Analysis of Financial Statements:** Ratios: (liquidity, asset mgt, debt mgt, profitability, market value)-Definitions, implications, uses and limitations, Trend Analysis, Du-Pont Equation, Benchmarking, Uses and Limitations of Ratio Analysis	06	CLO3
04.	**The Financial Environment: Markets, Institutions, and Interest Rates:** Financial Markets, Financial Institutions, Stock Market, Cost of Money, Interest Rate Levels, Determination of Market Interest Rates, Structure of Interest Rates, Yield Curve, Determinants of the Shape of Yield Curve, Investing Overseas, Interest Rates and Business Decisions.	04	CLO4
05.	**Risk and Rate of return:** Security return, elements in return, return measurement, risk in a traditional sense: systematic and unsystematic risk, calculation of risk- both stand-Alone risk and portfolio risk, risk in a contemporary mode-Beta, CAPM.	06	CLO5
06.	**Time value of Money:** Time line, future value, present value, future and present value of ordinary annuity and annuity due, perpetuities, uneven cash flow stream, other than annual compounding, amortized loan.	06	CLO6
07.	**Bonds and their valuation:** Bonds, Types of Bonds, characteristics, valuation, yields, types of corporate bonds, Bond risks, Bond rating.	05	CLO7
08.	**Stock and their valuation:** Rights of Common stock (CS) holders, market for CS, types of stock market transactions, valuation: constant and non-constant growth, EMH.	06	CLO7
09.	**Hybrid financing: Preferred stock, Leasing, Warrants, and convertibles:** Preferred stock and its types, Leasing and its types, Warrants, Convertibles.	03	CLO7

Basic Text:

Brigham, E. F., Houston, J. F., (2012). *Fundamentals of Financial Management.*12th edition. CENGAGE Learning

References:

1. Horne, J. & Van, C., (2000). *Financial Management and Policy*.11th edition. Prentice Hall of India
2. Gitman, L. J., (2010). *Principles of Financial Management*.10th edition.Pearson Education Asia.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5		5			10
Apply	5			5		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies

Department of Business Administration

Program: BBA

Course Title: Principles of Marketing	Credits: 03
Course Code: MKTG 2301	CIE Marks: 50
Exam Hours: 04	SEE Marks: 50

Course Description: This course introduces the students towards the areas of business in general and marketing in particular, in the light of real market situation. It will help students for building up their capacity of marketing operation with the aid of latest marketing approaches in connection with the internationalization and globalization of business. Areas of study include the basic concepts of marketing as well as the impact of various environmental aspects like cultural, geographic, political and legal ramifications on business, markets and world trade; and the domestic as well as international aspects of finance, management, marketing, communication and technology.

Course Outcomes: At the end of the course, the students will be able to-

CO1	Understand the customer relationships and value through marketing.
CO2	Analyze the marketing environment.
CO3	Understand the marketing information into action.
CO4	ExPOre the policies and strategies of market segmentation, targeting and positioning.
CO5	Learn the products, service and branding strategies. Understand the ways of new product development and the marketing strategies at different stages of product life cycle .
CO6	Analyze the different pricing approaches and methods of products and services.
CO7	Understand the strategies for managing marketing channels and supply chains
CO8	Analyze advertising, sales promotion, public relations, personal selling, direct marketing and public relation activities .

Mapping of CO to PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	1	1	-	-	-	-
CO2	-	1		-	-	1	-
CO3	1	-	1	1	-	-	-
CO4	-	-	2	-	-	-	-
CO5	1	-	1	-	-	-	1
CO6	1	-	-	1	-	-	-
CO7	1	-	1	-	-	-	1
CO8	1	-	-	-	-	-	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	COs
01.	**Basic Concepts:** Marketing definition, understanding the marketplace and customer needs, designing a customer driven marketing strategy, preparing an integrated marketing plan and	05	CO1

	program, building customer relationships, capturing value from customers, the new marketing landscape, Marketing its Meaning, Evolution of Marketing, Differences Between Shopping and Marketing, Core Marketing Concepts, Products and Services, Value and Satisfaction, Market, Demarketing, Conceptual Differences Between Consumer and Customer, Marketing Management Philosophies, Marketing Challenges into the Next Century.		
02.	**The Marketing Environment**: Marketing Environment, The Company’s microenvironment, the company's macro environment. Micro and Macro Environmental impact on Business, Micro Environmental Factors, Company’s Macro Environmental Factors.	03	CO2
03.	**Managing Marketing Information:** Assessing marketing information needs, developing marketing information, analyzing marketing information, distributing and using marketing information.	04	CO3
04.	**Customer Driven Marketing Strategies:** Creating value for Target Customers: Market segmentation, market targeting, Differentiation and positioning. Levels of market segmentation, Bases for Market Segmentation, Requirements for Effective Segmentation, Market Targeting,	04	CO4
05.	**Product, Service and Branding Strategy:** Definition- levels of a product- classification of product and services, product and service decisions.	04	CO5
06.	**New Product Development and Product Life Cycle Strategies(PLC):** New product development strategy, the new product development process. Products and Services, Levels of Product, Product classifications, Marketing Considerations for Consumer Products, Individual Product decisions, Product Line and Mix, Decisions, Service Marketing and its Characteristics, New Product Development Strategies, Product Life-cycle Strategies.	06	CO5
07.	**Pricing Products: Understanding and capturing customer value:** Define price, Pricing, Factors to be Considered for Price Setting, General Pricing Approaches, New Product Pricing Strategies, Product Mix Pricing Strategies, Price Adjustment Strategies.	04	CO6
08.	**Marketing Channels and Supply Chain Management:** Supply chains and value delivery network, the nature and importance of marketing channels, channels behavior and organization, Channel design decisions, Channel management decisions, Marketing logistics and supply chain management. Distribution, Channel Functions, Channel Levels.	03	CO7
09	**Advertising and Public Relations:** Advertising-setting objectives, developing ads strategy; Public relations-role and impact of public relation, major tools, focus on ethics. Marketing Promotion, Promotional Mix, Setting Promotional Budget and Mix, Advertising, Major Decisions in Advertising, Sales Promotion, Public Relations, Personal Selling.	04	CO8

10	**Personal selling and Sales promotion:** Personal selling -nature, role of the sales Force, Managing the sales Force, the personal selling process, Sales Promotion-growth, objectives, tools or types.	04	CO8
11	**Direct and Online Marketing: Building Direct Customer Relationships:** The new direct marketing model, growth and benefit of direct marketing, Forms of direct marketing, integrated direct marketing, public policy issues in direct marketing. Social Criticism of Marketing, Citizen and Public Actions to Regulate Marketing, Business Actions towards Socially Responsible marketing, The ethical principles of conventional and Islamic marketing.	04	CO8

Text Book
Kotler P. and Armstrong, G. (2016).Principles of Marketing, Pearson 16/e.

Reference Books:
Kerin R. and Hartley S. (2016).Marketing, McGraw-Hill Irwin, 2019, 13 /e.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5		5			10
Apply	5			5		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies

Department of Business Administration

Program: BBA

Course Title: Introduction to Statistics	Credits:03
Course Code: STAT-2301	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: The course is designed to equip students with knowledge of different statistical tools used in business analysis. This course provides knowledge on primary statistical measurement, analysis and their application in business. In this regard, the course will provide knowledge on data, frequency distribution, the central tendency, variability of data, correlation and regression of data and probability. After completing the course, student will be able to research work and to analyze data for managerial decision-making.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Understand how to organize and summarize data by using descriptive statistics and appropriate statistical graphs and diagrams.
CL02	Understand a brief picture of data- It helps in giving a brief description of the main feature of the entire data.
CL03	Understand the importance of skewness and kurtosis in a business context
CL04	Understand the concept of probability and its applications in a business context.
CL05	Understand and interpret simple, partial and multiple correlation analysis and its business application for decision making.
CL06	Understand and interpret simple linear regression analysis, multiple regression analysis and use it in business decision making.
CL07	Understand and apply discrete and continuous random variable in business problems.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	1	2	1	1	-	-	-
CLO2	1	3	2	2	-	-	-
CLO3	1	2	2	1	1	1	1
CLO4	1	2	3	1	2	1	1
CLO5	1	3	3	1	1	1	1
CLO6	1	3	3	1	-	-	-
CLO7	-	3	3	1	-	-	-

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.	CLOs
01.	**Introduction** Origin, Historical background, Definition, Properties, Limitation and Scope of Statistics, Business Statistics.	03	CLO1

02.	**Data (Collection and Presentation)** Variable, Data, Types of data, variable, Classification, Tabulation, Frequency Distribution, Construction of a frequency distribution, Graphical representation, Charts and Diagrams.	03	CLO1
03.	**Measures of Central Tendency/Average** Definition, Objectives, Measures of central tendency, A.M., G.M., H.M., Median, Mode, Merits, Demerits and Uses, Properties of A.M., Graphically determination of median and mode, Quartiles, Deciles and Percentiles, Best average, Problem solving on measures of average.	06	CLO2
04.	**Measures of Variation/Dispersion** Definition, Objectives, Different Measures of variability, Absolute and relative measures, Range, Average deviation, Standard deviation, Quartile deviation, Co-efficient of variation, Best measure of variation, Properties of standard deviation, Merits, Demerits and Uses and its business application.	06	CLO2
05.	**Moment, Skewness and Kurtosis** Definition, Types of moment, Measures of Skewness, Measure of kurtosis and its business application.	06	CLO3
06.	**Probability** Introductory ideas, History, Definition of various terms, Elementary Set Theory, Notation, Laws of probability, Probabilities under condition of statistical dependence and independence. Bay's theorem of probability and business application.	07	CLO4
07.	**Correlation and Regression** Introduction, Correlation, Co-efficient of correlation, Methods of calculating correlation, Scatter Diagram, Rank correlation, Multiple and Partial correlation, Regression Analysis, Difference between correlation and regression, Estimation using the regression line and Multiple Regression analysis.	08	CLO5, CL06
08.	**Mathematical Expectation** Random variables, Probability distribution, Probability function, Mathematical Expectation, Properties of expectation, Variance, Properties of variance, Co-efficient of variation.	06	CLO7

Recommended Texts:

1. Berenson, M., Levine, D., Szabat, K. A., & Krehbiel, T. C. (2015), *Basic Business Statistics: Concepts and Applications*.14th edition, Pearson higher education AU.

Reference Books:

1. Richard, L., & Rubin, D. S. (2020). *Statistics for Management*.8th edition, Prentice-Hall.
2. Douglas *Lind* and William Marchal and Samuel Wathen (2017). *Statistical Techniques in Business and Economics*, 17th Edition.
3. S.P. Gupta and M.P. Gupta (2013). *Business Statistics*, 17th edition, Publisher: New Delhi: Sultan Chand & Sons.
4. J. K .Sharma (2020). *Business Statistics* 6th edition, Pearson's edition

Course Assessment Pattern:

<table>
<tr><td rowspan="2">Bloom's Category</td><td colspan="4">CIE Marks:50</td><td>SEE Marks:50</td></tr>
<tr><td>Mid-term</td><td>Assignment/Class Test</td><td>Quizzes</td><td>Attendance Marks</td><td>Written Exam.</td></tr>
<tr><td>Remember</td><td>5</td><td></td><td rowspan="6">5</td><td rowspan="6">10</td><td>05</td></tr>
<tr><td>Understand</td><td>5</td><td></td><td>10</td></tr>
<tr><td>Apply</td><td>5</td><td>5</td><td>10</td></tr>
<tr><td>Analyze</td><td>5</td><td></td><td>10</td></tr>
<tr><td>Evaluation</td><td>5</td><td></td><td>10</td></tr>
<tr><td>Create</td><td></td><td>5</td><td>05</td></tr>
</table>

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

International Islamic University Chittagong (IIUC)		
Course Code	GEHE- 2301	
Course Title	**History of Emergence of Bangladesh**	
Status	University Requirement	
Level	3	
Credit Hours	3	
Contact Hour	3	
Course Assessment	Attendance & Class test/Assignment	10% + 10% = 20%
	Mid-term Examination	30%
	Final Examination	50%

Course Description: The course has been designed to study the dynamic and diverse movements of the people of Bangladesh to achieve its independence in 1971. The course, primarily, focuses on the rising of Bengali nationalism and the national identity crisis of the Bengali along with significant autonomous vibrations regarding changes in the politics of social dominance in the period –from appearance of united Pakistan to the emergence of Bangladesh as an independent country.

Course Learning Outcomes: At the end of the course, the students will be able to-

Analyze the historical contexts and socio-political perspectives for the Independence movement of Bangladesh
Appreciate the background and events of the glorious War of Liberation of Bangladesh
Estimate the role of national leaders and political parties in the Independence movement of Bangladesh
Evaluate the role of Bangabondhu Sheikh Mujibur Rahman as the founder and un-parallel leader of the Independence movement of Bangladesh.
Uphold the spirit of liberation war resulting in the enhancement of patriotism.
Contribute to building a non-communal, democratic and developed Bangladesh in the context of modern world.
Appreciate any significant national issue in context of demand of time and future integrities.

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.
01.	**Introduction to the country and its people:** Geographical features and their influence, ethnic composition, language, cultural syncretism and religious tolerance, distinctive identity of Bangladesh in the diverse context.	06
02.	**Proposal for undivided sovereign Bengal and the partition of the Sub-Continent, 1947:** Rise of communalism under the colonial rule, Lahore Resolution 1940, The proposal of Suhrawardi and Sarat Bose for undivided Bengal: consequences, The creation of Pakistan 1947.	03

03.	**Pakistan: Structure of the state and disparity:** Central and provincial structure, influence of military and civil bureaucracy, economic, social and cultural disparity.	06
04.	**Language Movement and quest for Bengali identity:** The Language Movement: context and phases, United Front: election of 1954, consequences, misrule by Muslim League and struggle for democratic politics, framing of the constitution of Pakistan in 1956.	03
05.	**Military regimes of Ayub Khan and Yahya Khan (1958-1971):** Definition of military rules and its characteristics, Ayub Khan's rise to power and characteristics of his rule (Political repression, Basic democracy), Fall of Ayub Khan and Yahya Khan's rule (Abolition of one unit, universal suffrage, the Legal Framework Order).	03
06.	**Rise of nationalism and the Movement for self-determination:** Resistance against cultural aggression and resurgence of Bengali culture, Student movement 1962, the six point movement: reactions, importance and significance. The Agartala conspiracy case 1968, Mass upsurge of 1969.	06
07.	**Election of 1970 and the Declaration of Independence:** Election result and centres refusal to comply, The non-cooperation movement, the 7th March Address, Operation Search-light, Declaration of Independence and the arrest of Bangabondhu Sheikh Mujibur Rahman.	06
08.	**The war of Liberation 1971:** Genocide and repression of people, Formation of Bangladesh government and proclamation of Independence, Formation of MuktiBahini, Publicity Campaign in the war of Liberation, Contribution of students, women and the masses, The role of super powers, The Anti-liberation activities, killing of the intellectuals, Trial of Bangabondhu and reaction of the World Community, The role of Arab World in the Liberation War, The role of India in the Liberation War, Formation of joint command and the Victory.	06
09	**Immediate Development of Independent Bangladesh:** Homecoming of Bangabondhu, Making of the constitution, Reconstruction of the war ravaged country. Reign of Bangabandhu (1972-1975). Contribution of National leaders of Bangladesh: AK FazlulHuq, MaulanaVashani, Hussein Shahid Suhrawardi, Bangabondhu Sheikh Mujibur Rahman, Syed Nazrul Islam, Tajuddin Ahmed, HM Kamruzzaman, Captain M Mansur Ali, MAG Osmani.	06

Text Book

Muntasir Mamun and Soumitra Shekhar, *Swadhin Bangladesher Obvyudyer Itihas*, (Dhaka: University Grand Commission-UGC, Bangladesh, 2017).
Rounaq Jahan, *Pakistan: Failure in National Integration*, (Dhaka: University Press Limited, 1977).

Reference Books:

Sirajul Islam (ed.), *Banglapedia: National Encyclopedia of Bangladesh*, Vol. 1-14, (Dhaka: Asiatic Society of Bangladesh, 2014).
Sirajul Islam (ed.), *Bangladesher Itihash*,Vol. 1-3, (Dhaka: Asiatic Society of Bangladesh, 2014).
Dr. Md. Emran Zahan & Dr. Md. Siddiqur Rahman Khan, *Bangladesher Itihas 1972-2014,* (Dhaka: Abosar Prokashana Sangstha, 2018).
Maidul Hasan, *Muldhara 71*, (Dhaka: The University Press Ltd., 1986).
Shamsul I. Khan, *Political Culture, Political Parties and the Democratic Transition in Bangladesh*, (Dhaka: The University Press Ltd., 2008).

Course Assessment Pattern:

Bloom's Category	**CIE Marks: 50**					**SEE Marks: 50**
	Mid-term	Assignment/ Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5			10
Understand	5					5
Apply	5	5				5
Analyze	10					15
Evaluation	5		5			10
Create						05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Courses of Fourth Semester

International Islamic University Chittagong (IIUC) COURSE OUTLINE	
Course Code	GEBL-2401
Course Title	Bangali Language & Literature
Status	University Requirement
Level	4
Credit Hours	2
Contact Hour	2
Course Assessment	Attendance & Class test/Assignment: 10%+ 10% =20% Mid-term Examination: 30% Final Examination: 50%

Course Description: gvZ…fvlvi AvKl©b `ywb©evi| evsjv Avgv‡`i gvZ…fvlv Ges GwU evsjv‡`‡ki ivóªfvlvi gh©v`vq AwawôZ Av‡Q| wkÿv_x©‡`i fvlvMZ `ÿZv AR©‡bi Rb¨ ‡Kvm©wU‡Z evsjv e¨vKi‡bi cÖ‡qvRbxq welqmg~‡ni mgš^q Kiv n‡q‡Q| evsjvfvlv I mvwn‡Z¨i BwZnvm, evsjv mvwn‡Z¨i cÖw_ZhkvmvwnwZ¨K‡`i ¸iæZ¡c~Y© wKQzmvwnZ¨ Kg© mshyw³i gva¨‡g †Kvm©wU‡K mg‡qvc‡hvMx I fvimvg¨c~Y© Kiv n‡q‡Q|

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Course Learning Outcomes: At the end of the course, the students will be able to-

wk¶v_©xiv evsjv e¨vKi‡Yi wbqg¸‡jv Aa¨q‡bi gva¨‡g ï×fv‡e evsjv ejv I ‡jLvi ‡hvM¨Zv AR©b
evsjv ‡jLvi ‡¶‡Î ï× evbvb cÖ‡qv‡M wk¶v_©xiv mg_© n‡e|
wk¶v_©xiv evsjvk‡ãi D”PviYcÖYvwj m¤ú‡K© AeMZ n‡e Ges ï× D”Pvi‡Y m¶g n‡e|
wk¶v_©xiv evsjv mvwn‡Z¨i wewfbœ Avw½‡Ki (KweZv, cÖeÜ, †QvUMí) ¯^iƒc Dcjwä Ki‡Z
evsjvmvwnZ¨IBwZnvm (cÖvPxb, ga¨ I AvaywbKhyM), mvwn‡Z¨IhyMwefvM I mvwn‡Z¨i µgweKvk m¤ú‡K© wkÿv_©iv ¯úó aviYv AR©b Ki‡e|
evsjv mvwn‡Z¨i cÖw_Zhkv mvwn‡Z¨K I Zv‡`i D‡jøL‡hvM¨ mvwnZ¨K‡g©i mv‡_ wk¶v_©xiv
‡Kvm©wU Aa¨q‡bi gva¨‡g wk¶v_©xiv m„Rbkxj ‡jLvq Af¨¯Í n‡Z cvi‡e|

SL NO	CONTENT OF COURSE (as Summary)	Hrs.
01.	evsjv fvlvi D™¢e I mvaviY cwiPq: fvlvi msÁv, fvlvi BwZnvm, evsjv fvlvi D™¢e I µgweKvk|	03
02.	evsjveY© I aŸwbcwiPq: msÁv, eY© I aŸwbim¤úK©, eY© I aŸwbi D`vniYmn Av‡jvPbv|	02
03.	evsjvevbvb: Y-Z¡ weavb, l-Z¡ weavb I cÖwgZ evsjv evbv‡bi wbqg: msÁv, D`vniYmn evsjv evbv‡bi wbqg Av‡jvPbv|	04
04.	cwifvlv: msÁv, BwZnvm, cÖ‡qvRbxZv I D`vniY|	02
05.	kã: msÁv, cÖKvi‡f` I D`vniY|	03
06.	evK¨: msÁv, cÖKvi‡f`, MVb ‡KŠkj I D`vniY|	04
07.	cÖwZeYx©KiY: wbqgAv‡jvPbv|	02
08.	mgvm I cÖK…wZ-cÖZ¨q: msÁv, cÖ‡qvRbxqZv, cÖKvi‡f` I D`vniY|	04
09	mvivsk, mvigg©, fvem¤úªmviY, cÎwjLb: msÁv, cÖv‡qvwMK Av‡jvPbv|	03

Reference Books:

1. ev½vjv fvlviBwZe„Ë: gynv¤§` knx`yjøvn|
2. ev½vjv e¨vKiY: gynv¤§` knx`yjøvn|
3. evsjv D”PviY Awfavb: b‡ibwek¦vm|
4. evsjv fvlvi e¨vKiY: †R¨vwZf~lY PvKx|
5. evsjv evbv‡bi wbqg: gvneyeyj nK|
6. cÖwgZ evsjv evbv‡bi wbqg: evsjv GKv‡Wgx|
7. evsjv evbvb ms¯‹vi: mgm¨v I m¤¢vebv: cweÎ miKvi|
8. Awfavb: †gvnv¤§` Avãyj KvBqyg|
9. Mí¸”Q: iex›`ªbv_ VvKzi|
10. cÖeÜ: KvRx bRiæj Bmjvg|

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Business Communication	Credits: 03
Course Code: BCOM-2401	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Objectives:
This course is designed to provide students with a comprehensive view of communication, its scope and importance in business, and the role of communication for success in today's business. It enables students to understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication. This course also develops an awareness of the importance of succinct written expression to modern business communication. Many of the assignments are to be keyboarded.

Course Outcomes: At the end of the course, the students will be able to-

CO1	Discuss the importance of for success in business.
CO2	Describe different types of business communication.
CO3	Arrange and conduct a professional meeting and prepare meeting documents.
CO4	Perform effective business communication in written form.
CO5	Write social messages for the organization.
CO6	Prepare and present idea in visual and oral form.

Mapping of CO to PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	1	-	-	-	-
CO2	1	-	2	-	-	-	-
CO3	2	2	-	-	-	-	-
CO4	1	-	-	4	-	-	-
CO5	-	3	-	4	7	-	-
CO6	-	-	-	-	-	3	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	COs
01.	**Introduction** Definition of Business Communication, Scope, purposes, process, Principles, functions, importance, what is effective communication, characteristics of effective communication, barriers of effective communication, ways to improve communication effectiveness.	06	CO1
02.	**Types of Communication** Merits and demerits of Written communication, Merits and demerits of oral communication, oral communication vs. written communication, Merits and demerits of downwards communication, advantages and disadvantages of upwards communication, forms of upward communication, forms of horizontal communication, types of non-verbal communication.	03	CO2

03.	**Meeting** Purposes, types, Conducting meeting, participant responsibility. Notice, minutes, and Memorandum writing. etiquette at the meetings.	03	CO3
04.	**Social (Goodwill/Public Relation) Letters** Definition, general guidelines, types of social letter, Letter of congratulation, Thank-you letter, Letter of Sympathy, Letter of Appreciation, Letter of Regrets.	03	CO5
05.	**Business Letters** Parts of a business letter, business letter vs. personal letter, Enquiry letter (situation), Order letter(consideration),Letter of complaints and claims(guidelines), Collection letter (Parts, guidelines), Circular letter.(purposes), Sales letter.	06	CO4
06.	**Report Writing** Characteristics, objectives, importance, features of a good business Report, parts of a long business report, short report vs. long report.	06	CO4
07.	**Employment Communication** The Resume or the curriculum vitae writing, The cover Letter or job application letter, joining letter, Interview—purposes, types, guidelines for interviewer and interviewee.	06	CO4
08.	**Business Terms and Abbreviations**	06	CO4
09	**Business Presentations** Preparing Effective Oral Presentations, Organizing the Content for a Powerful Impact, Building Audience Rapport Like a Pro, Planning Visual Aids and Multimedia Presentations, Designing an Impressive Multimedia Presentation, Polishing Your Delivery and Following Up	06	CO6

Basic Text:

1. Pal, R. & Korlahalli S. J., (2015). *Essentials of Business Communication*. Sultan Chan & Sons.

References:

1. Kaul, A. (2014). *Effective business communication*. PHI Learning Pvt. Ltd.

Course Assessment Pattern:

Bloom's Category	SEE Marks:50				
	Mid-term	Assignment/Class Test	Quizzes	Attendance Marks:10	Written Exam.
Remember	10				05
Understand	5		5		10
Apply	5				10
Analyze	5				10
Evaluation	5				10
Create		5			05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

4th Semester	
Course Code:	Principles of Islamic Economics
Course Title:	ECON-2403
Credit:	3 Contact: 3 lectures per week

Course Assessments	CIE: Continuous Internal Evaluation	Attendance	10 Marks
		Class test/ Assignment/ Quizzes	10 Marks
		Mid-term	30Marks
	SEE: Semester End Examination		50 Marks

Course Objectives:

S/N	Course Outcomes (COs): Upon the successful completion of the course, students will be able to:	Corresponding POs	Bloom's taxonomy domain/level
CO1	Understanding the concept and principles of Islamic Economics.	**PO1:General and subjective Knowledge**: Ability to utilize the knowledge to find solutions of business problems.	Understand
CO2	Obtaining the knowledge about the loopholes and criticism of conventional economic system (capitalism, Socialism, and mixed economy).	**PO3: Critical Thinking**: Ability to apply analytical and in-depth thinking for data-based decision-making in real-life environments to ensure sustainability in the competitive business environment.	Apply Analyze Evaluation
CO3	Understanding the normative analysis of the concept of microeconomics and macroeconomics. Providing solution according to the principles of Islamic economics.	**PO2:Problem Solving & Innovation:** Ability to explore innovative ideas and give concrete solutions to substantial business and social problems by applying appropriate tools and techniques for sustainable development.	Create

Course Description:

SL No.	CONTENTS OF COURSE
	Section–A , Mid-term: 30 Marks
1	**Introduction:** Definitions, development of Islamic economic thought, Islamic Economic Worldview, Basis of Islamic economics, goals or objectives of Islamic economics, assumptions of Islamic economics, main sources of knowledge of Islamic economic study, importance of Islamic economics. **Economic system** Comparative Economic System: Laissez – faire economy, market economy, command economy, mixed economy, differences between Islamic economy and capitalist economy.
2	**An overview of microeconomics in an Islamic frame work** **i) Consumer Behaviour in Islam**: Some basic concepts: need vs demand, Islamic concept of need, want-utility vs need-maslahah, Characteristics of consumer in an Islamic economy, differences between capitalist and Islamic consumer's behavior, Objectives of consumption in Islam, Theory of consumer behavior in Islamic economics: Monzer Kahf Model and its differences with conventional theory of consumer behaviour. Derivation of Final Spending Function, Shifts in the Final Spending Function.
3	**An overview of microeconomics in an Islamic frame work** **ii) Market Mechanism from Islamic Perspective:** Islamic theory of effective need-based demand and potential capacity- based supply, Market Mechanism: Determination of Price and Quantity, Islamic Approach to Market Prices- Islamic pricing policy- Three policy options: Desirable policy option in Islam.
4	**An overview of microeconomics in an Islamic frame work** **iii) The Theory of Production in Islam**: Objectives of Production, the goals of the firm- Profit Maximization VS Sales Maximization, Factors of Production and Their Pricing: Islamic Perspective. Characteristics of an Islamic Firm, Theory of Islamic Firm: Metwally Model, Differences between firms in an Islamic society and in a non-islamic society, understanding of the concept of profit and profit share in Islam. Satisfying behaviour, Advertising in Islam.
	Section–B,SEE: 50 Marks
5	**Market structure in Islam** Definition of Market, types of market, Definition of Perfectly competitive Market, applications of Perfectly competitive Market in Islamic economics, Definition of Monopoly, Anti-social phenomenon of Monopolist, Positive role played by monopolist deeply influenced by Islamic spirit, Islamic dimension of the absence of unique price-quantity relationship, Evaluation of the lesser output and higher prices under monopoly from the Qur'anic point of view, Price discrimination, Difference between price discrimination and price differentiation, Price discrimination in Islam. Definition of Oligopoly, Characteristics of Oligopoly, Islamic economy under Oligopoly market, Kinked-demand curve model, Concept of Advertising, Advertising in Islam

6	**Consumption function in Islam** Concept of consumption: *Halal* and *Haram*, Objectives of consumption, Behavior of Islamic consumer under Islamic influence, Principles of consumption, Islamic consumption function, Determinants of Islamic consumption function, Debate regarding APC and MPC, Expected income hypothesis of consumption, Capitalistic vs Islamic norms of consumption
7	**Riba and Islamic banking system** Definition of Riba**,** Conditions for Riba, Types of Riba, Islamic rationale for prohibition of Riba, Concept of Profit, Islamic attitude towards profit, Difference between Riba and profit, Difference between Riba and Rent, Disadvantages of Riba, Superiority of profit-loss sharing system over interest-based system, Requirements for eliminating Riba from the economy, Definition of Islamic banking, Objectives of Islamic banking, Features of Islamic banking, Difference between Islamic banking and Conventional banking, Financing mechanism of Islamic banking, Problems confronting Islamic banking
8	**Revenue sources of Islam&Zakat** Definition, Injunctions of *Zakat*, Types, Principles, Basis of *Zakat*, Impact of *Zakat*, Beneficiaries of *Zakat*, Concept of *Sadaqah*, Objectives of *Zakat*, Role of State in *Zakat* collection and distribution: Recommendations and policy implications, Difference between *Zakat* and Tax
9	**Islamic Law of Inheritance** Meaning, Role of Islamic law of inheritance in reducing gross inequality in income and wealth distribution under Islamic State, Some misconceptions regarding Islamic law of Inheritance

Textbook

1. HosseinAskari, ZamirIqbal, Abbas Mirakhor (2015), Introduction to Islamic Economics: Theory and ApplicationPublisher: John Wiley & Sons
2. Hamid, M. A. (2009), Islamic Economics – An Introductory Analysis, English edition,Ahsan Publications, Dhaka, Bangladesh

Reference Books

1. Choudhury,MasudulAlam (2021), Islamic Economics as Mesoscience: A New Paradigm of Knowledge, Publisher: Springer
2. Chaudhry, Dr. Muhammad Sharif (1999), *Fundamentals of Islamic Economic System,Latest Edition.* Burhan Education and Welfare Trust, 198-N Samanabad, Lahore, Pakistan

Course Assessment Pattern (Theory courses):

Bloom's Category		Evaluations out of 100 marks			
		CIE (50 marks)			SEE (50marks)
Cognitive learning	Affective learning	Mid-term (30)	Assignment/ Class Test (10)	Attendance Marks (10)	Written Exam (50)
Remember	-	5	-	-	5
Understand	-	-	5	-	10
Apply	-	5	-	-	05

Analyze	-	5	-	-	10
Evaluation	-	10	5	-	15
Create	-	5	-	-	05
x	Responding	x	x	10	
Remarks	Course teachers may change the magnitude of marks in Bloom's category(Both for CIE and SEE), but he/she will have to keep in mind that the % of higher order learning mode must be about 60% or more and all the Bloom's categories to be addressed during the semester. If necessary, a course teacher may also use Cognitive (Knowledge), Affective (Attitude) and Psychomotor (Skills) domain of Bloom's Taxonomy.				
Note: **CIE**= Continuous Internal Evaluation, **SEE**= Semester End Examination.					
A. Lecture delivery methods &activities: Lecture, White Board Writing, Questions and Answers, Discussions, and Power point Presentation					
B. Assessment tools: Class Attendance, Class test, Quizzes/ Assignment; Mid-Term & SEE Exam; Project evaluation & Viva					

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Financial Management		Credits:	03
Course Code: FIN-2402		CIE Marks: 50	
Exam Hours: 04		SEE Marks:	50

Course Description: Financial Management is an essential part of the economic and non economic activities which leads to decide the efficient procurement and utilization of finance with profitable manner. Now a day's financial Management developed as corporate finance, business finance, financial economics, financial mathematics and financial engineering. This course is structured to facilitate various concepts and tools to take different financial decisions accurately such as financing decision, investment decision and dividend decision. It covers cost of capital, capital budgeting, capital structure, dividend policy, investment and financing of current assets management, and merger and acquisition.

Course Learning Outcomes: After completion of this course the students will be able to:

CL01	Learn advanced idea on various functional issues of financial management
CL02	Identify and evaluate different sources of finance, assess their cost, and determine their impact on capital structure.
CL03	Learn the techniques of selecting capital investment projects and take corrective actions on the basis of these techniques.
CL04	Understand and analyze risk associated with different capital projects.
CL05	Understand whether Companies with excess cash have to decide to pay dividends or repurchase stock.
CLO6	Analyze and evaluate overall management of working capital.
CL07.	Identify different methods of financing current assets and determining their cost to choose among them.
CL08	Understand about corporate merger, acquisition corporate alliance, takeover and leveraged buyout.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	3	3	-	-	-	-
CLO2	3	1	2	1	-	-	-
CLO3	2	3	3	2	-	-	-
CLO4	1	2	1	1	-	-	-
CLO5	2	3	1	-	-	-	2
CLO6	3	2	-	1	-	-	-
CLO7	1	1	1	2	-	1	3
CLO8	1	1	2	-	-	1	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL.NO	**CONTENT OF COURSE (as Summary)**	Hrs.	CLOs

01.	**Cost of Capital:** Basic definitions: cost of debt, cost of preferred stock, cost of retained earnings, cost of new common stock, weighted average cost of capital, marginal cost of capital, Factors that affect weighted average cost of capital, Adjusting cost of capital for risk, Estimating project risk.	03	CLO1 CLO2
02.	**Basics of Capital Budgeting:** Importance of Capital budgeting, Project classification, Capital budgeting decision rules-payback period, Net present value (NPV), IRR, Discounted payback period, Modified IRR; Comparison of NPV and IRR, Net present value profile and Cross over rate.	07	CLO1 CLO3
03.	**Cash Flow Estimation and Risk Analysis in Capital Budgeting:** Estimating cash flows, Identifying the relevant cash flows, Evaluating capital budgeting projects, Project risk analysis, standalone risk, sensitivity and scenario analysis.	06	CLO4
04.	**Capital Structure and Leverage:** Target capital structure, Business and Financial risk, optimal capital structure, Degree of leverage, Capital structure theories and Checklist of capital structure decisions.	07	CLO1 CLO2
05.	**Distribution to Shareholders: Dividend and Share Repurchase:** Dividend policies, Dividend theories, other dividend policy issues, Dividend policies in practice, Factors influencing dividend policies, Stock dividend and stock split, Stock repurchase and its effects.	07	CLO1 CLO5
06.	**Managing Current Assets:** Alternative current asset investment policies, Cash conversion cycle, Concept of zero working capital, Cash management, Cash budget, Cash management techniques, Marketable securities, Inventory management, Receivable management.	06	CLO1 CLO6
07.	**Financing Current Assets:** Alternative current asset financing policies, Short-term financing: advantages and disadvantages, Sources, Accruals, Trade credits, Short-term bank loan and commercial paper.	06	CLO7
08.	**Merger and Acquisition:** Rationales for mergers, Types of Mergers, Corporate Alliance, Leverage Buyouts, Holding Company.	03	CLO8

Basic Text:

Brigham, E. F., Houston, J, F., (2016).Fundamentals of Financial Management, South-Western Cengage Learning.14th edition.

References:

Gitman, L. J., (2011). Principles of Financial Management.Prentice Hall. 13thed

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.

Remember	5					05
Understand	5		5			10
Apply	5			5		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies

Department of Business Administration

Program: BBA

Course Title: Business Statistics — Credits:03

Course Code: STAT-2402 — CIE Marks: 50

Exam Hours:04 — SEE Marks: 50

Course Description: The objective of the course is to equip the students with adequate skill & knowledge as regards the advanced statistical tools and techniques used in the decision-making process of business organization. This course will provide knowledge on probability distribution, sampling, and test of hypothesis, index number, forecasting and statistical quality control.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Apply knowledge to solve simple tasks using probability concept.
CL02	To evaluate and apply a variety of statistical inferential methods to real life situations.
CL03	Understand and interpret binomial probability, Poisson probability, normal distribution, Sampling, test of hypothesis, index number, times series analysis and its business application for decision making
CL04	Based on the acquired knowledge to interpret the meaning of the calculated statistical indicators.
CL05	Choose a statistical method for solving practical problems.

SN	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
1	**Binomial Distribution** Condition, Definition, Mean and Variance, Properties, and its Business Application.	04	CLO1, CL03
2	**Poison Distribution** Definition, Examples, Mean and variance, Properties and its Business Application	04	CLO1, CL03
3	**Normal Distribution** Definition, Normal curve, standardized normal variable, Properties and Uses and Business Application	04	CLO1, CL03
4	**Sampling Design** Sample, Population, Census and sample survey, Sampling, Random sampling and non-random sampling, Simple random sampling. Random and non-random sampling error.	06	CLO3, CL04
5	**Tests of Hypothesis** Introduction, Concepts basic to the hypothesis testing procedure. Hypothesis testing of proportions, single mean, two means(z-test	09	CLO2, CLO3, CL04

	& t-test), single variance(chi-square test), two population variances(F-test), Chi square test, Test of independence, Test of goodness of fit. Analysis of variance, Assumption in analysis of variance, One way classification model, Two way classification model.		
6	**Index Number** Introduction, Problems of constructing of index number, Weighted and un-weighted index number, Calculation of index number, Test of index number, Consumer price index number.	06	CLO3, CL05
7	**Forecasting and Time Series Analysis** Forecasting, Methods of forecasting, Time Series, Components of Time series, Trend , Seasonal variation, Cyclical variation and Irregular variation, Methods of measuring trend, Methods of measuring seasonal variation.	06	CLO3, CL05
8	**Statistical Quality Control** Definition, Chance variation and assignable variation, Control chart, How to setup control chart. Mean chart, R-chart, c-chart, p-chart	06	CLO3, CL05

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	1	3	2	1	-	2	-
CLO2	1	3	2	-	-	-	1
CLO3	-	3	3	2	-	-	-
CLO4	-	3	3	-	-	-	-
CLO5	-	3	3	-	-	-	1
3-High Correlation, 2- Medium Correlation, 1-Low Correlation							

Recommended Texts:

2. Berenson, M., Levine, D., Szabat, K. A., & Krehbiel, T. C. (2015), *Basic Business Statistics: Concepts and Applications*.14th edition, Pearson higher education AU.

Reference Books:

5. Richard, L., & Rubin, D. S. (2020). *Statistics for Management*.8th edition, Prentice-Hall.
6. Douglas *Lind* and William Marchal and Samuel Wathen (2017). *Statistical Techniques in Business and Economics*, 17th Edition.
7. S.P. Gupta and M.P. Gupta (2013). *Business Statistics*, 17th edition, Publisher: New Delhi: Sultan Chand & Sons.
8. J. K .Sharma (2020). *Business Statistics* 6th edition, Pearson's edition

Course Assessment Pattern:

Bloom's Category	CIE Marks:50				SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Attendance Marks	Written Exam.
Remember	5		5	10	05
Understand	5				10

Apply	5			10
Analyze	5	5		10
Evaluation	5			10
Create		5		05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Courses of Fifth Semester

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Bank Management**	Credits:03
Course Code: FIN-3501	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: The course is designed to provide the idea that the students will have knowledge and understanding of bank financial statements by evaluating the performance of commercial banks' asset and liability management. This course also includes the sources and use of bank funds, liquidity and reserve management to mitigate risk, maximizing the profits and hedge against interest rate risk, understanding the role of financial knowledge in bank management.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Understand the bank management, Fund generation and utilization by analyzing the financial statements.
CL02	Analyze the assets and liability management of commercial banks
CL03	Understand the management of bank deposits
CL04	Explore the policies and strategies of Liquidity and reserve management of commercial banks to solve the liquidity problems.
CL05	Learn the bank capital management as per Basel Accord
CL06	Analyze the loan management, loan decision, operations and loan pricing to provide credit management.
CL07	Handling the investment of commercial banks (Non-loan investment)
CL08	Understand the Money laundering, causes and prevention of money laundering.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1	-	-	-	-
CLO2	1	2	2	-	-	-	-
CLO3	2	1	2	-	-	-	-
CLO4	1	3	1	1	-	-	-
CLO5	1	3	2	2	-	-	2
CLO6	2	2	1	1	-	3	-
CLO7	1	1	1	2	-	2	3
CLO8	1	-	-	-	-	3	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Introduction:** An over View of Bank Fund Management, Sources & Uses of Bank Fund: Bank's Balance Sheet Identity, Off-Balance Sheet Activities, Income Statement and fund Flow Statement. Comparison of Different Sources of Bank Fund.	06	CLO1
02.	**An Overview of Asset and Liability Management (ALM):**Classification of Assets and Liabilities. Assets and Liability Management Strategies, Measuring and Managing Interest Rate Sensitivity. Interest Rates, Gap and Profitability. Interest Rates, Duration and Value of Equity.	06	CLO2
03.	**Management of Deposits:** Deposits Mix. Factors Determining the Level of Deposits. Deposits Insurance Scheme. Deposits Pricing.	03	CLO3
04.	**Liquidity and Reserve Management - Strategies and Policies:** Liquidity Vs. Profitability, Nature of Bank Liquidity, Liquid Assets – its types & nature, Traditional Measure of Liquidity, Handling Bank Liquidity, Liquidity Management Strategies for Bank. Classification of Reserve, Constituents and Functions of Primary Reserve, Factors Determining Legal & Working Reserve, Constituents and Functions of Secondary Reserve, Primary Reserve Vs. Secondary Reserve, Daily Statement of Statutory Reserve.	06	CLO4
05.	**Capital Management:** Introduction, Types of Capital as per Basel Accord, Instrument of Raising Capital, Importance and Function of Bank Capital, Measuring the size of Bank Capital. How much Capital Does a Bank Needed? Capital Adequacy of a Bank. Test of Capital Adequacy of Bank.	06	CLO5
06.	**Loan Management:** Introduction, Loan Vs. Investment, Classification of Bank Loan, Sources of Credit Information, Principles of Sound Lending, Bank Loan Policy, Steps in Bank Loan Operation, Credit Analysis, Loan Documentation and Supervision Activities, Problem/Distress Loan, Handling Problems Loan, Rescheduling of Loans. Methods of Loan Pricing, Consideration of Loan Pricing.	09	CLO6
07.	**Investment Management**: Introduction. Rationale of Using Bank Funds in Non-Loan Investment. Characteristics and Principles of Sound Investment Policy. Consideration of Selecting Investment Portfolio. Bank Investment Strategies. Investment Instrument for Commercial Bank	06	CLO7
08.	**Money Laundering:** What is Money Laundering? Why and How Money Laundering is done? Why we must combat (fighting) Money Laundering? Stages of Money Laundering, How Financial Institutions Can Combat Money Laundering?	03	CLO8

Text Book

Rose, P. S., (2011). *Commercial Bank Management*, McGraw-Hill Irwin, New York.

Reference Books:

Rose, P. S., & Hudgins, S. C., (2005).*Bank Management and Financial Services*, McGraw-Hill, New York.

Bank Management: A Fund Emphasis, A.R. Khan, First Edition, 2008, Ruby Publications, Dhaka-1205.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/ Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5			05
Understand	5					10
Apply	5			5		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Course Code: LAW-3501 **Course Title: Legal Environment of Business**
Contact Hour: 03 Credit Hour: 03
Prerequisite: N/A

Course Assessment	**CIE: Continuous Internal Evaluation**	**Attendance**	**10 Marks**
		Class Test/Assignment/Quizzes	**10 Marks**
		Mid-term	**30 Marks**
	SEE: Semester End Examination		**50 Marks**
		Total	**100 Marks**

Objectives:

S/N	**Course Outcomes (CO's) : Upon the successful completion of the course student will be able to -**	**Corresponding Program Objectives (PO's)**	**Blooms Taxonomy Domain/Level**
1	Understand basic principles and concepts of Legal Environment of Business.	**PO-1: General and subjective Knowledge**: Ability to utilize the knowledge of law to find solutions of business related problems.	Understand

Course Description: This course introduces the students to the basics of Business Law. It familiarizes the students with the overall aspects of the business transaction procedure. To enable students to appreciate the major differences between legal & illegal business. The course starts with the understanding of the concepts of Contract. The course also focuses on the various issues relating to offer & acceptance, capacity of parties, agreement, consideration and discharge of contract. Students will be familiarizing with the preparation of financial statement. Students will also be exposed to the rights & duties of a buyer & seller. The course ends with the discussion on the rules & procedure of Partnership Act.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Understand the basics of law of contract. Its features and classification. Rules of offer and acceptance.
CL02	Know the rules of consideration, capacity of parties and the differences between consent and free consent.
CL03	Gather the knowledge about termination of contract.
CL04	Explore the idea of Goods and its sale procedure. Doctrine of "Caveat Emptor".
CL05	Learn the Negotiable instruments and classification.
CL06	Understand the meaning of company & its features. Its documents and procedure of formation and registration.
CL07	Know the rules how a director is to be appointed and how a company is to be terminated.
CL08	Explore the features and classification of Partnership business.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1	-	-	-	-
CLO2	1	2	2	-	-	-	-
CLO3	2	1	2	-	-	-	-
CLO4	1	3	1	1	-	-	-
CLO5	1	3	2	2	-	-	2
CLO6	2	2	1	1	-	3	-
CLO7	1	1	1	2	-	2	3
CLO8	1	-	-	-	-	3	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Section-A: CIE (Mid-term: 30 Marks)			
S/L	**Contents of Course (as Summary)**	Hrs.	CLOs
01.	**Introduction to Law of Contract:** Definition of contract; Essential elements of a valid contract; Formula of contract; Classification of contract.	03	CLO1
02.	**Offer & Acceptance:** Definition of Offer; Definition of Acceptance; Legal rules regarding a valid offer; Lapse of Offer; Legal rules regarding a valid Acceptance; Revocation of offer & acceptance.	03	CLO1
03.	**Consideration & Capacity of Parties:** Definition of Consideration; Elements of a valid Consideration; Types & rules of Consideration; Exceptions to the rule of "No Consideration, No Contract" Minor's agreement; Agreement made by a person of unsound mind; Disqualified persons by law.	06	CLO2
04.	**Consent & Free Consent:** Definition & features of Consent; Coercion & its description; Undue Influence & its description; Fraud & its description; Can silence be fraudulent? Misrepresentation & its description; Definition & classification of Mistake.	06	CLO2
05.	**Termination of Contract:** Discharge by Performance; Discharge by Mutual Consent; Discharge by Supervening Impossibility; Discharge by Lapse of Time; Discharge by Operation of Law; Discharge by Breach of Contract.	06	CLO3
06.	**Law of Sale of Goods:** Contract of Sale & "Agreement to sell"; Kinds of Goods; Rights & duties of Buyer and Seller of Goods; Conditions & Warranties; When a condition can be treated as warranty? The Doctrine of "Caveat Emptor".	03	CLO4
	Section-B: SEE (Final-term: 50 Marks)		
07.	**Law of Negotiable Instruments:** Definition & Characteristics of Negotiable Instruments; Kinds of Instruments; Promissory Note & its elements; Bill of Exchange & its elements; Cheque& its elements. Grounds of dishonour of Negotiable Instruments;Effects of Dishonour; Notice of Dishonour.	06	CLO5
08.	**Introduction to Law of Company:** Definition & Elements of Company; Types of Company; Differences between Company & Partnership; Differences between Private & Public Company; Memorandum of Association & its clauses; Articles of Association & its contents; Differences between Memo & Articles of Association; Prospectus & its characteristics.	06	CLO6
09.	**Formation of Company and Meetings:** Essential steps of the formation; Procedure of registration; Certificate of incorporation; Definition of Meetings; Rules & of Meetings; Classification of Meetings; Definition & Classification of Resolution.	06	CLO6

10.	**Directors:** Appointment of Directors; Qualification of Directors; Disqualification of Directors; Rights & Duties of Directors; Vacation of the office of directors.	03	CLO7
11.	**Winding Up:** Definition of winding up a Company; Modes of winding up; Compulsory winding up; Who can apply for winding up?	03	CLO7
12.	**Law of Partnership:** Partnership Business & its characteristics; Who can be a Partner; Kinds of Partner & Partnership; Distinction between Partnership & Co-ownership; Formation of Partnership; Dissolution of Partnership; Sale of Goodwill after dissolution.	03	CLO8

Text Book:
Sen, A. K., &Mitra, J. K., *Commercial Law and Industrial Law*. 7th edition World Press, Kolkata, India

Reference Books:
1. Kuchhal, M. C., *Mercantile Law*, 8th edition, Vikas Publishing, India.
2. Atiyah, P.S. (2004). An introduction of the law of contract, Clarendon press, Oxford,

Bloom's Category		**Evaluation out of 100 Marks**			
		CIE (50 Marks)			**SEE (50 Marks)**
Cognitive Learning	**Affective Learning**	**Mid-term (30)**	**Assignment/Class test (10)**	**Attendance Marks (10)**	**Written Exam (50)**
Remember	**-**	**5**	**-**	**-**	**5**
Understand	**-**	**-**	**5**	**-**	**10**
Apply	**-**	**5**	**-**	**-**	**5**
Analyze	**-**	**5**	**-**	**-**	**10**
Evaluation	**-**	**10**	**-**	**-**	**15**
Create	**-**	**5**	**5**	**-**	**5**
x	**Responding**	**x**	**x**	**10**	**x**

Note: CIE = Continuous Internal Evaluations, SIE= Semester End Examination

Delivery Methods and Activities: Lecture, White Board writing, Question and Answers, Discussions, Power Point Presentations.

Assessment Tools: Class Attendance, Class tests, Quizzes/Assignment on problem solutions, Mid-term exam and Final examination, Project evaluation & Viva.

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **: Organizational Behaviour**	Credits:03
Course Code: MGT-3502	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: **Organizational Behavior** is a study of behavior of individuals and groups within organizations and of the organization itself. Intended to develop in managers a greater awareness of the problems and opportunities in managing human resource in organizations. Specific emphasis is placed on the development of managerial skills. This course will help to develop students' critical thinking skills, analytical problem-solving skills, and ability to work effectively in teams.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Understand what organizational behavior is and why it is important Understand theories about how managers should behave to motivate and control employees
CL02	Understand the steps managers can take to effectively manage diversity
CL03	Discuss why it is important for managers to behave ethically
CL04	Understand the nature of managerial decision making
CL05	Explain why groups and teams are key contributors to organizational effectiveness
CL06	Describe the types of organizational structures managers can design, and explain why they
CL07	Understand conflict management strategies that managers can use to resolve organizational conflict effectively
CL08	Define organizational culture and explain how managers create culture

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1	-	-	-	-
CLO2	1	2	2	-	-	-	-
CLO3	2	1	2	-	-	-	-
CLO4	1	3	1	1	-	-	-
CLO5	1	3	2	2	-	-	2
CLO6	2	2	1	1	-	3	-
CLO7	1	1	1	2	-	2	3
CLO8	1	-	-	-	-	3	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.	CLOs
01.	**Basic Concepts of organizational Behavior:** Concepts of Organizational Behavior, Complementing Intuition with Systematic Study Disciplines That Contribute to the OB Field, There Are Few Absolutes in OB, Challenges and Opportunities for OB, Coming Attractions: Developing an OB Model An Overview, The Dependant Variable, The Independent Variable, Toward a Contingency OB model.	06	CLO1

02.	**Diversity in Organization**: Diversity of Workforce • Levels of Diversity • Discrimination Biographical Characteristics the differentiate individuals from each others • Other Biographical Characteristics, Ability Intellectual Abilities • Physical Abilities • The Role of Disabilities Implementing Diversity Management Strategies Attracting, Selecting, Developing, and Retaining Diverse Employees.	06	CLO2
03.	**Attitudes and Job Satisfaction:** Attitudes, What Are the Main Components of Attitudes? • Does Behavior Always Follow from Attitudes? • What Are the Major Job Attitudes? Job Satisfaction, Measuring Job Satisfaction • How Satisfied Are People in Their jobs? • What Causes Job Satisfaction? • The Impact of Satisfied and Dissatisfied Employees on the Workplace	03	CLO3
04.	**Personality and Values:** Personality What Is Personality? • The Myers-Briggs Type Indicator • The Big Five Personality Model • Other Personality Traits Relevant to OB Values The Importance of Values • Terminal versus Instrumental Values • Generational Values, Linking an Individual's Personality and Values to the Workplace Person–Job Fit • Person–Organization Fit International Values, Summary and Implications for Managers.	03	CLO3
05.	**Perception and Individual Decision Making:** What Is Perception? Factors That Influence Perception Person Perception: Making Judgments about Others Attribution Theory • Common Shortcuts in Judging Others • Specific Applications of Shortcuts in Organizations The Link Between Perception and Individual Decision Making, Decision Making in Organizations • Common Biases and Errors in Decision Making, Influences on Decision Making: Individual Differences and Organizational Constraints, What About Ethics in Decision Making? Three Ethical Decision Criteria • Improving Creativity in Decision, Making Summary and Implications for Managers	06	CLO4
06.	**Foundation Of Group Behavior:** Defining and Classifying Groups, Why Do People Form Groups? Stages of Group Development the Five-Stage Model • An Alternative Model for Temporary Groups With Deadlines, Group Properties: Roles, Norms, Status, Size, Cohesiveness, and Diversity Group Property: Roles, Norms, Status, Size, Cohesiveness, and Diversity, Group Decision Making, Groups versus the Individual • Groupthink and Group shift • Group Decision-Making Techniques, Summary and Implications for Managers	06	CLO5
07.	**Understanding Work Teams:** Why have Teams Become So Popular? Differences between Groups and Teams, Types of Teams, Creating Effective Teams Context: What Factors Determine: whether Teams Are Successful • Team Composition • Team Processes Turning Individuals into Team Players Selecting: Hiring Team Players • Training: Creating Team Players • Rewarding: Providing Incentives to Be a Good Team Player Beware! Teams	03	CLO5

	Aren't Always the Answer, Summary and Implications for Managers.		
08.	**Power and Politics:** A Definition of Power, Contrasting Leadership and Power, Bases of Power • Which Bases of Power Are Most Effective? Dependence: The Key to Power The General Dependence Postulate• What Creates Dependence? Power Tactics, Politics: Power in Action Definition of *Organizational Politics* • The Reality of Politics Causes and Consequences of Political Behavior Factors Contributing to Political Behavior • How Do People Respond to Organizational Politics? • Impression Management the Ethics of Behaving Politically, Summary and Implications for Managers	03	CLO6
09	**Conflict and Negotiation:** A Definition of Conflict, Transitions in Conflict Thought, The Conflict Process Stage I: Potential Opposition or Incompatibility • Stage II: Cognition and Personalization• Stage III: Intentions • Stage IV: Behavior • Stage V: Outcomes Negotiation Bargaining Strategies• The Negotiation Process • Individual Differences in Negotiation Effectiveness• Third-Party Negotiations Summary and Implications for Managers.	03	CLO7
10	**Organizational Culture:** What Is Organizational Culture? A Definition of *Organizational Culture* • *Culture* Is a Descriptive Term • Do Organizations Have Uniform Cultures? • Strong versus Weak Cultures • Culture versus Formalization, Culture's Functions • Culture Creates Climate • Culture as a Liability, Creating and Sustaining Culture How a Culture Begins • Keeping a Culture Alive• How Cultures Form, How Employees Learn Culture, Creating an Ethical Organizational Culture ,Creating a Positive Organizational Culture ,Spirituality and Organizational Culture What Is Spirituality? • Why Spirituality Now? • Characteristics of a Spiritual Organization • Achieving a Spiritual Organization •	03	CLO8

Text Book

1. Robbins, S. P., Judge, T. A., & Vohra, N. *Organizational Behaviour 2019 by Pearson 18th edition*. Pearson Education India.

Reference Books:

- Organizational Behavior: Human Behavior at Work by John W. Newstrom and Keith Davis, 12th edition, McGraw Hill Higher Education.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5		5			10
Apply	5			5		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Mark

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Management Information Systems		Credits:	03
Course Code: MIS-3501		CIE Marks: 50	
Exam Hours: 04		SEE Marks:	50

Course Description: This course aims at providing basic theoretical knowledge on Management Information Systems to the students of business, accounting, and economics and helps them becoming an effective manager/executive in any contemporary business enterprise with widespread usage of information technology. Every business or non–business organization requires qualitative data and information for countless management decisions. This information is the product of information system, which is carefully developed, operated, and maintained.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Understand the overview of Information system in Global Business.
CL02	Analyze the Global E-business and Collaboration.
CL03	Explore the Concept of Information Systems, Organizations and Strategy
CL04	Analyze the Telecommunications, Internet, and Wireless Technology.
CL05	Examine the Process for securing Information System.
CL06	Analyze the techniques for Achieving Operational Excellence and Customer Intimacy.
CL07	Examine the use of Management Information System to Enhance Decision Making.
CL08	Analyze process for building information system.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	-	1	-	-	-
CLO2	2	1	2	1	-	-	-
CLO3	3	2	1	1	-	-	-
CLO4	3	3	2	-	-	-	-
CLO5	2	1	2	-	-	1	1
CLO6	2	2	2	1	2	1	1
CLO7	2	3	2	1	2	-	1
CLO8	2	1	2	1	1	-	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL.NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Information Systems in Global Business Today** Information System; Dimensions of Information Systems; Contemporary Approaches to Information Systems; the Role of Information Systems in Business Today- Transforming Business by Information Systems, Management Information Systems, The Emerging Digital Firm; Strategic Business Objectives of Information Systems.	06	CLO1

02.	**Global E-Business and Collaboration:** Business Processes and Information Systems; Types of Information Systems- Systems for Different Management Groups, Systems for Linking the Enterprise, Systems for Collaboration and Teamwork; Business Benefits of Collaboration and Teamwork; Tools and Technologies for Collaboration and Teamwork.	06	CLO2
03.	**Information Systems, Organizations, and Strategy:** Organizations and Information Systems; Economic Impacts Organizational and Behavioral Impacts of Information System over Organizations and business firms; Implications for the Design and Understanding of Information Systems; Using Information Systems to Achieve Competitive Advantage; The Internet's Impact on Competitive Advantage	06	CLO3
04.	**Telecommunications, Internet, and Wireless Technology:** Telecommunication and Networking, Communications Networks-signals, types/topology, transmission media/channel.	03	CLO4
05.	**Securing Information Systems:** System Vulnerability and Abuse; Business Value of Security and Control; Establishing a Framework for Security and Control; Technologies and Tools for Protecting Information Resources.	06	CLO5
06.	**Achieving Operational Excellence and Customer Intimacy**: Enterprise Applications: Enterprise Systems; Business Value of Enterprise Systems; Information Systems and Supply Chain Management; Global Supply Chains and the Internet; Business Value of Supply Chain Management Systems; Customer Relationship Management Systems; Business Value of Customer Relationship Management Systems; Enterprise Applications: New Opportunities and Challenges.	06	CLO6
07.	**Enhancing Decision Making:** Types of Decisions; Decision-Making Process; Business Intelligence; Business Intelligence Environment; Business Intelligence and Analytics Capabilities; Decision Support for Operational and Middle Management; Decision Support for Senior Management: Balanced Scorecard and Enterprise Performance Management Methods; Group Decision-Support Systems (GDSS).	06	CLO7
08.	**Building Information Systems:** Systems Development and Organizational Change; Business Process Redesign; Overview of Systems Development; Alternative System-Building Approaches-Prototyping, End-User Development; Application Development for the Digital Firm- Rapid Application Development (RAD).	06	CLO7

Text Book:

Laudon, K. C. & Laudon J. P. (2017). Management Information Systems: Managing the Digital Firm. Edinburgh: Pearson education Limited.

Reference Books:

1. Marakas, J. A. (2011). *Management Information Systems.* McGraw-Hill/Irwin.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Practical	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5					10
Apply	5					10
Analyze	5			5		10
Evaluation	5			5		10
Create				5		05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Operations Research** Credits:03 CH
Course Code: OR-3501 CIE Marks: 50
Exam Hours: 04 SEE Marks: 50
Prerequisite: Math-1202

Course Description: Operations research is the application of scientific methods, techniques, and tools to the analysis and solution of managerial decision-making problem. Management is a process used to achieve certain goals through the utilization of resources such as money, manpower, machine, energy, materials, space & time etc. The degree of success of the manager's job is often measured by the organization's productivity. The level of productivity, or the success of the management, depends primarily on the execution of certain managerial functions such as planning, organizing, directing and controlling. To carry out these functions, managers engage in a continuous process of making decision. Thus, decision-making is the most important task for a manager of an organization so as to minimize the cost or to maximize the profit as because today's business world is competitive and the environment is changeable and uncertain. The decision has to be quick as well as sound and it requires a rigorous and scientific approach to the problem. The main objective of this course is to provide a scientific basis to the managers of an organization for solving problems involving interaction of the components of the system for finding a solution, which is the best interest of the organization as a whole.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Introducing operation research and its reality in Business arena.
CL02	Use of Linear programming and Transportation Problem.
CL03	Assignment Problem and Project Scheduling with its business application.
CL04	Game theory in Business decision making process.
CL05	Waiting line theory for problems solution in Business.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	1	1	-	-
CLO2	1	2	2	-	-
CLO3	2	1	2	-	-
CLO4	1	3	3	1	-
CLO5	1	1	2	2	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (Summary)	Hrs.
01.	**Introduction to Operation Research** Introduction, History of Operations Research, Objectives of Operations Research, Scope of Operations Research, Models of Operations Research, Methods of	02

	Operations Research, Phases of Operations Research, Advantages of OR, Limitations of Operations Research.	
02.	**Liner Programming** **Introduction:** Introduction to Linear Programming, Assumptions of Linear Programming, Importance of Linear Programming, Limitations of Linear Programming, Mathematical formulation of Linear Programming. **Graphical Solution Method:** Maximization and minimization problem, Mixed constraints, Redundant constraints, Some special cases. **Simplex Method:** Algebraic overview of the simplex method, Developing the initial simplex tableau, Improving the solution, Big-M method, Two-phase method, Some special cases. **Sensitivity analysis** (Simplex-based): Changes in the right-hand side constant of the constraints, Changes in the objective function coefficients, adding a new constraint, adding a new variable. **Duality:** Formulation of dual, Formulation of dual when the primal has mixed constraints, Application of duality, Economic interpretation of optimal solution of dual problem.	12
03.	**Transportation Problem** Introduction, Mathematical model of transportation problem, Types of transportation problems. Methods of solving the transportation problems: Initial feasible Solution - Northwest corner Method, Minimum Cost-cell Method, Vogel's Approximation Method (VAM) / Penalty Method. Optimal solution: U – V method	04
04.	**Assignment Problem** Introduction, Mathematical formulation of assignment problem, Types of assignment problems, Methods of solving the assignment problems: Hungarian Method, Computer solution method.	04
05.	**Project Scheduling:** CPM & PERT Introduction, Applications of project management, Rules of network construction. **CPM** (Critical path method): Computing ES, EF, LS and LF times, Concept of critical path, Computing activity slack time, Determination of critical path. **PERT** (Program evaluation and review technique): Expected project completion time, Variance of expected project time, Probability of certain project completion time, Project completion time with certain probability. Advantages and Limitations of CPM & PERT. **Crashing of the project networks**: Time - cost Trade - off.	07
06.	**Decision Theory** Introduction, Basic terminologies of Decision theory, Types of decision-making: Decision making under certainty, Decision making under Risk, Decision making under uncertainty, Decision making under competition.	05
07.	**Game Theory** Introduction, Basic terminologies of game theory, Assumptions of game, Types of games, Solving systems of game problems: Game with pure strategies, Game with mixed strategies, Dominance property of Game.	07
08.	**Queuing (Waiting Line) Theory** Introduction, Goals of queuing system designs, Basic terminologies of queuing model, Assumptions of queuing model, Types of queuing model: Single channel model, Multiple channel model, Other queuing models, Advantages and Limitations of queuing model.	04

Text Book:

Anderson, D. R., Sweeney D. J. et. al., (2019).*An Introduction to Management Science.* Thomson, South-Western, NY

Reference Books:

Stevenson, W., (2006).*Introduction to Management Science.* Irwin

V. K. Kapoor, Operations Research (4th edition)

Course Assessment Pattern:

Bloom's Category	CIE Marks:50				SEE Marks:50
	Mid-term	Assignment/ Class Test	Quizzes	Attendance	Written Exam.
Remember	5			10	05
Understand	5		5		10
Apply	5	5			10
Analyze	5				10
Evaluation	5				10
Create		5			05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Principles of Supply Chain Management**	Credits:03 CH
Course Code: **SCM-3501**	CIE Marks: 50
Contract Hours: 03	SEE Marks: 50
Prerequisite:	

Prerequisite**:**

Course Assessment	CIE: Continuous Internal Evaluation	Attendance	10 Marks
		Class Test/Assignment/Quizzes	10 Marks
		Mid-term	30 Marks
	SEE: Semester End Examination		50 Marks

Objectives:

S/N	**Course Outcomes (CO's) : Upon the successful completion of the course student will be able to -**	**Corresponding Program Objectives (PO's)**	**Blooms Taxonomy Domain/Level**
1	Understand basic principles and concepts of Logistics and Supply Chain Management	**PO-1: General and subjective Knowledge**: Ability to utilize the knowledge to find solutions of business problems.	Understand

Course Description: **Course Description:** The objective in this course is specifically to help the students understand, fundamental supply chain activities and their importance to the business field that contribute to overall objectives of their organizations.

Section -A (Midterm: -30 Marks)

Chapter 1
Understanding the Supply Chain
Supply Chain Concept, Objectives and Importance of SCM, Decision process in SCM, Process view of SCM.
Chapter 2
Supply Chain Performance: Strategic Fitness and Scope
Competitive and Supply Chain strategies, Achieving Strategic Fit, Expanding Strategic scope, Challenges to achieving and maintaining strategic fit.
Chapter 3
Supply Chain Drivers and Metrics
Financial measures of performances, Drivers of Supply Chain performance, framework for structuring drivers, Facilities, Inventory, Transportation, Information, Sourcing, Pricing
Chapter 4
Network design in the Supply Chain

The role of Network design in the supply chain, Factors influencing network design decision, framework for network design decision, Models for facility location and Capacity Allocation, Making Network design decision in practice.

Section -B (SEE: -50 Marks)

Chapter 5
Demand Forecasting in a Supply Chain
The role of forecasting, Characteristics of forecasts, Components of forecasts, Basic approaches to demand forecasting, Time-series forecasting methods, Role of IT in forecasting
Chapter 6
Aggregate Planning in Supply Chain
The role aggregate planning, Aggregate planning strategies, Aggregate planning using Linear programming and Excel, Master Production Schedule, The role of IT in Aggregate Planning
Chapter 7
Coordination in Supply Chain
Supply Chain coordination and bullwhip effect, Effect of coordination in supply chain performance, Obstacles to coordination, Managerial levers to achieve coordination, Continuous replenishment and vendor Managed inventories, Collaborative Planning, forecasting and replenishment.
Chapter 8
Transportation in Supply Chain
The role of Transportation in Supply Chain, Modes of Transportation, Transportation infrastructure and policies, Design options for a transportation, Trade-offs in transportation design, tailored transportation, The role of IT in Transportation
Chapter 9
Sourcing Decision in Supply Chain
The role of sourcing, In-House or Outsource?, Third party suppliers, Supplier selection process, Sharing risk and Reward in the Supply Chain, Impact of incentive in Outsourcing, Designing sourcing portfolio,
Chapter 10
Sustainability and the Supply Chain
The role of sustainability in Supply Chain, Key pillars of Sustainability, Sustainability and Supply chain drivers, Closed-loop supply chain, The pricing of sustainability

Text:

1. *Supply Chain Management: Strategy, Planning and Operation* by Sunil Chopra, and Peter Mendil (6^{th} ed., 2020)

2. Copacino, W. C. (2019). *Supply chain management: The basics and beyond*. Routledge.

References:

1. Wisner, J. D., Tan, K. C., & Leong, G. K. (2014). *Principles of supply chain management: A balanced approach*. Cengage Learning.

2. Crandall, R. E., Crandall, W. R., & Chen, C. C. (2009). *Principles of supply chain management*. CRC press

Bloom's Category		Evaluation out of 100 Marks			
		CIE (50 Marks)			SEE (50 Marks)
Cognitive Learning	Affective Learning	Mid-term (30)	Assignment/ Class test (10)	Attendance Marks (10)	Written Exam (50)
Remember	-	5	-	-	5
Understand	-	-	5	-	10
Apply	-	5	-	-	5
Analyze	-	5	-	-	10
Evaluation	-	10	-	-	15
Create	-	5	5	-	5
x	Responding	x	x	10	x

Note: CIE = Continuous Internal Evaluations, SIE= Semester End Examination

Delivery Methods and Activities: Lecture, White Board writing, Question and Answers, Discussions, Power Point Presentations

Assessment Tools: Class Attendance, Class tests, Quizzes/ Assignment on problem solutions, Mid-term exam and Final Examination, Project Evaluation & Viva

Faculty of Business Studies
Department of Business Administration
Program: BBA

Courses of Sixth Semester

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Principles of Insurance and Takaful**		Credits:	03
Course Code: FIN-3604		CIE Marks: 50	
Exam Hours: 04		SEE Marks:	50

Course Objectives:
Insurance Industry is experiencing vulnerable operation in Bangladesh and failed to produce expected outcome due to operational inefficiencies, wrong perception of potential stakeholders and like other perceived inefficiencies. The aim of the course is to acquaint students with the basic knowledge of the principles of Insurance and Takaful and the methods of risk management found in the strategic planning of Insurance Companies in Bangladesh as well as to make them efficient in handling various issues related to insurance and Takaful.

Course Learning Outcomes: At the end of the course's successful completion, the business students will be able to prepare themselves by learning the following scope of knowledge and skill development:

CL01	Concept of Insurance, development of Insurance in the world and in Bangladesh.
CL02	Enhancing capacity of students to examine scope of Insurance.
CL03	Basic Principles of Insurance.
CL04	Understanding pros and corns of Marine Insurance
CL05	Fire Insurance and Their application.
CLO6	Substantial knowledge in Life insurance.
CL07.	Islamic perspective of Insurance and their use in real Life.
CLO8	Skills to solve case relevant to contemporary issues of Insurance.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
CLO1	3	1	1	-	-	-	-	
CLO2	2	3	2	-	-	-	-	
CLO3	1	3	2	-	-	-	-	
CLO4	2	3	2	-	-	-	-	
CLO5	1	3	2	2	-	-	2	
CLO6	1	3	2	1	-	-	-	
CLO7	2	1	1		-		1	
CL08	2	1	2					

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL.NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Introduction** Definition of Insurance, Definition of Risk, Methods of eliminating and spreading, Origin & History of insurance in global perspective: (Marin insurance, Fire insurance, Life insurance and Accident insurance), Historical development of insurance in Bangladesh, Role of insurance in the economy. Insurance Contract	06	CLO1

	and Elements of insurance contract, Objectives of establishing, Bangladesh Insurance Academy Insurance Vs Wagering, Assignment, Application of assignment in various branches of insurance.		
02.	**The Scope of Insurance** Branch &Subject matter wise Classification of Insurance, Re-insurance, Reason for reinsurance, Types of reinsurance, Types of treaty re-insurance, Forms of reinsurance, Application of reinsurance, Solving numerical problems related to re-insurance, Co-insurance, Double-insurance, Perils & Hazard in insurance with example.	06	CLO2
03.	**Fundamental legal Principle of Insurance Contract** Principle of Utmost good faith, Principle of Insurable interest, Principle of Indemnity, Principle of Subrogation, Principle of Contribution, Principle of Proximate cause.	06	CLO3
04.	**Marine Insurance** Definition of Marine insurance, Marine insurancePerils, Subject matter of Marine insurance, Types of Marine insurance **p**olicies, Policy Condition, Various clauses of Marine Insurance, Circumstances where deviation is executed, Essential features of sue and labour charges, Factors affecting Calculation of premium in marine insurance, return of the premium in marine insurance, Documents required for claim in marine insurance.	06	CLO4
05.	**Fire Insurance** Fire Insurance Contract, Subject matter of Fire Insurance Contract, Features of Fire Insurance, Policies of Fire insurance, Policy Condition, Types of policy condition, Methods of Rate fixation in fire insurance, Principles of rate fixation, Procedure of settlement of fire insurance claim	06	CLO5
06.	**Life Insurance** Life insurance, Classification of Life insurance policies, Premium and types of premium, Paid-up policy and its features, Surrender value and its characteristics, Paid- up policy Vs Surrender value, Selection of Risk, Purpose of Selection, Factors affecting calculation of risk premium, Steps of Premium calculation, Assumptions of underlying rate computation.	03	CLO6
07.	**Takaful** Meaning of Takaful, Takaful contract, Insurance Vs Takaful, Models of takaful, Types of Takaful Products, Principles of Takaful, Islamic Insurance as practiced today.	06	CLO7
08.	**Contemporary issues in insurance and Takaful, and Case Study and Independent Learning**	06	CLO8

Text Book:

1. Chowdhury, A. H. (1999). Elements of Insurance

Reference Books:

1. Misrah, M. N (1996). Insurance: Principles and Practices
2. Ali, K. M. M (2002). Introduction to Islamic Insurance

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour /presentation	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5		5			05
Apply	5			5		10
Analyze	5					10
Evaluation	5					10
Create		5				10

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Entrepreneurship Development and SME Management**	Credits:03
Course Code: MGT-3604	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: This course prepares the students with the knowledge in understanding the Concepts of Entrepreneurship. It familiarizes the students with the role of entrepreneurs in the socio-economic development of a country and also depicts different processes of developing entrepreneurs with in a country.

Course Learning Outcomes: At the end of the course, the students will be able to –

CL01	Explain the meaning of entrepreneurship along with discussing the emerging models of entrepreneurship
CL02	Describe the entrepreneurial process, Intrapreneurial Process and importance along with understanding different legal Issues for Entrepreneur
CL03	Describe the Social Entrepreneurship and their activities and roles in rural development.
CL04	Formulate and evaluate Business Plan
CL05	Set up a Small Business Enterprise, Startups challenges and opportunities
CL06	Understand different Financial Considerations for a new venture
CL07	Describe different Marketing Considerations for entrepreneurship along with describing the production and material management.
CL08	Know different State owned Institutions and NGO Supporting Small Business along with discussing the symptoms and cure of sickness of small business

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1	-	-	-	-
CLO2	1	2	2	-	-	-	-
CLO3	2	1	2	-	-	-	-
CLO4	1	3	1	1	-	-	-
CLO5	1	3	2	2	-	-	2
CLO6	2	2	1	1	-	3	-
CLO7	1	1	1	2	-	2	3
CLO8	1	-	-	-	3	-	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.	CLOs
01.	**Unit 1: Entrepreneurship: A world of Opportunity** : Meaning of Entrepreneurship, Importance of Entrepreneurship, Concepts: Entrepreneur and Entrepreneurship, Characteristics of an Entrepreneur. Factors Influencing Entrepreneurship	03	CLO1
02.	**Unit 2: Classifications and Models of Entrepreneurship**: Classify the entrepreneurship on several basis of ownership,- Discuss the emerging models	03	CLO2

	of entrepreneurship, Explain the problems faced by entrepreneurs in Bangladesh		
03.	**Unit 3: Entrepreneur v/s Intrapreneur :** The entrepreneurial process, Explain the concept of intrapreneur, Explain the similarities and economic differences between entrepreneur and intrapreneur	03	CLO3
04.	**Unit 4: Legal Issues for Entrepreneur:** Intellectual Property Rights (IPR),Discuss the IPR's in Bangladesh, Legal considerations before starting a business	03	CLO4
05.	**Unit 5: Women Entrepreneurship** : Scope of entrepreneurship among women, working environment for women entrepreneurs, Concept of women empowerment through entrepreneurship, Challenges in the path of women entrepreneur, Women Empowerment	03	CLO5
06.	**Unit 6: Social Entrepreneurship**: Define Social Entrepreneurship, Describe the Social Entrepreneurship, Their activities and roles in rural development	03	CLO6
07.	**Unit 7: Building the Business Plan**: The concept of business plan, Scope of business plan ,Value and importance of a business plan, Steps involved in building a business plan	03	CLO7
08.	**Unit 8: Setting up a Small Business Enterprise** : Steps for starting a small business, Concept of enterprise location, the selection of type of organization	03	CLO8
09.	**Unit 9: Financial Considerations::**Basics of the financial statements, Manage cash flows, Procedure for preparation of projected financial statements, applications of business ratios, the sources of finance	03	CLO3
10.	**Unit 10: Marketing Considerations** : Selection of target market, Market strategy ,Pricing strategies and marketing of services, Export marketing	03	CLO4
11.	**Unit 11: Production Management for new venture** :Production and material management, quality management system, break even analysis	03	CLO5
12.	**Unit 12: HRM in Small Business** : Importance of HRM , Human resource development, Industrial relations , labour laws, Pollution control laws	03	CLO6
13.	**Unit 13: Institutions Supporting Small Business Enterprises**: State owned institutions, Non Government Organizations and Rural development, Other Supporting organizations for Entrepreneurs	03	CLO7
14.	**Unit 14: Sickness in Small Business** : Enterprises Status of Sickness of SSI's in Bangladesh , Causes of Sickness, Symptoms and Cure of Sickness	03	CLO8
15.	**Profile Study , Case study, Video Case Study , Presentation**	03	CLO8

<u>Text Book</u> :

Arora, R., & Sood S. K, (2003).*Fundamentals of Entrepreneurship and Small Business*, Kalyani Publishers, New Delhi, India.

<u>Reference Books & Materials:</u>

Barringer, B. R., & Ireland, D. R., (2010).*Entrepreneurship Successfully Launching New Ventures*, 3rd Edition Pearson Education Inc., New Delhi, India

Khan, A R., (2009).*Entrepreneurship Small Business and Lives of Successful Entrepreneurs*, Decent Book House, Dhaka, Bangladesh

Course Assessment Pattern:

Bloom's Category	CIE Marks:50	SEE Marks:50

	Mid-term	Assignment/ Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5		5			10
Apply	5			5		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Course Code: LAW-3602 **Course Title: Employment Law**
Contact Hour: 03 Credit Hour: 03
Prerequisite: N/A

Course Assessment	**CIE: Continuous Internal Evaluation**	**Attendance**	**10 Marks**
		Class Test/Assignment/Quizzes	**10 Marks**
		Mid-term	**30 Marks**
	SEE: Semester End Examination		**50 Marks**
		Total	**100 Marks**

Objectives:

S/N	**Course Outcomes (CO's) : Upon the successful completion of the course student will be able to -**	**Corresponding Program Objectives (PO's)**	**Blooms Taxonomy Domain/Level**
1	Understand basic principles and concepts of Employment Law.	**PO-1: General and subjective Knowledge**: Ability to utilize the knowledge of law to find solutions of employmentrelated problems.	Understand

Course Description: This course introduces the students to the basics of Employment Law. It familiarizes the students with the overall aspects of the Labour& Industrial system. The course starts with the understanding of the concepts conditions of employment. The course also focuses on the various issues relating to employment of child & adolescent, maternity benefit, working hours & leave, trade union, collective bargaining agent, welfare measures, settlement of industrial disputes. Students will be familiarizing with the formation & functions of Labour Court &Labour Appellate Tribunal. The course ends with the discussion of some case studies on various topics related to Employment Law.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Understand the overview of Employment Law.
CL02	Know the service rule of workers and employment of child and adolescent.
CL03	Analyze the Maternity Benefit of workers.
CL04	Learn the wages and its payment system.
CL05	Explore the welfare measures for workers in the industry.
CL06	Gather knowledge about working hours and leave procedure of workers.
CL07	Understand the election process of Trade Union and Collective Bargaining Agent.
CL08	Know the settlement process.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	-	-	-	-	-
CLO2	1	2	2	-	-	1	-
CLO3	1	2	3	1	-	-	-
CLO4	1	3	2	1	-	-	-
CLO5	2	-	-	-	-	-	1
CLO6	1	3	2	1	-	1	-
CLO7	1	2	1	-	-	-	-
CLO8	2	1	1	1	-	-	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

	Section-A: CIE (Mid-term: 30 Marks)		
SL.NO	**Contents of Course(as Summary)**	Hrs.	CLOs
01.	**Introduction to Employment/Labour Law:** Principles & Objects of Labour Law; Labour Rights: Islamic perspective; Applicability of Labour Law in Bangladesh; Some Definitions.	03	CLO1
02.	**Appointment & Service Rule:** Condition of Employment; Classification of Worker & period of probation; Letter of Appointment & ID Card; Service Book"**;** Procedure for leave; Stoppage of work; Closure of establishment; Retrenchment process; Discharge from service;Procedure for punishment;Provisions relating to Fine; Dismissal process; Termination of employment; Retirement from service.	06	CLO2
03.	**Employment of Child & Adolescent:** Prohibition of employment of Children; Dispute as to age; Prohibition of employment of Adolescent; Certificate of Fitness; Working hours for Adolescent.	03	CLO2
04.	**Maternity Benefit (MB):** Definition; Maternity Benefit & Maternity Leave; Rights of women worker during certain period; Conditions to get MB; Amount of MB; Restriction of termination due to pregnancy.	03	CLO3
05.	**Wages & Its Payment:** Special definition of Wages;Responsibility for the payment of wages;Time of payment of wages;Medium payment of wages;Deduction from wages;Wage Board.	03	CLO4
	Section-B: SEE (Final-term: 50 Marks)		
06.	**Welfare Measures for Workers:** First-Aid Appliances;Washing Facilities;Canteen Facilities;Shelter & Rest rooms;Rooms for Children; Compulsory Group Insurance.	03	CLO5
07.	**Working Hours and Leave:** Daily & Weekly working hours; Night Shift;Overtime & its allowances; Spread over; Restriction on working hours of women;Restriction on double employment; Daily Intervals;Weekly Holidays;Casual Leave; Sick Leave; Annual Leave;Festival Holyday;Closure of shops.	06	CLO6
08.	**Trade Union & Industrial Relations:** Trade Union of workers & employers;Procedure of registration of Trade Union;Certificate of registration;Cancellation of registration of Trade Union.	06	CLO7
09.	**Collective Bargaining Agent and Participation Committee:** Definition of CBA;CBA election process;Rights & Duties of	03	CLO7

	CBA;Functions of Director of Labour; Formation of Participation Committee;Functions of the PC;Meetings of the PC.		
10.	**Settlement of Industrial Dispute and Labour Court:** Raising of Industrial Dispute;Settlement of Industrial Dispute;ADR system; Formation of Labour Court (LC);Functions of Labour Court;Formation of Labour Appellate Tribunal (LAT);Functions of Labour Appellate Tribunal. Appeal process.	06	CLO8

Text Book:

Halim, Md. Abdul & Rahman, MasumSaifur, **"The Bangladesh Labor Code, 2006"**, 7th Edition, 2014, The CCB Book Center, Dhaka.

Reference Books:

Ahmed, Z., **(2014).** *A Text Book on Bangladesh Labour Law*. Quia-Timet Quality Int. Ltd.

Paul, N. C., *The Bangladesh Labour Act and Rules and Other Related Laws.*Shams Publications, Dhaka.

Bloom's Category		**Evaluation out of 100 Marks**			
		CIE (50 Marks)			**SEE (50 Marks)**
Cognitive Learning	**Affective Learning**	**Mid-term (30)**	**Assignment/Class test (10)**	**Attendance Marks (10)**	**Written Exam (50)**
Remember	**-**	**5**	**-**	**-**	**5**
Understand	**-**	**-**	**5**	**-**	**10**
Apply	**-**	**5**	**-**	**-**	**5**
Analyze	**-**	**5**	**-**	**-**	**10**
Evaluation	**-**	**10**	**-**	**-**	**15**
Create	**-**	**5**	**5**	**-**	**5**
x	**Responding**	**x**	**x**	**10**	**x**

Note: CIE = Continuous Internal Evaluations, SIE= Semester End Examination

Delivery Methods and Activities: Lecture, White Board writing, Question and Answers, Discussions, Power Point Presentations.

Assessment Tools: Class Attendance, Class tests, Quizzes/Assignment on problem solutions, Mid-term exam and Final examination, Project evaluation & Viva.

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Operations Management**	Credits:03
Course Code: MGT-3603	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course description: The course is designed to provide the idea that the students will have knowledge and understanding of Production, and manufacturing operations by studying theoretical and technical aspects of production and operations. This course designed to have understanding about product design, manufacturing, engineering and distribution management. This course considers the operations from a managerial perspective. Besides this, this course will consider key performance measures of operations (productivity, quality and response time) as well as important concepts for improving the performance of operations along these dimensions.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Understand the concept of operations management, differences of manufacturing and service operations, and having idea about corporate strategies and competitive priorities.
CL02	Understanding about strategic decision about process structure.
CL03	Learning about cost, quality, and performances of manufacturing and service operations.
CL04	Having knowledge about capacity planning and constraints of capacity planning.
CL05	Inspecting the functions and activities of supply chain operations and order fulfillment process.
CL06	Analyzing cost, benefits, and causes of choosing operation location.
CL07	Explore the information about various inventories and inventory handling procedures.
CL08	Analysis of work center scheduling, job sequencing, and machinery management.
CL09	Policies and procedures of manufacturing and operation maintenance.
CL10	Inputsto the production planning system, Production planning strategies

Mapping of CLO to PLO

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	1					2	
CLO2			3				
CLO3					2		
CLO4			2				2

CLO5						1	
CLO6				2			
CLO7		2					
CLO8	3				2		

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Competing with operations**. Operations management, operations and supply chain management, service and manufacturing process, the supply chain view- core process and support process, operations and corporate strategy, competitive priorities and capabilities, operations strategy as a pattern of decision, trends in operations management-productivity, globalization, and ethics, challenges in operations management.	03	CLO1
02.	**Process strategy and analysis** Process strategy in decision, process structure in service, process structure in manufacturing, production and inventory strategies, layout, resource flexibility, capital intensity. Systematic approach, documenting the process, work measurement techniques, evaluating the performances, redesigning the process, managing the process.	06	CLO2
03.	**Quality and performances** Quality and performance across the organization, cost of quality, total quality management, employee involvement, continuous improvement, six sigma, statistical process control, control charts, process capability, international quality standards	03	CLO3
04.	**Capacity planning and constraint management** Planning capacity across the organization, planning long-term capacity, economies and diseconomies of scale, capacity timing and sizing strategies, a systematic approaches to long-term capacity decision, tools for capacity planning, the theory of constraints, bottlenecks, managing constraint in a line process	06	CLO4
05.	**Supply Chain Management** Supply chain design, supply chain across organization, supply chain for manufacturing and service organization, pressure for small and large inventory, types of inventory, inventory reduction tactics, measures of supply chain performances, mass customization, competitive advantages, outsourcing process, supply chain dynamics, new product/service development process, supplier relationship process, order fulfilment process, customer relationship process, supply chain and the environment	06	CLO5
06.	**Location** Location decision across the organization, factors affecting location decisions, dominant factors in manufacturing, dominant	06	CLO6

	factors in services, GIS and location decisions, locating a single facility, applying load distance method and break-even analysis.		
07.	**Inventory management** Inventory management across the organization, ABC analysis, economic order quantity, inventory control system, continuous review, periodic review, hybrid system	06	CLO7
08.	**Operations Scheduling** Manufacturing execution systems, typical scheduling and control functions, objectives of work-center scheduling, objectives of work-center scheduling, job sequencing or priority sequencing, priority rules for job sequencing, priority rules and techniques, scheduling n jobs on one machine, scheduling n jobs on two machines, Scheduling n jobs on m machines.	03	CLO8
09.	**Maintenance** Meaning and objectives of maintenance, functions, importance of maintenance, costs of maintenance, types of maintenance, maintenance policy, different maintenance models, replacement decisions, application of Simulation techniques in maintenance.	03	CLO9
10.	**Aggregate sales & operations planning** Concept of aggregate operations plan, required inputs to the production planning system, Production planning strategies-Chase strategy, Stable workforce-variable work hours, level strategy, pure strategy, mixed strategy, subcontracting, relevant costs to the aggregate production plan, aggregate planning techniques.	03	CLO10

Course Assessment Pattern:

Bloom's Category	CIE Marks:40					SEE Marks:50
	Test	Assignment/ Class Test	Quizzes	Case study	Attendance Marks:10	Written Exam.
Remember			5			05
Understand	5		5			10
Apply		5		10		10
Analyze	5					10
Evaluation						10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Text:

Operations management: processes and supply chains, Krajewski, L. J., Ritzman, L. P., Malhotra, M. K., & Srivastava, S. K . (2019) 12th edition New Jersey: Pearson.

Reference:

Operations management for competitive advantage, Chase, R. B., Aquilano, N. J., & Jacobs, F. R. Boston (2018), 14th Edition, MA: McGraw-Hill Irwin.

Faculty of Business Studies
Department of Business Administration
Program: BBA

Courses of Seventh Semester

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Taxation & Auditing	Credits:03
Course Code: ACC-4704	CIE Marks: 50
Exam Hours: 04	SEE Marks: 50

Course Description:
This course aims at preparing the students with the knowledge in understanding the foundation of Taxation & Auditing. After completing this course students will learn about the application taxation and Auditing in real field. Besides it also helps the learners to familiarize with contemporary rules and regulation regarding the Taxation & Auditing.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Discuss the basic ideas and contemporary knowledge of Taxation.
CL02	Explain the concept of income and its classification for tax purposes.
CL03	Prepare the tax assessment for an individual and submit return for individual.
CL04	Describe the Basics of Auditing and its importance.
CL05	Explain the professional ethics to be maintained by an auditor.
CL06	Describe the objectives and responsibilities of the auditors and the type of evidence collected in this regard.
CL07	Plan and an audit of financial statement and perform analytical procedure.
CL08	Perform audits of Internal Control and assess Control Risk.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	2	2	-	-	-	-
CLO2	3	2	3	-	-	-	-
CLO3	3	2	2	-	-	-	-
CLO4	2	3	3	2	-	1	-
CLO5	3	2	2	1	-	-	-
CLO6	2	2	2	1	-	1	-
CLO7	3	2	2	1	-	-	-
CLO8	2	2	1	1	-	1	1

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Introduction to Taxation:** Definition of Tax, Characteristics of Tax, Purposes or Objectives of Taxation, Canons of Taxation, Classification of Taxes, Characteristics of a good tax system, Tax structure in Bangladesh.	03	CLO1
02.	**Basics of Income Tax:** Definition of Income Tax, Characteristics of Income Tax, Role of Income Tax in Economic Development of Bangladesh, Scope of	03	CLO1

	Bangladesh Income Tax Law, Income year & its determination, Importance of Income Year, Assessment year, Definition and classification of assessee, Residential status of Assessee, Effect of Residential status, Rules for determining residential status, Rate of taxes.		
03.	**Income and Its Classification** Definition of income, Classification of income, Effects of classification of income on assessment, Sources of income, List of non-assessable incomes, List of tax credit income or investment allowance.	05	CLO2
04.	**Assessment of Individual:** Heads of Income (Salaries, Interest on Securities, Income from House property, Agricultural income, Income from Business and profession and Capital Gain) Scope and sources of total income, Non-assessable income at a glance Computation of total income & Tax liability.	09	CLO3
05.	**Audit And Other Assurance Services** Nature of Auditing, Distinction Between Auditing and Accounting, Economic Demand for Auditing, Assurance Services, Types of Audits, Types of Auditors, Certified Public Accountant, ICAB, ICMAB	06	CL04
06.	**Professional Ethics** What Are Ethics? Ethical Dilemmas, Special Need for Ethical Conduct in Professions, Code of Professional Conduct, Independence, Independence Rule of Conduct and Interpretations, Other Rules of Conduct, Enforcement	06	CL05
07.	**Audit Responsibilities And Objectives** Objective of Conducting an Audit of Financial Statements, Management's Responsibilities, Auditor's Responsibilities, Financial Statement Cycles, Setting Audit Objectives, Management Assertions, Transaction-Related Audit Objectives, Balance-Related Audit Objectives, Presentation and Disclosure-Related Audit Objectives, How Audit Objectives Are Met	04	CL06
08.	**Audit Evidence** Nature of Evidence, Audit Evidence Decisions, Persuasiveness of Evidence, Types of Audit Evidence, Audit Documentation.	04	CL06
09	**Audit Planning And Analytical Procedures** Planning, Accept Client and Perform Initial Audit Planning, Understand the Client's Business and Industry, Assess Client Business Risk, Perform Preliminary Analytical Procedures, Summary of the Parts of Audit Planning, Analytical Procedures, Five Types of Analytical Procedures, Common Financial Ratios	04	CL07
10	**Audits of Internal Control and Control Risk** Internal Control Objectives, Management and Auditor Responsibilities for Internal Control, COSO Components of Internal Control, Obtain and Document Understanding of Internal Control, Assess Control Risk, Tests of Controls, Decide Planned Detection	03	CL08

	Risk and Design Substantive Tests, Section 404 Reporting on Internal Control; Evaluating, Reporting, and Testing Internal Control for Nonpublic Companies		

Text Books:

Mahmud, M. M., Purahit, K. K., & et. al., (2019). T*axation in Bangladesh.* Chittagong: Padma Prakashani.

Alvin A. Arens et al., Auditing: An Integrated Approach, Prentice Hall International Inc. USA, 2009

References:

Shil, N. C., Masud, M. Z., & Alam, M. F. (2017). *Bangladesh Income Tax.* Daka: Shams Publications.

Ministry of Finance. (2017, June). Finance Act. Dhaka.

ICAB, Hand Book of Bangladesh Standards on Auditing, Assurance and Ethics Pronouncements, Vol-1,2& 3, ICAB Bhaban, Dhaka.

Course Assessment Pattern:

Bloom's Category	CIE Marks:40					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5			05
Understand	5					10
Apply	5	5		10		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Human Resources Management	Credits:03
Course Code: MGT-4701	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: This course prepares the students with the knowledge in understanding the Concepts of effective human resource management. It familiarizes the students with the role of Human resource managers in the development of an organization with skilled manpower and also depicts different methods of developing and training program to improve the employees' performances within an organization.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	To understand the concept and model of HRM
CL02	To be acquainted with Human Resource Development & Planning
CL03	To provide current knowledge, ideas and the conceptual framework of HRM
CL04	Explain the differences between Personnel management and Human Resource Management.
CL05	Explain the different plans, training and program of developing skilled manpower.
CL06	Explain the role of GO's and NGO's for effective Human Resource Management.
CL07	Explain the different legal aspects of HRM
CL08	Understand the different type of leadership styles and the demonstration of interpersonal skills when leading in a group situation

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1	-	-	-	-
CLO2	1	2	2	-	-	-	-
CLO3	2	1	2	-	-	-	-
CLO4	1	3	1	1	-	-	-
CLO5	1	3	2	2	-	-	2
CLO6	2	2	1	1	-	3	-
CLO7	1	1	1	2	-	2	3
CLO8	1	-	-	-	3	-	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Introduction to Human Resource Management:** What is HRM, Why HRM is important to all managers, HRM job duties, Functions of HRM, the trends shaping Human Resource Management, Strategic Human Resource Management, High-performance work system, Evidence-based Human Resource Management and Corporate Ethics, HR Metrics.	06	CLO1

02.	**Job Analysis:** Nature, components, types of information collected, uses of job analysis information, steps of job analysis, information collect methods, qualitative methods vs. quantitative methods, writing job descriptions, writing job specification, 'trained versus untrained personnel, job analysis in a worker-empowered world, job enlargement, enrichment, competency-based job analysis, its uses and types.	06	CLO2
03.	**Personnel Planning and Recruitment:** Definition, why personnel planning, assessing current human resources, Human Resource Information System (HRIS), replacement charts, Personnel needs forecasting methods, manual vs. computerized, privacy of HR information Recruitment definition and goals, factors and constraints of effective recruiting, centralized vs. decentralized recruiting, measuring recruiting effectiveness, Recruiting yield pyramid, finding internal candidates, finding external candidates, recruitment agencies, recruitment websites, recruiting more diverse workforce, developing application forms.	06	CLO3
04.	**Employee Testing and selecting:** Importance, computer-interactive test, work samples and simulation, background investigation, polygraph and honesty testing, physical examination, testing the test method- reliability and validity testing, online help in testing and selection. Managerial on-the-job training, Off-the-job management training and development techniques, managing organizational change program, evaluating the training effort.	06	CLO4
05.	**Performance Management and Appraisal:** Performance management and performance appraisal, why performance management, problems of unrealistic appraisal, performance management process, Role of Supervisor and HR department in performance appraisal, steps in appraising performance, Appraisal tools and methods, computerized and web-based performance appraisal, how to avoid appraisal problems, Appraisers, Appraisal interview.	06	CLO5
06.	**Managing Career:** Basics of career management, Mentors, Employees', employers', and organization's role in career development, innovative corporate career development initiatives, managing promotions, managing transfers, enhancing diversity through career management, Retirement, Managing one's career-career stage, occupational orientation, career Anchors, finding right job.	03	CLO6
07.	**Strategic pay plan & Pay for performance, financial incentives, benefits:** Factors in determining pay rates, Compensation law, compensation policy issues, equity on pay rates, establishing pay rates, job evaluation, job evaluation methods, pricing managerial and professional jobs, competency based pay.Types of incentive plans, variable pay plan, employee stock ownership plan, gain sharing plan, Benefits, types of benefits, benefit for time not work, retirement benefit, employee assistance programs, family-friendly benefits, executive perquisites, flexible benefits programs.	09	CLO7
08.	**Labor relation, collective bargaining, safety and health:** Union	06	CLO8

	and law, unfair employer labor practices, collective bargaining process, negotiation, third party involvement, strikes, grievance handling, employer's responsibility to employees' safety and health, accident, how to prevent accidents, workplace health hazards and remedies.		

Text Book

Dessler, Gary, Human Resource Management 15th Edition (2018),Mcgraw Hill, New Delhi,India.

Reference Books:

Taher, M. A & A.A. Khan, Human Resources Management, 3rd Edition (2010) Abir Publication, Dhaka, Bangladesh

A. Decanzo & S. P. Robbins. Human Resources Management, 10th Edition (2008), Prentice Hall, New Delhi,India

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5					10
Apply	5		5	5		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Project Management**	Credits:03
Course Code: FIN-4704	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: This course aims at providing critical overview of project management techniques applicable to industrial and development projects. Starting from project initiation different aspects of project management will be taught in the classes, which include planning, directing, controlling and evaluation of project.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Understand the concept of project and project management, Project stakeholders, Institutional context of a project as well as the life cycle of the Project.
CL02	Explore the project planning process for the efficient management.
CL03	Identify the Project Selection Process.
CL04	Gather the knowledge to prepare project Proposal for searching fund for the project.
CL05	Identify the sources for project financing.
CL06	Recognize the risk associate to project and Project management.
CL07	Understand the evaluation process of Project success.
CL08	Know about the Project Management scenario of Bangladesh.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1	-	-	-	-
CLO2	1	2	2	-	-	-	-
CLO3	2	1	2	-	-	-	-
CLO4	1	3	1	1	-	-	-
CLO5	1	3	2	2	-	-	2
CLO6	2	2	1	1	-	3	-
CLO7	1	1	1	2	-	2	3
CLO8	1	-	-	-	-	3	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.	CLOs
01.	**Introduction and Overview:** Defining project and project management, Project characteristics, Aspects of project management, Project stakeholders, Institutional context of a project, Types of projects, Project Life Cycle-project phases, Importance of project management, Project management skill sets, 7s in project management..	03	CLO1
02.	**Project Planning:** Importance of project planning; Project planning elements; Scope of planning, Tools to help project manager plan for crises; Project Charters; Work Breakdown Structure (WBS), Project	03	CLO2

	Planning by Objectives (PPO), Listen Approach; Logical Framework Approach.		
03.	**Selection of a Project:** Steps in project selection; Criteria for project selection models; Nature of project selection models; Project selection models; Modern decision tools; Problems solving under profitability analysis / capital budgeting techniques.	06	CLO3
04.	**Preparation of Project Proposal:** Concept of feasibility study; Why feasibility study; Study areas of a complete feasibility study; Feasibility Study Vs. Project Proposal (PP); Types of project proposal; Importance of project proposal; Guidelines in preparing a project proposal; Preparation of an empirical or hypothetical project proposal.	06	CLO4
05.	**Project Manager and Organization:** Project manager and project management; Responsibilities of a project manager; Selecting project manager; Project team; Project organization and its types; Choosing an organizational form; Key parties in a project.	03	CLO1
06.	**Project Financing:** Capital structure; Check list of debt between equity; Menu of financing; Raising capital from international market; Measuring financial break-even and accounting break-even; Financial sustainability of a project; Problem solving on capital structure formation and project sustainability.	06	CLO5
07.	**Implementation and Control of a Project:** Fundamental purpose of control; Types of control processes; Balance in a control system; Control of creative activities; Control of change; Steps in project controlling; Scheduling Techniques; Gantt Chart; CPM and PERT; Problem solving on scheduling techniques.	06	CLO7
08.	**Project Risk Management:** Risk management defined; Nature of project risk; Sources of risk; Risk management process; Risk identification, Risk assessment, Risk response development; Risk response control; Measuring project risk; Problem solving on risk management techniques.	06	CLO6
09	**Project Evaluation and Termination:** What is evaluation; Characteristics of a scientific evaluation; Guidelines for project evaluation; When to terminate a project; Why a project goes out of control; Verities of project termination; Final report preparation; Participatory Rural Appraisal; Impact assessment	03	CLO7
10	**Managing Projects in Bangladesh:** Project planning environment in Bangladesh; Dangers of traditional project management; Early planning efforts; National planning framework; Plan implementation experience; Problems of Planning and project management in Bangladesh; Suggested measures.	03	CLO8

Text Book:

Meredith, J. R., Samuel, J. and Mantel, J. (2016).*Project Management- A Managerial Approach.*9th edition, Wiley.

Reference Books:

Chadha, S., (1989).*Managing Projects in Bangladesh*,.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5		5			10
Apply	5			5		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Strategic Management**	Credits:03
Course Code: MGT-4705	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: This course highlights the goals of strategic leadership and shows how competitive advantage results in superior performance. It familiarizes the students with company's business model, the value chain, and distinctive competencies. The course then explains approach to examining the issues and tradeoffs in the choice of a generic business-level competitive strategy. Further the course focuses on the way in which the nature of competition changes. Students will be moreover familiar with the global environmental strategies. Students in addition will also be exposed to the growing importance of strategic outsourcing as way of building competitive advantage. After that the course will explain governance mechanisms that shareholders put in place to make sure that managers are acting in their interests.

Course Learning Outcomes: At the end of the course, the students will be able to-

CLO1	Demonstrate familiarity with established concepts and practices in the field of strategic management and awareness about environmental impact therein.
CLO2	Use relevant knowledge and skills learnt in strategy for professional and personal development.
CLO3	Cooperate with others and apply knowledge in a socially responsible manner for the progress of the nation and for well being.
CLO4	Demonstrate commitment to ethics, autonomy, professionalism and Islamic values in the workplace and everyday life.
CLO5	Communicate with people from a diverse range of backgrounds with empathy.
CLO6	Analyse issues and demonstrate knowledge and skills in planning, executing and evaluating strategies and action plans.
CLO7	Use the necessary learning skills in management and measurement of effective strategies for overall development of organization and the nation as a whole.
CLO8	Apply basic strategic knowledge and skills in relevant fields.
CLO9	Understand the various types of strategic dimensions and the demonstration of interpersonal skills when leading in a particular situation.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1	-	-	-	-
CLO2	1	2	2	-	-	-	-
CLO3	2	1	2	-	-	-	-
CLO4	1	3	1	1	-	-	-
CLO5	1	3	2	2	-	-	2
CLO6	2	2	1	1	-	3	-
CLO7	1	1	1	2	-	2	3
CLO8	1	-	-	-	-	3	2
CLO9	2	2	1	3	1	-	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (Summary)	Hrs.	CLOs
01.	**Strategic Leadership: Managing the Strategic-Making Process for Competitive Advantage:** Strategic Leadership, Competitive Advantage, and Superior Performance, Strategic Managers**,** The Strategy-Making Process**,** Strategy as an Emergent Process, Serendipity and Strategy, Intended and Emergent Strategies, Strategic Planning in Practice**,** Strategic Leadership: Key characteristics of good strategic leaders.	06	CLO1
02.	**External Analysis: The Identification of Opportunities and Threats:** Defining an Industry, Porter's Five Forces Model, Barriers to entry, Determinants of Rivalry, The bargaining power of buyers and Suppliers, Strategic Groups Within Industries, Industry Life Cycle Analysis, The Macro Environment: Forces, Presentation on Cases.	03	CLO2
03.	**Internal Analysis: Distinctive Competencies, Competitive Advantage, and Profitability:** Competencies, Resources, and Competitive Advantages, The Value Chain: Primary Activities, Support Activities; The Building Blocks of Competitive Advantage: Efficiency, Quality as Excellence and Reliability, Innovation, Responsiveness to Customers, The Durability of Competitive Advantage, Avoiding Failure and Sustaining Competitive Advantage: Why companies fail, Steps to avoid failure.	06	CLO3
04.	**Building Competitive Advantage Through Functional-Level Strategy:** Achieving Superior Efficiency: Efficiency and Economies of Scale, Efficiency and Learning Effects, Efficiency and the Experience Curve, Efficiency, Flexible Production Systems, and Mass Customization, Marketing and Efficiency, Materials Management, Just-In-Time, and Efficiency, R&D Strategy and Efficiency, Human Resource Strategy and Efficiency, Information Systems and Efficiency, Infrastructure and Efficiency, Achieving Superior Quality: Six Sigma Quality Improvement Process, Attaining Superior Reliability, Implementing Reliability Improvement Methodologies, Improving Quality as Excellence. Achieving Superior Innovation: The High Failure Rate of Innovation, Reducing Innovation Failures, Achieving Superior Responsiveness To Customers: Focusing on the Customer, Satisfying Customer Needs.	06	CLO4
05.	**Building Competitive Advantage Through Business-Level Strategy:** Competitive Positioning and The Business Model; Formulating the Business Model: Customer Needs and Product Differentiation, Formulating the Business Model: Customer Groups and Market Segmentation, Implementing the Business Model: Building Distinctive Competencies, Competitive Positioning and Business-Level Strategy: Generic Business-Level Strategies: Cost Leadership, Focused Cost Leadership, Differentiation, Focused	06	CLO5

	Differentiation, Competitive Positioning for Superior Performance: Broad Differentiation, Competitive Positioning and Strategic Groups, Failures in Competitive Positioning.		
06.	**Strategy in the Global Environment:** Choosing a Global Strategy, Basic Entry Decisions, The Choice of Entry Mode, Global Strategic Alliances: Advantages, Making Strategic Alliance Work, The Global and National Environments, The Globalization of Production and Markets, National Competitive Advantage: National attributes influencing, competitiveness of companies located within that nation, Increasing Profitability and Profit Growth Through Global Expansion, Cost Pressures and Pressure for Local Responsiveness.	03	CLO6
07.	**Corporate –Level Strategy: Horizontal Integration, Vertical Integration, and Strategic Outsourcing:** Corporate Strategy and the Multi-business Model, Horizontal Integration: Single-Industry Strategy, Vertical Integration: Entering New Industries to Strengthen the Core Business Model, Increasing Profitability Through Vertical Integration, Alternatives to Vertical Integration, Benefits of Outsourcing, Risks of Outsourcing.	06	CLO7
08.	**Corporate-Level Strategy: Formulating and Implementing Related and Unrelated Diversification;** Expanding Beyond a Single Industry, Increasing Profitability Through Diversification, Types of Diversification, Disadvantages and Limits of Diversification, The Bureaucratic Costs of Diversification, Choosing a Strategy, Entry Strategy: Infernal New Ventrues, Acquisition, Joint Venture, Restructuring.	06	CLO8
09.	**Corporate Performance, Governance, and Business Ethics:** Stakeholders and Business Ethics, Stakeholders Impact Analysis, The Unique Role of Stockholders, Agency Theory: Principal-Agent Relationships, The Agency Problem, Governance Mechanisms, Governance Mechanisms Inside a Company, Ethics and Strategy, Ethical Issues in Strategy, The Roots of Unethical Behaviour, Philosophical Approaches to Ethics.	03	CLO9

Text Book:

Hill, C.W.L., & Jones, G. R. (2018). *Strategic Management: An Integrated Approach.* Houghton Mifflin Company, Boston, 13th Ed.

Reference Books:

Craig S. F., & Babette E. B., (2003).*Strategy and Competitive Analysis, Methods and Techniques for Analyzing Business Competition*, The Mind shifts group Pvt. Ltd., New Jersy.

Course Assessment Pattern:

Bloom’s Category	CIE Marks:50	SEE Marks:50

	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5		5			10
Apply	5			5		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Marketing Management		Credits:	03
Course Code: MKTG-4702		CIE Marks:	50
Exam Hours: 04		SEE Marks:	50

Course Description: This course is designed to prepare students who are pursuing marketing careers in the services or goods industries and non-marketing students desiring to understand the key concepts of services marketing and how they can be used to create competitive advantage for businesses.

Course Outcomes: At the end of the course, the students will be able to-

CO1	Interpret complex marketing issues and problems using relevant theories, concepts and methods with regard to current development therein.
CO2	Apply contemporary marketing theories to the demands of business and entrepreneurial practice
CO3	Understand cultural, social factors for managing profitable customer relationship both individual and business market segment
CO4	Organize information and data to reveal patterns and themes, and manage teams and evidence gathering and problem solving processes.
CO5	Find and generate information needed to inform problem solving in marketing using appropriate methodology for development of Brand Image
CO6	Apply the different pricing strategies and channel management programs
CO7	Analyze information/data critically and communicate that knowledge

Mapping of CO to PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	-	-	-	-	-	-
CO2	-	2	-	-	-	-	-
CO3	-	-	-	-	5	-	-
CO4	-	-	2	-	-	-	-
CO5	-	-	-	4		-	
CO6	1	-	3	-	5	-	-
CO7	-	-	-	4	-	-	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	COs
01.	**Introduction on** Marketing Management Scope of marketing, Demand states and marketing tasks, prospects, needs wants & demands, product, offering, brand, value and satisfaction, Relationship and networks, marketing channels, supply chain. Segmentation, targeting and positioning	06	CO1
02.	**Developing Marketing Strategies & Plans** The value chain, Corporate and division strategic planning (four planning activities), Business unit strategic planning**,** Porters generic strategies, strategic alliances, marketing alliances**,** Marketing plan.	06	CO2

03.	**Creating Customer Value, Satisfaction, and Loyalty** Customer perceived value, Delivering customer value and satisfaction, Customer profitability, Attracting and retaining customers.	03	CO3
04.	**Analyzing Consumer Markets and Business Markets** Cultural factors, culture, subcultures, diversity marketing, social classes), social factors ,reference groups, Consumer Buying decision process-Five stage model, other theories of consumer decision making, Business Buying Decision process	05	CO3
05.	**Dealing with the Competition** Competitive forces, Identifying competitors, Designing competitive strategies. Designing competitive strategies- market leader, challenger, follower and nicher strategies	05	CO4
06.	**Setting the Product Strategy** Product levels, product classification, differentiations, product system and mixes, Product line decisions, product mix pricing, co-branding, Packaging. **Creating Brand Equity** Brand equity, role and scope, brand equity models, building brand equity, measuring brand equity, managing brand equity, Devising a branding strategy, customer equity.	05	CO5
07.	**Developing price strategies** Adapting the price- geographical pricing, price discount and allowances, promotional pricing. discriminatory/differentiated pricing	04	CO6
08.	**Designing and Managing Integrated Marketing Channels** Importance of channel, Channel functions and flows, channel levels, Channel design decisions. Channel management decisions, Channel integration and systems.	05	CO6
09	**Managing Mass Communications: Advertising, Sales Promotion, Events and Experiences, and Public Relations** Setting the advertising, Deciding on advertising budget, developing the advertising campaign.	06	CO7

Text Book:

1. Kotler, P., & Keller, K. L. (2014). *Marketing Management*, New Jersey, USA, Prentice Hall, 13th Edition.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5		5			10
Apply	5			5		10
Analyze	5					10
Evaluation						10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Research Methodology in Business	Credits:03
Course Code: RES-4701	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: This course is designed to provide an overview of important concepts of research design, data collection, statistical inference, interpretation, and financial report presentation. The course will assist students in developing knowledge of business research methods, suitable for workplace application, to enable solutions and recommendations founded on legitimate and efficient data and information. The central objective of this course is to develop those research and analysis skills that are appropriate to the study and practice of Business Administration. The emphasis is on how to actually conceptualize and conduct a business research project as well as use research as an aid for business administration decisions.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Demonstrate the ability to choose methods appropriate to research aims and objectives.	PLO
CL02	Understand the limitations of particular research methods.	3
CL03	Understand the importance to ensure accurate data is collected so that the results are interpretable and generalizable.	3
CL04	Develop skills in qualitative and quantitative data analysis and presentation.	3
CL05	Develop advanced critical thinking skills in business research	3
CL06	Demonstrate enhanced writing skills in business research.	3

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	1	3	2	-	-	-	-
CLO2	1	1	2	-	-	-	-
CLO3	1	1	2	1	-	-	-
CLO4	1	3	3	1	-	-	-
CLO5	1	3	3	-	-	-	-
CLO6	1	1	2	1	-	-	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.	CLOs
01.	**Research Methodology-**An Introduction Introduction, Meaning of research, Objectives of research, Significance of business research, Types of research, Research	04	CLO1

	approaches: Qualitative and Quantitative, Research methods Vs methodology, Generation of theory: Inductive and deductive reasoning, Research process, Features of a good research.		
02.	**Defining Research Problem** Introduction, Meaning of research problem, Components of research problem, Importance of defining research problem, Principles of defining research problem, Techniques of selecting research problem, Process of defining a research problem, Research proposal.	03	CLO1
03.	**Research Design** Introduction, Important terminologies relating to the research design: Variables, Research hypothesis and Experiment, Types of research design: Exploratory and Conclusive, *Experimental versus Non-experimental research design*, Steps in research design process, Importance of research design, Features of good research design.	04	CLO1, CL02
04.	**Measurements and Scaling Techniques** Introduction, Measurement, Scale, and scaling, Primary Scales of Measurement, Measurement scaling techniques–Comparative and Non-comparative, Criteria for good measurement, Sources of Error in Measurement.	04	CLO2
05.	**Questionnaire Design** Introduction, Meaning of Questionnaire, Importance of questionnaire, Types of questionnaires, Characteristics of a good questionnaire, Guidelines for constructing a questionnaire, Pre-testing of questionnaire, Advantages and disadvantages of questionnaire.	03	CL03
06.	**Data Collection Methods** Introduction, Meaning of data, Types of data: Primary data - Meaning of primary data, Methods of collecting primary data: Observation, Survey, Interview and Case study method, Difference between Questionnaires and Schedules, Selection of appropriate method for collection of primary data. Secondary data - Meaning of secondary data, Sources of secondary data, Scrutiny of secondary data, Advantages and disadvantages of secondary data, Comparison between primary and secondary data, Other types of data.	03	CL02, CL04
07.	**Survey Design** Important issues in survey Design, Planning–selection of research staff; preliminary investigation etc, Sample design and Sample Selection. Principles of Sample Survey.	01.5	CL04
08.	**Sampling Design** Introduction, Fundamental terminologies relating to sampling, Meaning of sampling, Advantages of Sampling over Census, Essentials of sampling, Sampling unit, Sampling frame, Sampling design, Determination of sample size, Different Methods of Sampling: Random sampling and Non-random sampling, Sampling and Non-sampling Error.	05	CL04

09.	**Fieldwork** Introduction, Importance of Fieldwork, Fieldwork Management Process, In-house Training for Inexperience Fieldworkers, Principles of Good Interviewing, Rules of Business Research Inquiry, Activities in Fieldwork.	01.5	CL05
10	**Data Processing and Presentation** Introduction, Data processing operations: Editing - Field editing and In-house editing, Coding, Classification, Tabulation, Cross-Tabulation, Contingency table (data matrix), Data presentation methods.	02	CL04, CL05
11	**Data Analysis and Interpretation** Introduction, Significance of data analysis, Univariate analysis, Bivariate analysis, Multivariate analysis, Hypothesis testing, Analysis of variance, Multiple Regression Analysis, Factor analysis, Generalization and interpretation.	06	CL04, CL05
12	**Report Writing** Introduction, Significance of report writing, Category of reports, Types of research reports, General research report format, Art of quoting, footnotes, documentation and bibliography, Presentation of the report.	03	CL06
13	**Research Project:** Selection of a research problem/title, Formulation the research hypothesis, Research design, Questionnaire design, Sampling design, Survey design, data collection (primary, secondary), Processing the data, Analysis of data (Descriptive and Inferential or Statistical analysis) using statistical software such as: SPSS, MS Excel, XLSTAT, Strata, SmartPLS etc. and Research report writing and Presentation of the report.	05	

Recommended Text Book:

1. Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013), *Business Research Methods*. 9th Edition, Cengage Learning

Reference Books:

1. Saunders, M., Lewis, P. & Thronhill, A. (2015). *Research Methods for Business Students*, 7th edition, Prentice Hall Publication.
2. R. Ferber & J. P. Verdoom, *Research Methods in Economics & Business,* New York, The MacMillan Company.
3. Kothari, C. R. (2019). *Research Methodology: Methods and Techniques*. 6th Edition, Wish wa Prakashan, India.
4. Bryman, A, & Bell, E(2018), *Business Research Methods*, 5th edition, Oxford University Press.
5. Malhotra, N. K. (2018). *Marketing Research: An Applied Orientation*, Fifth Edition, Pearson Education India.

Course Assessment Pattern:

Bloom's Category	CIE Marks:60	SEE Marks:40

	Mid-Term (20%)	Research Project (20%)	Presen tation (10%)	Attendance Marks 10	Written Exam. (40%)
Remember			10		05
Understand	05				10
Apply	05	05			10
Analyze	05	05			10
Evaluation	05	05			10
Create		05			05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Courses of Eighth Finance & Banking Major

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Islamic Banking
Course Code: BNKG-4802

Exam Hours: 04

Credits: 03
CIE Marks: 50
SEE Marks: 50

Course Assessments	**CIE: Continuous Internal Evaluation**	**Attendance**	**10 Marks**
		Assignment/ Class test/ Quizzes	**10 Marks**
		Mid-term	**30Marks**
	SEE: Semester End Examination		**50 Marks**

Course Description:
The main objective of this syllabus is to present to the student a dose of the conventional material in money and banking plus many relevant Islamic elements about which a good deal of literature have accumulated during the past two decades. The ultimate goal is to teach the student analytically the main aspects of similarity and differences between the contemporary monetary and banking system and that which is based on the Islamic *Shari'ah*. Various Islamic alternatives within a bank as well as throughout the whole banking system should be explained and the possible problems and obstacles facing their application have to be delineated.

SL NO.	**Course Outcomes (COs): Upon the successful completion of the course, students will be able to:**	**Corresponding POs**	**Bloom's taxonomy domain/level**
CO1	Understand the key concept of Islamic bank, distinguishing features and objectives of Islamic banking, difference between Islamic and conventional banking, Riba and its impact based on shariah;	1, 2, 3	Remember Understand
CO2	Know the different types of deposit accounts and cost of pool funds;	1, 2, 3, 4	Understand Apply
CO3	Learn the concept of liquidity, liquidity policies, liquidity vs profitability, types of liquidity; purposes of liquidity management;	1, 2, 3, 4	Understand Apply
CO4	Know about different methods of investments: Bai mechanism, share mechanism, and Ijara mechanism; comparative features of	1, 2, 3, 4	Analyse Evaluate

	Conventional and Islamic modes of investment; non-investment services of Islamic banks; new islamic financial instruments		
CO5	Understand different welfare services of Islamic banks: Islami bank hospital, monoram sales center for distressed women**,** rural financing under Islamic banks, roles of micro credits in poverty alleviation in Bangladesh;	1, 2, 3, 7	Understand Apply
CO6	Learn about Islamic bank's finance for government and public sector, major risk faced by Islamic banks; techniques of measuring and managing risks by Islamic banks in Bangladesh; the issues and problems of Islamic banking: micro and macro level	1, 2, 3, 4	Understand Apply
CO7	Learn about responsibilities of bankers to customer, responsibilities of customer to bankers, measures to improve their relationships, termination of their relationships;	1, 2, 3, 4, 6, 7	Understand Apply

SL NO.	CONTENT OF COURSE (as Summary)	Hrs	COs
01	**Introduction** Meaning and Concepts of Islamic Banking; Theoretical Basis of the Concept of Islamic Banking; Distinguishing Features of Islamic Banking Systems; Compared to Conventional Banking System; Objectives of Islamic Banking; Commercial Banking vs Islamic Banking; Riba and its basic features; Types of Riba; Rationale for Prohibition of Riba; Riba vs Profit; Economic Exploitation of Interest.	06	CO1
02	**Deposit Mobilization** Concepts of Deposit Mobilization; Types of Deposits under Islami Shariah; Al-Wadiyah; General Mudarabah Accounts; Term-Mudarabah Accounts; Special Mudarabah Accounts; Cost of Pooled Fund.	03	CO2
03	**Liquidity Management** Concepts of Liquidity; General Liquidity Policies; Liquidity vs. Profitability; Short-term and long-term Liquidity; Day to Day Management of Money Position; Purposes of Cash Reserves Requirement; Primary Reserve; Secondary Reserve; Case Study.	03	CO3
04	**Management of Funds by Islamic Bank:** Islamic Modes of Investment; Bai –Mechanism: Bai-Murabaha; Bai-Muajjal; Bai-Salam; Istisna'a; Share-Mechanism: Mudaraba; Musharaka; Ijara-Mechanism: Hire-Purchase; Comparative Features of Conventional and Islamic Modes of Financing.	06	CO4
05	**Non-investment Services of Islamic Banks** Collection of Negotiable Instruments; Sale of Share; Transfer of Money; Maintenance of Budget Accounts; Settlement of Transactions; Bank Guarantee.	03	CO5
06	**Welfare Services by Islamic Banks** Rural Financing under Islamic Banks; Roles of Micro Credits in Poverty Alleviation in Bangladesh; The Welfare Services of Islamic Bank; Islami	03	CO6

	Bank Hospital, Monoram Sales Center for Distressed Women; Some Welfare Programs of Islamic Banks in Bangladesh.		
07	**Islamic Bank's Finance for Government and Public Sector** Interest–free Banking and the State; Proposals for Mobilizing Resources for Govt. Transactions on Interest-free Basis; Scope of Deficit Financing; Minimizing the Budget Deficit; Elimination of Interest; Return of Government Bonds; Financing Public Sector..	03	CO7
08	**Risk Management by Islamic Banks:** Concepts; Major Risk faced by Banks; Techniques of Measuring and Managing Risks by Islamic Banks in Bangladesh, GAP & Market Risk Management; Credit Risk Management; Financial Engineering in Islamic Finance; Portfolio Risk.	06	CO7
09	**Banker Customer Relationship** Introduction; Banker's and Customers; Responsibilities of Bankers to customer; Responsibilities of customer to Bankers; Measures to Improve Their Relationships; Termination of Their Relationships.	03	CO7
10	**Issues and Problems of Islamic Banking** An Overview of the Problems; Issues and Problems in Implementation; Issues related to Macro Operations; Valuation of Bank's Assets; Credit creation and Monetary Policy; Lack of Capital Market and Financial Instruments; Issues related to Micro operations; Problems faced by Islamic Banks in Bangladesh.	06	
11	**New Islamic Financial Instruments** Participation Term Certificates(PTCs), Mudaraba Certificates, Govt. Investment Certificates, IDCs, IICs and MBs – Kinds, Definitions and Similarities and Dissimilarities Between the Traditional Financial Instruments and that of Islamic Financial Instruments	03	

Text Book

Hasan et al. (2008). A Text Book on Islamic Banking, 2nd edition, Islamic Economics Research Bureau, Dhaka, Bangladesh

		Evaluations out of 100 marks			
Bloom's Category		CIE Marks:50			SEE Marks:50
Cognitive learning	Affective learning	Mid-term (30)	Assignment/Class Test (10)	Attendance (10)	Written Exam.
Remember		05			05
Understand		05	05		10
Apply		05			10
Analyze		05	05		10
Evaluation		05			10
Create		05			05
Remarks	Course teachers may change the magnitude of marks in Bloom's category(Both for CIE and SEE), but he/she will have to keep in mind that the % of higher order learning mode must be about 60% or more and all the Bloom's categories to be addressed during the semester. If necessary, a course teacher may also use Cognitive (Knowledge),				

	Affective (Attitude) and Psychomotor (Skills) domain of Bloom's Taxonomy.
Note: CIE = Continuous Internal Evaluation, **SEE**= Semester End Examination.	
A. Lecture delivery methods & activities: Lecture, White Board Writing, Questions and Answers, Discussions, and Power point Presentation	
B. Assessment tools: Class Attendance, Class test, Quizzes/ Assignment; Mid-Term & SEE Exam; Project evaluation & Viva	

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Public Finance**	Credits: 03
Course Code: FIN-4805	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description

The course is designed to provide students the theoretical and empirical knowledge on budgeting and financial management of the public sector. Collection of government revenues and government expenditures, management of government enterprises, prudential supervision of government financial enterprises, and management of provident funds and other trust funds are the key areas in which “grand corruption” occurs. Students will develop familiarity with the ways in which mismanagement occurs and how improvements can be made.

Course Learning Outcomes

After completion of this course, the students will be able to:

CL01	Understand the key principles of public finance, efficient resource allocation, causes of market failure: public goods, private goods and externalities, quasi-public goods and merit goods, role of government in the economy.
CL02	Understand the revenue, expenditure and debt policy of a government.
CL03	Understand the definition of Tax, Characteristics of tax, methods of tax, principles of taxation- incidence of tax under perfect and imperfect competitive market, Tax structure of Bangladesh.
CL04	Understand the fiscal policy and its effectiveness
CL05	Understand the concepts and implications of balanced and unbalanced budget, sources of revenue and areas of expenditure, critical appraisal of the recent budget of Bangladesh.
CL06	Examine the issues involved in budgetary and financial management reforms, and what is involved in the effective prudential supervision of financial institutions including the banking system, provident funds and stabilization and other trust funds.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	3	1	1	-	2	2
CLO2	1	1	1	1	-	2	2
CLO3	2	2	1	1	-	2	3
CLO4	1	1	1	1	-	2	3
CLO5	3	3	1	2	-	2	2
CLO6	2	1	2	2	-	3	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO.	**Contents of Course (as Summary)**	Hrs.	CLOs
01.	**Introduction to Public Finance** Definition, Nature and Scope, Major Objectives, Differences from Private Finance, Role of Public Finance in Developing, Developed, Capitalist and Socialist Countries.	03	CLO1
02.	**Economic Efficiency and Market Failure** Pareto Efficiency and Efficient Resource Allocation, Causes of Market Failure: Public Goods, Private Goods and Externalities, Quasi-Public Goods and Merit Goods. Role of Government in the Economy.	06	CLO1
03.	**Public Expenditure** Different Principles, Causes of Growth of Public Expenditure, Effects and Limitations of Public Expenditure, Fields of Public Expenditure in Bangladesh.	03	CLO2
04.	**Taxation** Definition of Tax, Characteristics of Tax, Principles of Taxation-Benefit Approach, Ability to Pay Approach, Equity Considerations, Tax Structure of Bangladesh.	03	CLO3
05.	**Method of Tax Analysis** Impact and Incidence of Taxation, Tax Shifting- Forward and Backward Shifting, Tax Burden: Direct and Indirect Burden of Tax, Incidence of Poll Tax, Income Tax, Corporation Tax, Custom Duty, Excise Tax, Value Added Tax, Excess Burden of Tax.	06	CLO3
06.	**Partial & General Equilibrium View of Product and Factor Tax** Partial Equilibrium View of Product Taxes: Incidence of Unit Tax and Ad-Valorem Tax Under Perfect Competition and Monopoly, Demand and Supply Elasticises and Tax Incidence, Partial Equilibrium View of Factor Taxes: Incidence of Tax on Wage Income, Capital Income and Rent of Land, General Equilibrium View of Product and Factor Tax.	06	CLO3
07.	**Public Debt** Meaning and Importance, Private Debt vs. Public Debt, Sources of Public Debt, Benefits and Burden of Public Debt, Inflation, Economic Growth and Public Debt, Public Debt in Bangladesh.	03	CLO2
08.	**Budget** Concepts and Implications of Balanced and Unbalanced Budget, Budget Balance and National Balances, Budget Accounting and Its Significance, Sources of Revenue and Areas of Expenditure, Critical Appraisal of the Recent Budget of Bangladesh.	09	CLO5 & CLO6
09	**Fiscal Policy** Defining and Making of the Fiscal Policy, Objectives and Instruments of Fiscal Policy, Political and Economic Considerations in Making	06	CLO4

	Fiscal Policy: Effectiveness and Limitations of Fiscal Policy to Attain Full-Employment Level of Production and Anti-Inflationary Fiscal Measures, Implementation of Fiscal Policy, Fiscal Policy in Developed and Underdeveloped Countries.		

Text Book

Musgrave, A. M. (2084). *Public Finance in Theory and Practice*, 4rth Edition, McGraw-Hill.

Reference Books

Dalton, H. (2009). *Principles of Public Finance*, 1st Edition, Amazon.

Rosen, H. S. and Grayer, T. (2013).*Public Finance*, 10th Edition, New York, McGraw-Hill/Irwin.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5		5			10
Apply	5			5		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Corporate Finance**	Credits: 03
Course Code: FIN-4807	CIE Marks: 50
Exam Hours: 04	SEE Marks: 50

Course Description: The course develops theoretical framework for understanding and analyzing major financial problems of modern firm in the market environment. The course covers basic models of corporate capital valuation, including pricing models for primary financial assets, real assets valuation and investment projects analysis, capital structure, derivative assets and contingent claims on assets. The course focuses on developing skills in analyzing corporate behavior in capital markets and the relationship of agent and principal in raising funds, allocating capital, and distributing returns. It provides necessary knowledge in evaluating different managerial decisions and their influence on corporate performance and value.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Understand the overview of corporation as an important form of business organization
CL02	Explore the various categories of Financial statements and tools for analyzing those statements.
CL03	Analyze the risk-return relationship of Corporation
CL04	Valuate the various securities for investment
CL05	Understand the capital structure and capital structure decision of the corporate firms
CL06	Analyze the capital budgeting techniques for long term investment
CL07	Analyze the cash and Liquidity management as well as credit and inventory management of corporate firm.
CL08	Analyze dividend policy and examine the dividend theories
CL09	Examine the Corporate Governance and analyze the potential Merger and Acquisition of corporate firms

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	-	-	-	-	-
CLO2	1	2	2	-	-	1	-
CLO3	1	2	3	1	-	-	-
CLO4	1	3	2	1	-	-	-
CLO5	2	-	-	-	-	-	1
CLO6	1	3	2	1	-	1	-

CLO7	1	2	1	-	-	-	-
CLO8	2	1	1	1	-	-	-
CLO9	-	-	-	1	-	2	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL.NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Introduction to Corporate Finance:** Corporate finance and the financial manager; goals of corporate management; separation of ownership and control, agency problem, corporate governance and control of the corporation; value, Managerial compensation and control of the firm, stakeholders.	03	CLO1
02.	**Financial Statements and Cash Flows:** Market value versus book value, non-cash items, statement of cash flows, operating, investing and financing activities, standardized financial statements, ratio analysis, the Du Pont identity, using financial statement information.	06	CLO2
03.	**Risk-Return trade off and CAPM:** Risk, sources of corporate risks, Measures of stand-alone and portfolio risks, market risks, security market line and cost of capital.	03	CLO3
04.	**Security Valuation:** Bond features, bond valuation, bond yields, bond risks, stock features, common stock valuation, common stock yields, and preferred stock valuation.	06	CLO4
05.	**Capital Structure Decision:** Concept of capital structure. Nature and significance of Financial Plan. Cost of Capital -cost of equity shares (including CAPM), preference shares and debt. Weighted Average Cost of Capital (WACC). Capital Structure Theories – NI, NOI, MM hypothesis, Trade off Theory, Traditional Theory, Pecking Order Theory and Signaling Theory. Operating and Financial Leverage. Determinants of capital structure in practice.	03	CLO5
06.	**Capital Budgeting Decision:** Capital budgeting process, types of project, project cash flow analysis, project risk analysis, capital budgeting decision rules, project evaluation techniques, Risk adjusted discount rate and Decision trees.	06	CLO6
07.	**Corporate financing:** Over view of corporate financing, Public issue; alternative issue methods; cash offer; announcement of new equity and the value of the firm; cost of new issues; rights; the new-issue puzzle; types of bonds; public issue of bonds; bond refunding; bond rating; private placement of securities. Short-term financing: sources: Tracing cash and net working capital, the operating cycle and the cash cycle, the cash budget. **Cash and Liquidity Management:** Understanding Float: Disbursement Float, collection float and net float, float management, measuring float, managing cash disbursements. **Credit and Inventory Management:** Credit and receivables, terms of the sale, analysing credit policy, credit analysis, Inventory management, inventory management techniques.	06	CLO7
08.	**Dividend policy:** Dividends, types of dividends, Methods of dividend payments, Dividend versus capital gains, Dividend and firm value-dividend irrelevance argument, Homemade Dividend,	06	CLO7

	Bird-in-the-Hand fallacy, Market imperfection & taxes, Real world factor, Dividend Signalling, Clientele effects, Common stock repurchase, Stock Dividend and stock Split.		
09.	**Mergers and Acquisitions:** Control: Mergers & Acquisitions, Mechanism, exchange offers Exchange example, Gain & losses to M&A, Good reason to merge, Bad reason to merge, Determinants of firm size and scope, Sharing and redistributing the gains and losses..	03	CLO8
10.	**Corporate Governance in Bangladesh:** Corporate governance, corporate social responsibility and accountability, Regulatory agencies of corporate governance, code of corporate governance theory and financings	03	

Text Book:

Brealey, R., Myers, S., & Allen, F., (2011), *Corporate Finance.* McGraw-Hill

Reference Books:

Damodaran, A.(2010). *Applied Corporate Finance: A user's manual*, John Wiley and Son.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5		5			10
Apply	5			5		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Investment Analysis and Risk Management		Credits:	03
Course Code: FIN-4808		CIE Marks: 50	
Exam Hours: 04		SEE Marks:	50

Course Description: The course is designed to provide the basic knowledge of investments in Bangladesh and the globe to help the students identify the investment opportunities in Bangladesh and the global economy. The course also provides to analyze the relationship between risk and return for rationale investment decisions and to discuss the security markets, participants and security market environment. The course will help the students to make the investment decision by analyzing the economic, industry and company, and individually analyzing stock and bonds in their practical life.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Understand the overview of investment for investment decision
CL02	Analyze the security market for understanding the investment environment
CL03	Evaluate the stock market performance based on the stock index for sustainability
CL04	Analyze the risk-return relationship for investment decision
CL05	Understand the different types of investment companies in Bangladesh.
CL06	Analyze the economic, industry and company prospects for investment decision.
CL07	Analyze and evaluate the equity and bond to make the investment decision in equity and bonds
CL08	Understand and evaluate the investment in real assets.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	-	-	-	-	-
CLO2	1	2	2	-	-	1	-
CLO3	1	2	3	1	-	-	-
CLO4	1	3	2	1	-	-	-
CLO5	2	-	-	-	-	-	1
CLO6	1	3	2	1	-	1	-
CLO7	1	2	1	-	-	-	-
CLO8	2	1	1	1	-	-	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL.NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Introduction to Investment:** Concepts, Objectives, Forms of investment, Importance, Factors, Investment decision process, Types of investors and investment, Investment & Speculation**.**	03	CLO1
02.	**Overview of Securities Market:** Concept, Types, Money and capital market instruments, Security trading process, Derivative securities & asset backed securities, Margin Trading & Short sales.	06	CLO2

03.	**Stock Market Performance:** Stock index, Objectives, Type of stock index, S& P-500, DJIA-30 and DSE & CSE indexes	03	CLO3
04.	**Risk-Return Analysis for Investment decision:** Return, components, Risk, Sources & types of risk, Measuring the stand alone and Portfolio risk, & Market volatility.	06	CLO4
05.	**Investment Companies:** Concepts, Characteristics, Advantages & Disadvantages, Types-Exchange Traded Fund, open & closed mutual funds, performance, and different investment companies in	03	CLO5
06.	**Security Analysis** **Economy / Market Aspect:** Fundamental analysis, Economic Analysis, macro-economic factors of the economy, Business cycle, Economic Forecasting, understanding the stock market, determinants of stock price etc. **Industry Aspect:** concepts, types, importance of Industry analysis Industry characteristics, industry life cycle, qualitative aspects of industry analysis, evaluating future industry prospectus **Company Aspect:** Accounting aspects of earnings, problems with reported earnings, analyzing company's profitability, ROA, EPS, P/E Ratio, Information regarding estimates of earnings.	12	CLO6
07.	**Bond Analysis**: Concept, Types and key features of bond, Bond risk analysis, Bond market, Bond valuation, Bond price elasticity, and bond duration.	03	CLO7
08.	**Stock Analysis:** The present value approach, dividend discount model: Zero growth, constant growth, supernormal growth, P/E ratio approach and other approaches.	06	CLO7
09.	**Investments in Real Assets**: Real assets, advantages and Disadvantages of real assets, Real estate as an investment, financing of real estate, types of mortgages, form of real estate ownership, real estate financing companies in Bangladesh.	03	CLO8

Text Book:
Analysis of Investments and Management of Portfolios, Frank K. Reilly, and Keith C. Brown, South-Western, 10^{th} Edition, 2016, Canada.

Reference Books:
1. Investments: Principles and Concepts, Charles P. Jones, Twelfth Edition, 2016, Wiley.
2. Portfolio Management, S. Kevin, Second Edition,2007, Prentice-Hall, India.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/ Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5		5			10
Apply	5			5		10
Analyze	5					10
Evaluation	5					10

Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA
Course Code: FIN-4808
Course Title: Financial Analysis

Course Objectives:
This course is designed to provide with a working understanding of financial analysis of investment risk with special focus on the impact of financial reporting. In particular, methods are analyzed to predict the likelihood a firm will face financial distress. Therefore, first methods to evaluate the firm and equity are analyzed and applied for the analysis of credit risk, including ratio analysis and forecasting. Next, emphasis is laid on the impact of financial reporting on the quality of financial analysis in a credit risk context. One example of off-balance-sheet financing is discussed: leasing. Finally, we change the perspective from external users of financial information to the purpose of liquidity planning and financial strategy. The other objectives are as follows:

- Understand the earnings-based equity-valuation model.
- Identify "value drivers" in financial statement information and learn to forecast these drivers.
- Understand practical implications of information in financial statement footnotes.
- Identify and adjust for accounting choices, earnings management and off-balance sheet risks and obligations that affect the quality of accounting information.
- Conduct Web-based research to support financial statement analysis and equity valuation.
- Understand the relevance of financial indicators, such as return on net operating assets (or invested capital), operating margin, turnover, price-to-book (P/B), price-to-earnings (P/E) ratios.
- Learn to analyze a firm's business strategy and the source of the firm's competitive advantage as inputs to predicting the sustainability of the firm's growth and profitability.
- Evaluate effects of issues related to business ethics and corporate social responsibility.

Course Contents:

<u>Mid-Term Examination</u>

Chapter One: Introduction
Finance and financial manager, financial management decisions, capital budgeting, capital structure, working capital management, forms of business organization, objectives of FA, possible goals and the goal of financial management, methods of reducing agency problem, financial markets and the corporation, parties demanding financial statement information, conflict among diverse parties, factors affecting demand for financial statement information.

Chapter Two: Financial Statement Analysis
The balance sheet-market value verses book value, the income statement-GAAP and non cash items, Cash flow and financial statements: A closer look-sources and uses of cash cross sectional techniques, common size statements, Ratio Analysis –short –term solvency

measures, long-term solvency measures, Asset management measures, profitability measures and market value measures, the du pont identity, assumptions of ratio analysis.

Chapter Three: Cross- Sectional and Time Series analysis of financial Statement Information

Criteria used to select comparables, aggregation options in cross sectional analysis, time series analysis approaches, and economic analysis of time series data, cost estimation.

Chapter Four: Cost Analysis- Alternative Accounting Methods

Cost concepts and classification, reported numbers and accounting methods: an interactive perspective, factors affecting accounting method choice, accounting method differences-absorption and direct costing, cost-volume-profit analysis, and standard costing analysis.

<u>Final Examination</u>

Chapter Five: Corporate Restructuring and Financial Information

Introduction-merger, acquisition, divestitures, LBO, spin-off, explaining corporate restructuring behavior, sources of value in corporate restructuring, financial variables and pre merger analysis and post merger analysis.

Chapter Six: Distress Analysis and Financial Information

The effect of financial leverage, indicators of financial distress, A quick look at the bankruptcy process-liquidation and reorganization, bankruptcy liquidation and reorganization.

Chapter Seven: Credit analysis

Components of credit policy, the credit period, credit policy effects, evaluating a proposed credit policy, credit information, and credit evaluation and scoring.

Chapter Eight: Loan Decision

Information sources for loan decisions, descriptive analysis for loan decisions, quantitative approaches to loan decisions, CRG analysis.

Chapter Nine: Financial Information and Gross profit Analysis, Financial Information and Lease Analysis

Chapter Ten: Corporate Governance and Financial Control

<u>Recommended Texts</u>:

1. Financial Statement Analysis by George Foster, 2nd Edition
2. Financial Statement Analysis and Security Valuation by S.P. Penman
3. Cost Accounting Planning and Control by Matz Usry
4. Fundamentals of Corporate Finance by Ross, Westerfield and Jo

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Financial Markets and Institutions	Credits:03
Course Code: FIN-4813	CIE Marks: 50
Exam Hours: 04	SEE Marks: 50

Course Description:
The main goal of this course is to create an understanding of how financial institutions and markets operate within and place influence upon the economy at large. Rapid changes in the composition of financial instruments and institutions mean that the content of this course must be evolving as well. Understanding the economic foundations of these intermediaries, in addition to the institutional instruments, and developing your analytical and research skills, will prepare you not only for today's job market, but will also help to increase your educational flexibility in adapting to future changes.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Explain the concept of financial assets, financial markets and financial institutions, the flow of funds created in the economy;
CL02	Discuss the concept of interest rates its impact and determinants;
CL03	Understand the operations of money market and capital markets of Bangladesh and the instruments traded in these markets.
CL04	Explain monetary policy of the government and the way the central banks implement the monitory policy;
CL05	Discuss indirect investment vehicle like mutual funds operation;
CL06	Explain different types of financial derivatives and the operation of financial futures market;
CL07	Discuss the regulatory framework of banks and securities markets in Bangladesh;

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	1	2	1	1	2	2
CLO2	3	3	2	2	1	2	2
CLO3	3	3	3	2	1	2	2
CLO4	3	2	3	2	1	2	1
CLO5	3	1	1	1	2	2	2
CLO6	2	3	3	2	2	1	2
CLO7	3	2	2	2	2	3	3

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Introduction** Overview of Financial Markets, Securities Traded in Financial Markets, Valuation of Securities in Financial Markets, Financial Market Regulation, Financial Market Globalization, and Role	06	CLO1

	of Financial Institutions in Financial Markets, Overview of Financial Institutions, and Global Expansion by Financial Institutions.		
02.	**Interest Rates and Term Structure of Interest Rate** Price of financial assets**,** The theory of interest rate, Fisher's approach, Loanable fund theory, liquidity preference theory, determinants of structure of interest rate; The yield curve and the term structure, forward rates, determinants of the shape of the term structure.	06	CLO2
03	**Monetary theory and Policy** Structure and role the Federal Reserve system; instruments of monetary policy, open market operations, Fed funds rate and discount rate; Taylor rule, policy implications for central banks, roles of the Fed in financial crises.	03	CL04
04	**Money Markets and Auction** Money market, Money market instruments: Treasury bill, commercial paper, Negotiable certificates of Deposits, Repurchase agreements, Federal fund, Euro-dollars, and Banker's acceptance and Treasury Auctions	03	CL03
05	**Capital Market in Bangladesh** Understanding, security versus non-security, functions, objectives, stock exchanges, participant in stock markets, Investment banks, functions and Merchant Banking,	03	CL03
06	**Equity Market** Equity security, Traditional process of issuing new securities, Investment bankers, regulation of the primary market- IPO rules, variation of the underwriting process, private placement of securities; Functions of secondary market, trading system, trading locations, market structure, perfect market, role of brokers and dealers, market efficiency, central depository system, relevant regulation	03	CL03
07	**Bond and Mortgage Market** Corporate bond, features, Bond market instruments, corporate bond rating, Mortgage market instruments, securitization and risk in mortgage.	06	CL03
08.	**Bank and Capital market regulations** Backgrounds, Regulatory Structure, Regulation of Deposit insurance, Regulation of capital, Regulation of operations, how regulators monitor banks, Regulation of stock markets: Bangladesh security and Exchange commission, objectives and function, Regulations	03	CL07
09.	**Financial Future Markets** Background on financial futures, role of clearing house, margin requirements, leveraging aspects, market structure, futures verses forward, role of futures in financial markets, US financial futures market, forward rate agreement, closing out a future position;	06	CL06
10.	**Mutual Fund Operations** Background of mutual funds, Load versus non-load mutual funds, Open-end versus closed-end mutual funds, Stock fund categories, Growth and size of mutual funds, Performance of mutual funds, Money market funds, Hedge funds, Real Estate investment trusts,	06	CL05

Text Books:

1. Madura, J. (2010): *Financial Markets and Institutions,* Eight Edition, Thomson south –western,

Referred Books

1. Cornett, M. & Saunders, A. (2006). *Fundamentals of Financial Institutions Management*. 5th edition. Irwin McGraw-Hill Inc.
2. Fabozzi, F. J., Modigliani, F. (2000). *Foundations of Financial Markets and Institutions*. 3rd edition. Pearson Education Asia

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5		5			05
Apply	5			5		10
Analyze	5					10
Evaluation	5					05
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Courses of Eighth: Marketing Major

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Services Marketing** Credits: 03
Course Code: MKTG-4804 CIE Marks: 50
Exam Hours: 04 SEE Marks: 50

Course Description: This course is designed to prepare students who are pursuing marketing careers in the services or goods industries and non-marketing students desiring to understand the key concepts of services marketing and how they can be used to create competitive advantage for businesses.

Course Learning Outcomes: At the end of the course, the students will be able:

CO1	To build an understanding and appreciation of the marketing challenges for service businesses and their similarity and differences from goods/manufacturing businesses through conceptual framework, To recognize that customers hold different types of expectations for service performance and to develop strategies for managing customer perceptions of service
CO2	To describe how customer develop relationship, including retention strategies, creates that achieves excellence in customer service.
CO3	To identify the reasons for service failure and service recovery strategies
CO4	To develop strategies for demand management
CO5	To develop services marketing mix issues in their organization

Mapping of CO to PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	-	-	-	-	-	-
CO2	-	2	-	-	-	-	-
CO3	-	-	-	-	-	-	-
CO4	-	-	2	-	-	-	-
CO5	-	-	-	3		-	

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	COs
01.	**Basic Concepts:** Introduction to services, What are services, Characteristics of services, Difference between goods and services, Importance of services marketing, Service marketing mix. Consumer behaviour & GAP model of services, Consumer behavior in services: Search vs. Experience vs. Credence properties, Decision	06	CO1
02.	**Customer Expectation and Perceptions of services** Meaning and types of customer expectation, Factors that influence Customer expectation, Sources of both desired and predicted service expectations **,** Customer perceptions of services Customer	04	CO2

	satisfaction, Service quality, Service encounters, Strategies for influencing customer perceptions		
03.	**Building Customer Relationships** Relationship marketing, Difference between Transactional marketing and Relationship Marketing, goals of relationship marketing, benefits for customers and firms, Relationship value of customers, Foundations for relationship strategies, The customer is not always right, Customer profitability segments, Levels of relationship strategies	04	CO3
04.	**Services Recovery** The impact of service Failure and Recovery**,** How customers respond to service Failures, Why do (don't) people complain, Switching vs staying following service recovery, Service recovery strategies	04	CO3
05.	**Managing Demand and Capacity**: Understanding capacity constraints and demand patterns, Strategies for matching demand and capacity, Yield management, Waiting line strategies.	05	CO4
06.	**Employee Roles in service delivery**: Importance of service employees, Boundary spanning roles, Strategies to increase skills & performance of employees**,** Customer Roles, Customer is not always right .Customers' Role in Service Delivery	06	CO5 CO4
07.	**Pricing of services and Service Channels** : Service prices are different for consumers, Approaches to pricing services, Différent types of service channels	05	
08.	**Physical evidence & Services cape** Define Physical Evidence, Types of Servicescape, Roles of the Servicescape. Services Development & Design & Service Standards Challenges of service design, new service design, Service redesign, Strategies in new service development, Service blueprint, Factors necessary for appropriate service standards, Customer defined service standards, Process of developing customer service standards,	06	
09	**Integrated Services Marketing Communications:** The need for co-ordination in marketing Communications, Key reasons for service communication problems	07	CO5

Text Book

Valerie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler (2018), *Services Marketing: Integrating Customer Focus Across the Firm*, Seventh Edition, New York, NY: McGraw-Hill Companies. **ISBN-978-0-07-811210-2**

Reference Books

Hoffman, K. D., & Bateson, J. E. (2010). *Services Marketing: Concepts, Strategies, & Cases*. Cengage learning.

Course Assessment Pattern:

Bloom's Category	SEE Marks:50				
	Mid-term	Assignment	Quizzes	Industrial Tour/presentations	Written Exam.
Remember	5				05

Understand	5		5		10
Apply	5	5		10	5
Analyze					10
Evaluation	10				10
Create	5				10

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: TOURISM AND HOSPITALITY MARKETING	Credits:03
Course Code: MKTG-4806	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: This course is designed to apply marketing principles and processes to the hospitality, travel and tourism industries. Learn about these fast-growing industries and how they affect the world economically, socially and culturally. Opportunities are endless for well prepared and motivated individuals who want a challenging, fast-paced future in hospitality, travel and tourism. This course will initiate developing the knowledge and skills of marketing needed to manage successfully in the tourism and hospitality organizations. It will help to take any decisions regarding products or services, pricing policies, distribution channels network and the promotional activities that are best suits for and also helpful for the hospitality and tourism industries in our country.

Course Outcomes: At the end of the course, the students will be able to-

CO1	Demonstrate familiarity with established concepts and practices in the field of department of marketing and awareness of current development therein.
CO2	Analyse issues and demonstrate skilfulness in planning, executing and evaluating strategies and action plans by solving the case study of the relevant course.
CO3	Cooperate with others and apply knowledge in a socially responsible manner for the progress on the nation and the ummah.
CO4	Demonstrate commitment to ethics, autonomy, professionalism and Islamic values in the workplace and everyday life.
CO5	Communication skills will be developed by the presentation of the course topics.

Mapping of CO to PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	-	-	-	-	-	-
CO2	-	2	-	-	-	-	-
CO3	-	-	3	-	-	-	-
CO4	-	-	2	-	-	-	-
CO5	-	-	-	2		-	

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Weeks	**Content of course**	**Hours**	**Task**

1	**Chapter – Introduction:** What is tourism and hospitality? , marketing in the hospitality industry, understanding the marketing place and customer needs, designing customer-driven marketing strategy, building profitable customer relationship, capturing value from customers.	3	CO1
2	**Chapter – Services Characteristics of hospitality and Tourism Marketing:** The service culture, characteristics of service marketing, service management concepts for the hospitality industry, management strategies for service business, managing capacity and demand.	3	CO1
3	**Chapter – The Marketing Environment:** Does tourism threaten the environment? the company's microenvironments, the company's macro environments.	3	CO1
4	**Chapter – The Role of Marketing in Strategic Planning:** Nature of high-performance business, corporate strategic planning, marketing strategy & marketing mix, managing the marketing effort, unique challenges of the hotel industry.	3	CO2
5	**Chapter- Analyzing Market Behavior: Consumer Markets and Consumer Buying Behavior:** A model of consumer behavior, personal characteristics affecting consumer behavior, the buyer decision process. **Organizational Buyer Behavior of Group Market:** major influences on organizational buyers, organizational buying decisions.	3	CO3
6	**Review on the midterm syllabus**	3	
	Mid-Term Examination		
7	**Chapter – Market Segmentation, Targeting, and Positioning:** Market segmentation-geographic, demographic, psychographic, behavioral; requirement for effective segmentation, market targeting, market positioning (product differentiations, selecting the right competition advantages), perceptual mapping.	3	CO3
8	**Chapter – Designing and Managing Products:** Product levels, branding strategy, the new-product development process, product life cycle strategies, product deletion process.	3	CO4
9	**Chapter –Pricing Products: Pricing Considerations, Approaches, and Strategy:** Factors to consider when setting prices: internal and external factors affecting pricing decision, general pricing approaches, pricing strategies.	3	CO4
10	**Chapter – Distribution Channels:** Nature and importance of distribution system, nature of distribution channels, hospitality distribution channel, channel behavior and the organization.	3	CO5
11	**Promoting Products: Communication and Promotion Policy and Advertising:** The promotion mix, Integrated marketing communications, steps in developing effective communications	3	CO5
12	**Promoting Products: Communication and Promotion Policy and Advertising:** Setting the total promotion budget and mix, promotion mix strategies: Advertising, major decisions in advertising	3	CO5

13	**Promoting Products: Public Relations and Sales Promotion:** major activities of PR departments, PR opportunity for the hospitality industry, Sales promotion,	3	CO5
14	**Direct and Online Marketing: Building Customer Relationship** Traditional forms of direct marketing, digital direct marketing technologies, and setting up an online marketing presence.	3	CO5
15	**Case Study &Review on the final syllabus**	3	

Text Book

Kotler, P., Makens, J. C., Bowen, J. T., & Baloglu, S. (2018). *Marketing for hospitality and tourism*. Pearson Education.

Reference Books:

- Goeldner, R.C., and Ritchie, J.R. B. (2009), *Tourism Principles, Practices and Philosophies*, 11th Edition, John Wiley & Sons Inc., USA.
- Hassan, A. (Ed.). (2020). *Tourism Marketing in Bangladesh: An Introduction*. Routledge.

Course Assessment Pattern:

Bloom's Category	SEE Marks:50				
	Mid-term	Assignment/Class Test	Quizzes/ Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5				05
Understand	5	5			10
Apply	10		5		10
Analyze	5				10
Evaluation	5				10
Create					05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Personal Selling and Sales Management	Credits:03
Course Code: MKTG-4808	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: This course introduces the students the role of selling in everyday life, know where selling fits into the marketing mix, Recognize the role of selling as a career. It familiarizes the different motivations of consumer and organizational buyers. Describe the different types of sales approaches. Explain how to deliver the message to your prospect. Learn how overcoming objections can strengthen a relationship.

Understand when and why prospects raise objections. Learn strategies to handle objections. Discuss how to successfully COse a sale. Understand how customer satisfaction relates to customer loyalty. Describe how follow-up can build your business with additional sales from your existing customers, testimonials, and referrals.

Course Outcomes: At the end of the course, the students will be able to-

CO1	Understand the selling, personal selling and sales management, Analyze the consumer and organizational buyer behavior
CO2	Understand the recruitment and selection of salespeople, Learning of Motivation, training and compensation of salesperson
CO3	Analyze the Sales Forecasting and Sales force evaluation
CO4	Learning about the prospecting tools and evaluation methods for qualifying
CO5	Understand how to collect information about prospect and preparation before presentation
CO6	Understand different types of presentation for different situation of customers and sales

Mapping of CO to PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	-	-	-	-	-	-
CO2	-	2	-	-	-	-	-
CO3	-	-	3	-	-	-	-
CO4	-	-	2	-	-	-	-
CO5	-	-	-	3		-	
CO6	1	-	-	-	2	-	-
CO7	-	-	-	3	-	-	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	COs
01.	**Development and role of selling in marketing:** The nature and role of selling, Characteristics of modern selling, Success factors for professional salespeople,	06	CO1

	Types of selling, Image of selling, The nature and role of sales management, The relationship between sales and marketing		
02.	**Consumer and organizational buyer behavior:** Differences between consumer and organizational buying, Consumer buyer behavior, Factors affecting the consumer decision-making process, Organizational buyer behavior, Factors affecting organizational buyer behavior, Developments in purchasing practice.	04	CO2
03.	**Recruitment, selection of salesperson:** The importance of selection, Preparation of job description and specification, Identification of sources of recruitment and methods of Communication, The interview, Supplementary selection aids	03	CO3
04.	**Motivation, training and compensation of salesperson:** Motivation, Leadership, Training, compensation	04	CO3
05.	**Sales Forecasting and Sales force evaluation:** Planning, Level of Forecasting, Qualitative techniques, Quantitative techniques, the sales force evaluation process, the purpose of evaluation, Setting standards of performance, Gathering information, Measures of performance, Appraisal interviewing	06	CO5
06.	**Prospecting and Qualifying:** It's a Process: Seven Steps to Successful Selling, Prospecting: A Vital Role in the Selling Process, Go Fish: Resources to Help You, Find Your Prospects, Selling U: How to Use Prospecting Tools to Identify, Target Companies, Review and Practice	04	CO5
07.	**The Pre-approach and Approach:** Researching Your Prospect: Going Deeper, Solving, Not Selling, Identify Pre-call Objectives: Getting Smart about Your Sales Call, Prepare Your Presentation, First Impressions Make All the Difference, How to Start Off on the Right Foot, Choosing the Best Approach for the Situation, Overcoming Barriers to Success	04	CO5
08.	**The Presentation:** Preparation: Your Key to Success Dress for Success Making Your Presentation Work, How to Use SPIN Selling in Your Sales Call Putting It All Together, Selling U: Selling Yourself in an Interview Review and Practice	06	CO6
09	**Handling Objections:** Objections Are Opportunities to Build Relationships Types of Objections and How to Handle Them Selling U: How to Overcome Objections in a Job Interview Practice	04	CO9
10	**COsing the Sale and Follow-Up:** COsing Starts at the Beginning Collaborate to Negotiate, Follow-Up: The Lasting Impression Customer, Satisfaction Isn't Enough	04	CO10

Text Book

Jobber, D., & Lancaster, G. (2019). *Selling and sales management*. 11th Edition , Pearson Education.

Reference Books:

Selling-principles and methods -- by Carlton A. Pederson, Milburn D. Wright & Barton A. Weitz.(7th Edition)
Sale Management-Decisions, Strategies and cases—by Richard R. Still, Edward W. Cundiff, Norman A.P.Govoni

Course Assessment Pattern:

Bloom's Category	SEE Marks:50				
	Mid-term	Assignment/Class Test	Quizzes/Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5		05
Understand	5				10
Apply	5				10
Analyze	10				10
Evaluation	5				10
Create		5			05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Department of Business Administration
Program: BBA

Course Title: **Strategic Marketing**	Credits: 03
Course Code: MKTG-4809	CIE Marks: 50
Exam Hours: 04	SEE Marks: 50

Course Description: This course attempts introducing the students to the essential principles and practices of strategic marketing which includes analyzing the market, developing the objectives and substantiate to develop marketing planning in a strategic manner. It will encourage taking strategic decisions about price, advertising, promotion, distribution channels and services considering micro and macro environmental perspective.
Students will demonstrate a systematic understanding of strategic marketing through a format of strategic marketing planning. This course will also substantiate to an integrated strategic view looking at marketing not just at the corporate level but also at its implementation as well as focuses on the real needs of customers. It will sensitize participants towards the proactive thinking, dynamism, action orientation of strategic marketing. Finally, this module will develop analytical ability and skill to create strategic marketing plan to support corporate achievement.
Course Outcomes: At the end of the course, the students will be able:

CO1	To use techniques for understanding strategic market analysis and formulating marketing strategies.
CO2	To analyze strategically about marketing issues and provide recommendations.
CO3	To develop integrated marketing strategies for global brands
CO4	To identify the reasons for service failure and service recovery strategies
CO5	To develop strategies for demand management
CO6	To apply strategic marketing concepts to the global digital economy.

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.	COs
01.	**The Strategic Role of Marketing** Dynamic business arena, getting COser to advantages, competing in global market. **Business Strategy and Competitive Advantage** Environmental turbulence, competitive advantage, business strategy, strategic analysis and strategy selection. **Marketing Strategy** Strategic marketing, marketing situation analysis, marketing strategy design, marketing program development, strategy implementation and management.	06	CO1
02.	**Defining and Analyzing Markets** Defining product markets, market opportunity analysis, market analysis, customer segments, and targeting. **Market Segmentation** Market segmentation process, identify the basis of segmentation, forming segments, analyzing market segments.	06	CO2
03.	**Analyzing Competition**	03	CO3

	Defining the competitive arena, strategic group analysis, competitor analysis.		
04.	**Market Targeting and positioning strategies** Market target strategy, selecting the positioning concept, choosing a positioning strategy combining the positioning.	03	CO4
05.	**Marketing Strategies for Selected Situations** Selecting strategies for different situation, strategies for entering new product markets, strategies for growth markets, strategies for mature markets, competing in global markets. **Planning for New Products** Product planning as a customer Satisfaction process, Steps in new product planning.	08	CO5
06.	**Product Portfolio Strategy** The role of product strategy in the organization, branding strategy, the strategic analysis of existing products, product strategies, product quality and competitive advantage. **Distribution Strategy** Strategic role of distribution, channel of distribution strategy, international channels, Strategic trends in distribution	08	CO6
07.	**Price Strategy** Strategic role of price, analyzing the pricing situation, pricing new products, price strategies for existing products.	05	
08.	**Promotion Strategy** Promotion strategy, advertising strategy, developing and implementing a sales force strategy, sales promotion strategy.	06	

Text Book

Cravens, D. W., Lamb, C. W., & Crittenden, V. L. (2002). *Strategic marketing management cases*. Irwin Professional Publishing

Reference:

Cravens, D. W., & Piercy, N. (2006).*Strategic marketing* (Vol. 7). New York, NY: McGraw-Hill.

Piercy, N. F. (2016). *Market-led strategic change: Transforming the process of going to market*. Taylor & Francis.

Course Assessment Pattern:

Bloom's Category	SEE Marks:50				
	Mid-term	Assignment	Quizzes	Industrial Tour/presentations	Written Exam.
Remember	5				05
Understand	5		5		10
Apply	5	5		10	5
Analyze					10
Evaluation	10				10
Create	5				10

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

International Islamic University Chittagong
Department of Business Administration
Program: BBA

Course Title: **Consumer Behavior**	Credits: 03
Course Code: MKTG-4803	CIE Marks: 50
Exam Hours: 03	SEE Marks: 50

Course objectives:

The course on Consumer Behavior comprises of consumer behavior, its importance, contribution, application, segmentation, relevance of culture in marketing decision, sub culture in Bangladesh, social class, social group, reference group, Personal influence and diffusion of innovation, Personality and self-concept, Information processing, Attitudes, Changing attitudes, Purchasing process, Post purchase behavior and Modeling and researching consumer behavior.

The objective of the introduction of this course for the business students is to provide relevant theoretical and practical insights so that the real consumer behavior in business is better understood. It will improve their knowledge enough to creating and maintaining the competitive advantage of the company.

Learning Outcome:

Course Outcomes: At the end of the course, the students will be able to-

CLO1	Address fundamental consumer behavior concepts
CLO2	Articulate social and psychological factors and their influence on behavior as a consumer
CLO 3	Address cultural Issues related with consumer behavior
CLO 4	Address Consumer Decision Making
CLO5	Address Motivation and involvement
CLO 6	Address Consumer Attitudes and changing Attitudes
CLO7	Understand consumer decision making process
CLO8	Address Consumerism and marketers response

Course Outline:

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Introduction to consumer behavior** Definition, importance of studying consumer behavior, contribution of other fields in consumer behavior, application of consumer behavior knowledge, Definition of segmentation, costs and benefits	06	CLO1

	of segmentation, Bases for Segmentation, Criteria for Effective Targeting of Market Segments, steps of segmentation process.		
02.	**Culture** Definition of culture, relevance of culture in marketing decision, characteristics of culture, cultural values, cross cultural understanding, characteristics of sub-culture, elements of sub-culture, Different types of subculture.	06	CLO2
03.	**Social class & Group** Definition, nature of social class, measurement of social class, problems in measuring social class, classification of social group, elements of social group, reference group, influence of reference group	03	CLO3
04.	**Family** Definition, difference between family and other groups, family life cycle, role of family members in buying decision, family purchase decision approaches, marketing implication	03	CLO3
05.	**Motivation and involvement** Definition of motivation, nature and role of motivation, classification of motivation, motive arousal, motive structuring, involvement, dimensions of involvement, marketing implications	08	CO4
06.	**Learning and memory** Definition of learning, characteristics of learning, classification of learning, additional consumer learning s, memory and its characteristics	08	CO5
07.	**Attitudes** Definition, characteristics of attitudes, functions of attitudes, sources of attitude development, attitude theories and models, Strategies or changing attitudes and intentions, the communication process, source actors, message factors, receiver factors	05	CLO6
08.	**Consumer Decision Making and Beyond** Problem recognition; Types of consumer decisions, introduction to consumer decision process model, problem recognition, marketing implication in problem recognition-The information search process, the information evaluation process, marketing implications-Purchasing process Why do people shop, choosing a store, in-store purchase behavior, the situational nature of consumer decisions, non-store purchasing process, purchasing patterns, paying for the purchase- Post purchase behaviour Behavior related to purchase, post purchase evaluation, product disposition	06	CLO7
09.	**Consumerism** Roots of consumerism, Bill of rights, Consumer's responsibility, Marketer's responses to Consumer issues.	03	CLO8

Text book

Schiffman, L. G., Kanuk, L. L,&Wisenblit,J. ***Consumer behaviour***, Pearson Education, 10th edition.

References:

1.Lantos, G. P. (2015). *Consumer behavior in action: Real-Life Applications For Marketing Managers*. Routledge.

2. Szmigin, I., &Piacentini, M. (2018). *Consumer behaviour*. Oxford University Press.

Course Assessment Pattern:

Bloom's Category	SEE Marks:50				
	Mid-term	Assignment/ Class Test	Quizzes/Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5		05
Understand	5				10
Apply	10	5			05
Analyze	5				10
Evaluation	5				10
Create					10

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Retail Management — Credit Hour: 3
Course Code: MKTG- 4807 — CIE Marks: 50
Exam Hours:04 — SEE Marks: 50

Course Description: The primary focus of this course will be on the customer-facing activities of retailers, including assortment planning, private-label development and the management of in-store operations, and the back-door activities of forecasting and supply chain management that support customer interaction. In addition, students will be able to explore current issues facing retailers, such as customer relationship management, industry consolidation, and supplier relations.

Course Learning Outcome

CL01	Describe retailing, the entities involved, and the impact of decisions on a retail business
CL02	Understand consumer motivations, shopping behaviors, and decision processes for evaluating retail offerings and the retail environment
CL03	Analyze strategic planning within the retail management decision process
CL04	Analyze Financial Aspects of Operations Management
CLO5	Analyze Retailing information systems and Research
CLO6	Address Human Resources Management
CLO7	Develop Pricing strategies in Retailing
CLO8	Developing an Effective Integrated Marketing Communications Mix

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	2	1	1	-	-	-
CLO2	1	2	2	-	-	-
CLO3	2	1	2	-	-	-
CLO4	1	3	1	1	-	-
CLO5	1	3	2	2	-	-
CLO6	2	2	1	1	-	3

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Course Outline

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	Retail Marketing Management- World of Retailing, Global Retailing, Retail Marketing, Types of Retailers- Retailing Technologies.	06	CLO1
02.	Retail environment: A situational and Competitive analysis-types of retail institution-General merchandise retailers-food retailers-nontraditional retail classifications- Competitive analysis	04	CLO2
03	Evaluation and identification of retail customers- Demographics-psychographics- Consumer decision making process- Customer	04	CLO2

	Services in Retailing-the targeted customers are right-reatil& e-tail customer services- CRM		
04	Retail Marketing Strategy- Retail Marketing Strategy, Retail Marketing Strategy Planning- Retail Financial Strategy, Retail Location Strategy, Retail Site Location Strategy	06	CLO3
05	Financial Aspects of Operations Management- developing a financial plan-the income statement-financial statement analysis-inventory valuation.	06	CLO4
06.	Retailing information systems and Research, Selecting the Appropriate Market and Location-Marketing research-gathering in formations. deciding on Target customer group-actual site analysis-characteristics of available sites.	03	CLO5
07	Human Resources Management- planning for human resources-organization chart-training and management-turnover of employee.	06	CLO6
08.	Pricing in Retailing- determining the pricing objectives-pricing flexibility-determining the pricing strategy-establishing the price-price adjustments	06	CLO7
09.	Developing an Effective Integrated Marketing Communications Mix, Customer Relationship Management, Retail Distribution, Retail Marketing Strategic Distribution Decisions Retail Distribution Channels, Retail Omni-channel Distribution, Retail Supply Chain Management and Information Systems	07	CLO8

Text Book

Ogden J.R. & Ogden D.T. *Retailing: Integrated Retail Management*, Houghton Mifflin Company, NY.

Reference books:

1. Levy, M., Weitz, B. A., & Grewal, D. (2014). *Retailing Management*, 9th Edition, New York: McGraw-Hill/Irwin
2. Dunne, P. M., Lusch, R. F., & Carver, J. R. (2013). *Retailing*. Cengage Learning.
3. Zentes, J., Morschett, D., & Schramm-Klein, H. (2007). *Strategic retail management*. Springer.

Course Assessment Pattern:

Bloom's Category	SEE Marks:50				
	Mid-term	Assignment/ Class Test	Quizzes/Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5		05
Understand	5				10
Apply	10	5			05
Analyze	5				10
Evaluation	5				10
Create					10

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Supply Chain Management**	Credits:03
Course Code: MKTG 4810	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: This course focuses on management and improvement of supply chain processes and performance. It will be valuable for students who would like to pursue a career in consulting or take a position in operations, marketing or finance functions in a manufacturing or distribution firm. We explore important supply chain metrics, primary tradeoffs in making supply chain decisions, and basic tools for effective and efficient supply chain management, production planning and inventory control, order fulfillment and supply chain coordination. We will also investigate topics such as global supply chain design, logistics, and outsourcing , several other recent supply chain innovations.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Understand the basic terminology and supply chain operations in the context of today's business environment.
CL02	Analyze the supply chain performance for achieving strategic fit and scope.
CL03	Understand the supply chain drivers and metrics to achieve the balance between responsiveness and efficiency that best supports the company's competitive strategy.
CL04	Explore the logical framework for selecting the appropriate distribution network given product, competitive and market characteristics.
CL05	Learn the. Historical demand information can be used to forecast future demand and how these forecasts affect the supply chain,
CL06	Analyze the information required to produce an aggregate plan and outline the basis trade-offs that must be made to create an optimal aggregate plan.
CL07	Understand the improving coordination across the supply chain.
CL08	Analyze the managing economics of scale in a supply chain cycle inventory and safety inventory.
CLO9	Understand the role of transportation within supply chain and identify trade-offs that need to be considered when making transport decision.
CLO10	Analyze the tradeoffs involved when making sourcing decisions to maximize value extracted from every stage of a sourcing relationship.

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.	CLOs
01.	**Understanding the Supply Chain:** What is a supply chain? Historical Perspective, Objective of a supply chain, The importance of supply chain decisions, Decision phases in a supply chain, Process views of supply chain, Examples of supply chains.	05	CLO1

02.	**Supply Chain Performance: Achieving Strategic Fit and Scope:** Competitive and supply chain strategies, Achieving strategic fit, Issues in achieving strategic fit, Challenges to Achieving and maintaining Strategic fit, Expanding strategic scope, Obstacles to achieving fit	03	CLO2
03.	**Supply Chain Drivers and Metrics:** Drivers of supply chain performance, framework for structuring drivers, Facilities, Inventory ,Transportation, Information, Sourcing, Pricing,	04	CLO3
04.	**Designing Supply Networks:** The role of distribution in the supply chain, Factors influencing distribution network design, Design options for a distribution network, E-business and the distribution network, actors influencing supply network design decisions, Models for network design decisions, Facility location and capacity allocation decisions, Factors influencing supply network design decisions, Models for network design decisions, Facility location and capacity allocation decisions	06	CLO4
05.	**Demand Forecasting in a Supply Chain:** The role of forecasting in a supply chain, Characteristics of forecasts, Components of a forecast and forecasting methods, Basic approach to demand forecasting, Time-series forecasting methods, Measures of forecast error	04	CLO5
06.	**Aggregate Planning in a Supply Chain:** Role of aggregate planning in a supply chain, The aggregate planning problem, Aggregate planning strategies, Modeling aggregate plan	04	CLO6
07.	**Coordination in a Supply Chain:** Lack of supply chain coordination and the bullwhip effect, The effect on performance of lack of coordination, Obstacles to coordination in a supply chain, Managerial levers to achieve coordination, Building strategic partnerships and trust within a supply chain, Continuous replenishment and vendor-managed inventories, Collaborative planning, forecasting, and replenishment (CPFR	04	CLO7
08.	**Inventory management in Supply Chain:** Role of Cycle Inventory, Economies of scale to exploit fixed costs, Economies of scale to exploit quantity discounts, Short-Term discounting: Trade promotions Managing multi-echelon cycle inventory, Mathematical application	03	CLO8
09	**Safety Inventory :**The role of safety inventory in a supply chain, Determining the appropriate level of safety inventory, Impact of supply uncertainty on safety inventory, Impact of aggregation on safety inventory, Impact of replenishment policies on safety inventory, Managing safety inventory in a multi-echelon supply chain, Mathematical Application	04	CLO8
10	**Transportation in a Supply Chain:** The role of transportation in a supply chain, Modes of transportation and their performance Characteristics, Forms of transportation, Transportation	04	CLO9

	infrastructure and policies, Design options for a transportation network, Trade-offs in transportation design, Tailored transportation.		
11	**Sourcing Decisions in a Supply Chain:** The role of sourcing in a Supply chain, In-house or outsource, Third- and fourth-party logistics providers, Supplier scoring and assessment, Supplier selection-auctions and negotiations, Contracts and supply chain performance, Design collaboration, The procurement process, Sourcing planning and analysis	04	CLO10

Text Book

Chopra S., Meindl P., and Kalra D.V.(2015) , Supply Chain Management –Pearson Education Asia,6/e

Reference Books:

Simchi-Levi,(1999) Designing and Managing Supply Chain Management, current edition

Course Assessment Pattern:

Bloom's Category	SEE Marks:50				
	Mid-term	Assignment/ Class Test	Quizzes/Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5		05
Understand	5				10
Apply	10	5			05
Analyze	5				10
Evaluation	5				10
Create					10

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Program: BBA

Course Title: Agricultural & Industrial Marketing — Credit Hour: 3
Course Code: MKTG 4811 — CIE Marks: 50
Exam Hours:04 — SEE Marks: 50

Course Objective:
The primary focus of this course will be to make understand the use of futures, options, and other tools in marketing and risk management decisions regarding the use of cash sales and contracts and the role of basis, storage, and transportation of Agri business products. Students will be able to know various sources of agricultural data information and the roles these data play within the commodity markets and integrated production and marketing plan for farms and agribusiness. Moreover, this course will help to understand on the characteristic of business-to-business marketing and decision process within the industrial marketing issues.

Course Learning Outcomes: At the end of the course, the students will be able to-

CLO1	Address Agricultural Marketing Functions
CLO2	Agricultural Marketing Policy and Strategies
CLO 3	Address Produce Exchange & Future Market
CLO 4	Address Nature and Dimensions of Business Marketing:
CLO5	Address Organizational Buying and Buying Behavior:
CLO 6	Address Strategic Planning Process in Business Market:
CLO7	Understand Marketing Research for Business Market and Assessing Market Opprotunities

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1	2	1	1	-	-	-
CLO2	1	2	2	-	-	-
CLO3	2	1	2	-	-	-
CLO4	1	3	1	1	-	-
CLO5	1	3	2	2	-	-
CLO6	2	2	1	1	-	3

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Course Outline:

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Agricultural Marketing** Meaning, Scope and importance of agricultural Product and their marketing - the farm goals and objectives -marketing decision in the agricultural products- Problems of agricultural marketing in Bangladesh- Role of cooperatives in Agricultural marketing. **Agricultural Marketing Functions**	06	CLO1

	Assembling- grading- Packaging - storing -transportation - Financing - Risk taking - planning and development - collection market information .		
02.	**Agricultural Marketing Policy and Strategies** Policies and strategies for agricultural produce - pricing policies and strategies -channel policy and strategies-promotional policies and strategies. **Agricultural Marketing Policy and Strategies** Policies and strategies for agricultural produce - pricing policies and strategies -channel policy and strategies -promotional policies and strategies.	06	CLO2
03.	**Produce Exchange** The concept classification of produce exchange - characteristics. Objectives, significance of produce exchange - produce exchange in Bangladesh.	03	CLO3
04.	**Future Market** The concept, scope and need for future market in the marketing of farm products - transactions in future market - essential requisites of satisfactory future market - spot market and future market - economic services provided by future market - advantage and disadvantages of future market in Bangladesh, hedging, regulated market and market structures in agricultural marketing.	03	CLO3
05.	**Nature and Dimensions of Business Marketing** Business Marketing Defined - Business vs. Consumer marketing - Why business marketing Economics of business marketing Business marketing Concept.	08	CO4
06.	**Organizational Buying and Buying Behavior** Buying centers and buying influences - A model for organizational buying process - interpersonal dynamics of industrial buying behavior. Purchasing's influence on Buyer Behavior - Joint decision making - Conflict joint decision making and its resolution - Buying committee - Supplier selection.	06	CO5
07.	**Organizational Buying and Buying Behavior** Buying centers and buying influences - A model for organizational buying process - interpersonal dynamics of industrial buying behavior. Purchasing influence on Buyer Behavior - Joint decision making - Conflict joint decision making and its resolution - Buying committee - Supplier selection.	04	CLO6
08.	**Strategic Planning Process in Business Market** Strategic planning in business market - The strategic planning process - Marketer's role in strategic planning process - Developing marketing strategy in business market.	06	CLO7
09	**Basis for segmenting business market:** Macro variables- Micro variables; Evaluating potential segments- Target marketing Market positioning - Decision support systems and their use in market segmentation.	03	CLO8

Textbook(s):

1.Kohls, R. L., &Uhl, J. N. (2002). *Marketing of Agricultural products*, Prentice-Hall Inc.
2. Peter W. Turnbull, Jean-Paul Valla (2014) Strategies for International Industrial Marketing, Routledge.

References:

1. SS ACHARYA and GUPTA N L (2019). AGRICULTURE MARKETING, 3rd edition
2. Reeder, R. R., Brerty, E.G. and Reeder, B.H.,(2014).Industrial Marketing: Analysis, Planning and Control, Second edition, Prentice Hall, India
3. Zimmerman, A. & Blythe, J. 2013, Business to Business Marketing Management: A Global Perspective (2nd ed.). New York: Routledge

Course Assessment Pattern:

Bloom's Category	SEE Marks:50				
	Mid-term	Assignment/ Class Test	Quizzes/Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5		05
Understand	5				10
Apply	10	5			05
Analyze	5				10
Evaluation	5				10
Create					10

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Program: BBA

Course Title: Advertising Management — Credit Hour: 3
Course Code: MKTG-48... — CIE Marks: 50
Exam Hours:04 — SEE Marks: 50

Course Objectives: This course is designed to apply marketing principles and processes to the advertising. The emphasis will be on understanding customer motivations, crafting effective messages, making efficient use of media, and understanding metrics. Moreover, we will strive to understand advertising from the broader Integrated Marketing Communication perspective. Thus students will learn about these fast growing industries and how they promote the products.

CLO1	Address Advertising Dimensions
CLO2	Understand the Social, Economic, Ethical and Regulatory Aspects of Advertising
CLO 3	Identify The Advertising Business: Agencies And Clients
CLO 4	Address Advertising Research and Advertising planning
CLO5	Develop Creative Production, Copywriting
CLO 6	Address Media Planning and Selection
CLO7	Develop Integrated Marketing Communication
CLO8	Develop Advertising Budget

Course Contents

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.	CLOs
01.	Advertising Dimensions: Advertising Defined- Classification of Advertising-Technology and the evaluation of Advertising – The Development of Modern Advertising –Growth Status of International Advertising- Function and Effects of Advertising – The Economic Impact of Advertising.	06	CLO1
02.	The Social, Economic, Ethical and Regulatory Aspects of Advertising: The social Impact of Advertising – Advertising Ethics and Social Responsibility – Advertising Regulations- Food and Drug Administration – Government Restrictions on International Advertising.	06	CLO2

03.	The Advertising Business: Agencies And Clients: The Advertising industry – What advertising people do – Advertising people Do- Advertising Agency – The Advertisers- Managing International Advertising.	03	CLO3
04.	Advertising Research and Advertising planning: The need for Research in advertising – Steps in the research process- Considerations in Conduction Formal Quantitative Research – Applying Research to Advertising Strategy – The advertising plan	03	CLO4
05.	Creative Production: Print Media vs. Electronic Media: The production process – Planning Print Production- Typography- The Printing Process –The radio Production Process- Producing Television Commercials. Creative Copywriting : Copywriting and Formulating Advertising Strategy – The Encoding process – The copywriter's Pyramid - How copywriters Utilize Formats : Copy Appeal : Headlines : Body: Boxes and Panels: Slogans: Seals: Logo: Developing Scripts	08	CO5
06.	Media Planning and Selection : The Role of Media in the marketing Framework – Defining media objectives – Developing Media Strategy – Media Tactic (a) Print Media : Using Magazines and Newspapers in the Creative Mix- How to Buy Magazines and News paper Space (b) Electronic media : The Television and Radio- Television and Radio Audience Measurement - Buying TV and Radio Time, Direct Mail Advertising, Outdoor Advertising , Transit Advertising and Supplementary Media	06	CO6
07.	Integrated Marketing Communications : The Role of Advertising within the marketing program – The role of Advertising within the Communication Mix – Integrating the Different Element.	04	CLO7
08.	Advertising Budget : Appropriation and Budget- Why Budget – Methods of Determining the Appropriation- What to Include in the Budget – Factors that Influence the Budget – Budget Allocation – budget Control- Advertising and the capital Budget.	06	CLO8

Text

Hackley, C., & Hackley, R. A. (2021). *Advertising and promotion*. Sage.

Arens, Weigold, Arens, 14e (2013). *Contemporary Advertising and IMC.* Burr Ridge, IL: McGraw Hill/Irwin

Reference Books:

Rajeev, B., Myers, J. G., &Aaker, D. A. (2008). *Advertising management*. Pearson Education, New Jersey.

McDonough, J., & Egolf, K. (2015). *The Advertising Age Encyclopedia of Advertising,* Routledge.

Faculty of Business Studies
Department of Business Administration
Program: BBA

Courses of Eighth Accounting & IS Major

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Advanced Financial Accounting   Credits: 03
Course Code: ACC-4804   CIE Marks: 50
Exam Hours: 04   SEE Marks: 50

Course Description: The course is designed to impart the students with the knowledge of advanced financial accounting issues like, consolidated financial statements, mergers and acquisition, joint ventures, foreign currency translation, etc. The course will also provide emphasis on financial reporting giving due importance on related IASs and IFRSs.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	To provide contemporary knowledge of the Consolidated Financial Statements.
CL02	To be acquainted with Accounting for Joint venture.
CL03	Explore the analytical knowledge of Accounting for Consignment.
CL04	To provide the knowledge of Branch and Departmental Accounts.
CL05	Understand the Foreign Currency Transactions.
CL06	To know the different methods of Accounting for Hire Purchase and Installment Sales
CL07	To achieve the practical knowledge of Royalty Accounts.
CL08	To know the practical knowledge of Valuation of Goodwill and Shares
CL09	To be acquainted with Accounting for Merger & Acquisition

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1	-	-	-	-
CLO2	1	2	2	-	-	-	-
CLO3	2	1	2	-	-	-	-
CLO4	1	3	1	1	-	-	-
CLO5	1	3	2	2	-	-	2
CLO6	2	2	1	1	-	3	-
CLO7	1	1	1	2	-	2	3
CLO8	1	-	-	-	-	3	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.	CLOs
01.	**Consolidated Financial Statements** Group accounts, related accounting standards, investment in subsidiaries, investment in associates, Consolidated financial statements, Disclosure requirements, Consolidated Statements of Financial Positions, Consolidated Statements of Comprehensive Income, Accounting for Associates.	06	CLO1
02.	**Accounting for Joint Ventures**	06	CLO2

	Forms of joint ventures, jointly controlled operations, assets and entities, transactions between a venture and joint venture, operators of joint ventures, disclosure in financial statements		
03.	**Accounting for Consignment** Definitions: consignment, accounts sales, proforma invoice, Features of consignment business, accounting treatments.	06	CLO3
04.	**Branch and Departmental Accounts** Benefits of Branches, Pricing of goods sent to Branches by Head Office, Cash and Debtors Systems, Stock and Debtors Systems, Issues arising in foreign branches, Allocation of expenses to Departments, Inter-departmental transfer, Determination of Profit or Losses.	03	CLO4
05.	**Foreign Currency Transactions** Purchase of merchandise from a foreign supplier, Foreign currency transaction gain or loss, Sale of merchandise to a foreign customer, Loan payable in a foreign currency, Loan receivable in a foreign currency, Forward contracts, Application.	03	CLO5
06.	**Accounting for Hire Purchase and Installment Sales** Definitions, Distinctions between ordinary sales and sales on installment sales, Accounting treatments.	06	CLO6
07.	**Royalty Accounts** Definition of Royalty, Minimum Rent, Short-working, Royalties Receivable and Payable, Accounting treatments.	03	CLO7
08.	**Valuation of Goodwill and Shares** Methods of goodwill valuation, Methods of share valuation.	06	CLO8
09	**Accounting for Merger & Acquisition** Sensible Motives for Mergers, Some Dubious Reasons for Mergers, Estimating Merger Gains and Costs, The Mechanics of a Merger, Takeover Battles and Tactics, Mergers and the Economy, Leveraged Buyouts, Spin-offs and Restructurings, Fusion and Fission in Corporate Finance, Conglomerates, Control and Governance.	06	CL09

Basic Text(s):

1. Leo, K., Knapp, J., McGowan, S., and Sweeting, J. Company Accounting. John Wiley & Sons
2. Paper F7: Financial Reporting, ACCA Approved study text.

Reference Books:

1. Advanced Accounting-----S. P. Jain and K. L. Narang
2. Principles and Practices of Accounting----Basu and Das
3. Related IASs and IFRSs.

Course Assessment Pattern:

Bloom's Category	CIE Marks:40					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5			05
Understand	5					10
Apply	5	5		10		10

Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies

Department of Business Administration

Program: BBA

Course Title: **Advanced Cost Accounting**
Course Code: ACC-4806
Exam Hours: 04

Credits: 03
CIE Marks: 50
SEE Marks: 50

Course Description: This course examines the concepts and procedures underlying the development of a cost accounting system for managerial decisions, control, and performance reporting. The course will focus on cost determination in job order and process cost systems, inventory costing, and control of overhead costs, standard cost measurement and variance analysis. This course is designed primarily for accounting majors who seek careers or are already employed in for profit corporations or not for profit organizations as public or private accounting/business leaders in a fast changing, highly technically oriented society.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Identify and calculate different types of costs (direct, indirect, variable, and fixed costs).
CL02	Demonstrate how materials, labor and overhead costs are added to a product at each stage of the production cycle
CL03	Determination of manufacturing costs in service and manufacturing environments
CL04	Analyze the basic cost flow model and be able to assign costs in a job cost system.
CL05	Summarize process cost accounting and prepare a process cost report.
CL06	Distinguish between job-costing, process-costing, and joint-costing systems.
CL07	To control costs mainly by setting standards for each type of cost incurred – material, labor and overhead.
CL08	Helps in analyzing variances and hence judging the effectiveness of managers in controlling the costs for which they are held responsible.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1	-	-	-	-
CLO2	1	2	2	-	-	-	-
CLO3	2	1	2	-	-	-	-
CLO4	1	3	1	1	-	-	-
CLO5	1	3	2	2	-	-	2
CLO6	2	2	1	1	-	3	-
CLO7	1	1	1	2	-	2	3
CLO8	1	-	-	-	-	3	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.	CLOs

01.	**Introduction:** Define Advanced Cost Accounting, Benefits of Advanced Cost Accounting, Cost vs. Expense, Cost Control and Cost Reduction, Methods & Techniques of Costing.	06	CLO1
02.	**Inventory Management:** Materials, Inventory and its accounting system, effective management of inventory and controlling of materials and Problems & Solutions.	06	CLO2
03.	**Job costing and Batch costing**: Nature and procedure of job costing; Nature and procedure of batch costing; Difference between Job and Batch costing, Determination of job and batch cost and Problems & Solutions.	06	CLO3
04.	**Overhead Costing:** Define Overhead, Types of Overhead, Distribution of Overhead to Production and Service Department, Allocation and Apportionment, Methods of Redistribution of Service Department Overhead and Problems & Solutions.	03	CLO4
05.	**Process Costing:** Definition, Nature and procedure of process costing, Normal loss, Abnormal loss and gain, Accounts of waste, spoilage and defective work, and Problem solving. **Inter-Process Profit:** Definition, Advantage and disadvantage of inter-process profit and Problem solving.	09	CLO5
06.	**Equivalent Production:** Costing for equivalent production and Problem solving. **Joint Product and By Product and Inter Process Profit:** Definition, procedure and records of joint and by products. Necessity of inter-process profit, and types. Problem solving.	06	CLO6
07.	**Reconciliation of Cost and Financial Profit**: Definition, reasons for variation of two profits, methods and Problem solving	06	CLO7
08.	**Standard Costing:** Concepts and objectives, setting standard, standard vs budget, budgetary control, and Analysis of variances Material, Labor variances, overhead and sales variance	09	CLO8

Text Book

1. Bhabotosh Banarjee., (2014), *Cost Accounting*, PHI Learning Limited, Delhi, india.

Reference Books:

1. Garrison,R.H., Noreen,E., Brewer,P.C., (2014), *Managerial Accounting*, McGraw-Hill Higher Education.

2. Horngren, Datar, Foster (2005), *Cost Accounting: A Managerial Emphasis*

3. Matz and Usry (2014), *Cost accounting, Planning and Control*, McGraw-Hill Higher Education.

Course Assessment Pattern:

Bloom's Category	CIE Marks:40					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5			05

Understand	5					10
Apply	5	5		10		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Advanced Managerial Accounting** Credits:03
Course Code: ACC-4807 CIE Marks: 50
Exam Hours:04 SEE Marks: 50

Course Description: Basic objective of this course is to acquaint the students how to address the global changes and sustain in the business. It provides the students with an in-depth knowledge of advanced approaches of Management Accounting to enable them to apply strategic techniques to assist management for taking appropriate decisions at strategic level.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Address the changes of managerial decision making process.
CL02	Address the global changes in the business.
CL03	Acquaint knowledge how to make decision in the business to improve performance in the global context.
CL04	Analysis of cost of quality, pricing process through the application of modern techniques of investment decision.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1	-	-	-	-
CLO2	1	2	2	-	-	-	-
CLO3	2	1	2	-	-	-	-
CLO4	1	3	1	1	-	-	-
CLO5	1	3	2	2	-	-	2
CLO6	2	2	1	1	-	3	-
CLO7	1	1	1	2	-	2	3
CLO8	1	-	-	-	-	3	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.	CLOs
01.	**Cost- Volume-Profit Relationship-** Concepts, Contribution margin, Break-even analysis for a multi-product company, exercises and problems.	06	CLO1

02.	**Variable Costing:** Overview of absorption and variable costing, Income comparison of absorption and variable costing and choosing a costing methods.	06	CLO2
03.	**Profit planning:** Basic framework of budgeting, advantage of budgeting, self-imposed, zero-base budget and the master budget.	03	CLO3
04.	**Relevant Costing-** Introduction, relevant and irrelevant costs, dropping and retaining, making or buying, accepting or rejecting of projects. Most profitable use of constrained resources. Decision situation.	06	CLO4
05.	**Decentralization and Transfer pricing-**Measuring Managerial performance.	06	CLO4
06.	**Responsibility Accounting-** Introduction, cost center, profit center & Investment center.	09	CLO4
07.	**Pricing Products and services-** Introduction, Economists approach, absorption costing approach, Target costing, Time and material pricing.	06	CLO3
08.	**Standard costing and Balance Scorecard-** Setting of material and labor standard, Variance analysis, fitting of balanced scorecard with company's strategy and recording of variances.	03	CLO3

Text Book

Garrison,R.H., Noreen,E., Brewer,P.C., (2014), *Managerial Accounting*, McGraw-Hill Higher Education.

Reference Books:

Horngren, Datar, Foster (2005), *Cost Accounting: A Managerial Emphasis.*

Course Assessment Pattern:

Bloom's Category	CIE Marks:40					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5			05
Understand	5					10
Apply	5	5		10		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Human Recourse Accounting**
Course Code: ACC-4808
Exam Hours: 04

Credits:03
CIE Marks: 50
SEE Marks: 50

Course explanation:
Human resources are being recognized as the most valuable resources in any organization. Therefore, their measurement, valuation and recording are of utmost importance and significance in today's globalized and complex business world. Hence, considering the value of the course it is decided to offer in MBA program of IIUC with a view to equipping the course holders to take appropriate decision regarding management of human resources of any organization. After completion of the course the students will be able to evaluate measure, record, develop and manage rightly the human resources of an organization.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	A brief idea about the basics of Human Resource Accounting
CL02	Understand the contemporary knowledge, ideas and the Applicability of Human Resource Accounting.
CL03	Clear ideas about the costs associated with Human capital.
CL04	Latest knowledge regarding the Human Resource Information system(HRIS)
CL05	Learning's about the Audit of Human Resource Accounting.
CL06	Understanding the evaluation procedures of HRA
CL07	Up to date information regarding the rules, regulation of Human capital.
CL08	What systems are using by the professionals for making financial statement regarding Human capital.
CL09	Details knowledge from the cases of practical field.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	1	1	2	-	-	-	-
CLO2	2	1	1	-	-	-	-
CLO3	1	2	2	-	-	-	-
CLO4	2	2	2	2	-	1	-
CLO5	1	2	2	1	-	-	-

CLO6	2	1	1	1	-	1	-
CLO7	1	1	1	1	-	-	-
CLO8	1	1	-	-	-	1	1
CLO9	1		1			1	1

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Human Resource Accounting:** An Overview Introduction-Definition of HRA-Objectives of HRA-HR as Assets: Objections and Counter Arguments—Advantages and Limitations of HRA—Valuation of HR—HRA and Conventional Accounting Theory, etc.	04	CLO1
02.	**Human Resource cost** Definition, objectives, classification, Cost benefit analysis, HRA checklist, cost control, cost reduction, cost evaluation.	04	CLO2
03.	**Human Resource Valuation:** Human Resource valuation model. Historical cost method, opportunity cost model, present value of future earnings model, etc.	05	CLO3
04.	**Applicability and present scenario of Human Resource Accounting.** Reflection, HRA system, argument, company perspective, country perspective, etc.	09	CLO4
05.	**Human Resource Information System (HRIS):** Definition, Development of HRIS, Components of an HRIS, Users of HRIS applications, HRIS functions, Integrating the Technologies of HR, Cost and benefit of HRIS, Advantages, disadvantages, HRIS Track.	06	CLO5
06.	**What HRA is about—Does a HR really possess asset status—** HRA & external financial Reporting, etc.	06	CLO6
07.	**Human Resource Measurement:** How to show HRA in Financial statement, for example; income statement, cash flow, owner's equity, balance sheet.	04	CLO7
08.	**Evaluation HRA** Evaluation of the Effectiveness of Training Program Using Different Statistical Tools, Correlation analysis, chi-square test**,** ROI on HR Investment**,** its Usefulness in the Economic and Social Development of the Developing Countries like Bangladesh**.**	04	CLO8
09	**Human Resource Audit:** Definition, HR audit Functions, objective, Report, etc. **Case study**	04	

Text Books:

Anatomy of human resource measurement and accounting
By Dilip Kumar Sen
References:
Intellectual capital reporting in a South Asian country: Evidence from Bangladesh-September 2011-Journal of Human Resource Costing & Accounting 15(3):196-233
DOI: 10.1108/14013381111178587

Course Assessment Pattern:

Bloom's Category	CIE Marks:40					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5			05
Understand	5					10
Apply	5	5		10		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Accounting Information System**	Credits:03
Course Code: ACC-4810	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: This course aims to provide the student a theoretical and provide the students a theoretical and practical knowledge on accounting and information systems. The course gives the students an insight into the information systems requires in accounting system in business organization. This also combines knowledge about business, information technology and information systems to install a philosophy in the information age accounting professionals of today and tomorrow.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Understand the primary data and information flows within the business environment.
CL02	Understand various transaction cycles and basic accounting records in computer based system.
CL03	Understand Information Technology in sufficient depth to be able to identify and formulate opportunities for its use in the development of financial information systems.
CL04	Acquaint students with the contemporary accounting software.

Mapping of CLO to PLO Mapping

CLO/PLO	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO10
CLO1	2	-	-	-	2	-	-	-	-	-
CLO2	2	-	-	-	2	-	-	-	-	1
CLO3	3	-	-	1	-	2	1	-	1	-
CLO4	2	3	-	1	2	3	2	-	-	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Fundamentals of information Systems**	06	CLO2

	Components of an information systems, information Systems Resources, Information Systems, Activities, Recognizing information systems, the role of information systems. In business, business processes and information systems. Types of information systems- Transaction processing systems (TPS), office Automation Systems (OAS), Knowledge Work Systems (KWS, Management Information Systems (MIS), Decision Support Systems (DSS) and Executive Support Systems (ESS). Characteristics TPS, OAS, OAS, KWS, MIS, DSS and ESS □		
02.	**Accounting Information System** The nature and purpose of an organization, The call for change, How accounting professionals can change their value? The traditional accounting information system: Rules for accounting, steps in the accounting cycle and their objective, applying information technology to the accounting cycle, criticisms of the traditional accounting system architecture.	03	CLO1
03.	**Introduce Accounting and ERP Packages Ackpack / Tally ERP** Creating company, Ledger creation and modification, various transaction entries like purchase, payment, receipt, sales, contra, journal etc. showing various reports such as profit and loss, balance sheet etc.	03	CLO4
04.	**Enhancements through Information Technology and Networks** Importance of information technology and computer networks to accountants, specialized inter organizational system, intranet and extranet.	03	CLO2
05.	**Inventory management in tally ERP** Creating stock groups, unit measure, stock item, godown. Creating purchase voucher, stock journal and sales voucher. Show various types of inventory reports.	03	CLO4
06.	**Computer-Based Transaction Processing** Transaction processing Systems, benefits of understanding transaction processing system, Data entry, online data input, data processing methods, system flowcharts, structure charts, enterprise resource planning.	03	CLO4
07.	**Payroll in Accounting Software** Creation pay head, department/group, designation, payroll structure, attendance type, payroll voucher. Show various payroll related reports.	03	CLO4
08.	**Database Management System** File versus database environments, uses of database, types of users in a database, database design, database management system, database operation and SQL, database security.	03	CLO3
09.	**Problem solving using MS-excel** Use various function such as aggregate, conditional, what if analysis. Solve various real life problems like salary sheet, grading system, ranking problems.	06	CLO4
10.	**Internet, Intranets and Extranets**	03	CLO3

	Types of communications with and among computers, need of computer communication networks computer network topologies, local area network computer network topologies, local area network. Wide area network, client-server technology. How does the internet work? Uses of internet, e-mail, world wide web. Internet and extranet.		
11.	**Problem Solving Using MS Excel** Use various advanced function such as vlookup, hlookup, lookup. Automation using MS excel. Solving advance problems related to salary sheet, complex house rent and tax calculation. Advance analysis of data using excel.	03	CLO4
12.	**E-Commerce and E-Business** E-Commerce, Classification, Electronic payment system, EDI and security.	03	CLO3
13.	**Information Security** Importance of security, security of computer hardware and software, data security, network and web security. Malicious software, hackers and cyber vandalism, computer crime and cyber terrorism.	03	CLO3

Text Book

Accounting Information Systems, 10e, Romney and Steinbart, 2006. Prentice Hall Business Publishing

Reference Books:

Wilkinson, Cerullo, Raval, Wong-on-wing, (2002), Accounting Information Systems, John Wiley & Sons.

Course Assessment Pattern:

Bloom's Category	CIE Marks:40					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5					05
Understand	5					10
Apply	5	5			10	10
Analyze	5					10
Evaluation	5					10
Create		5	5			05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Courses of Eighth HRM Major

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Industrial Relations**	Credits:03
Course Code: HRM-4802	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Summary: Industrial Relations cover all such relationships that a business enterprise maintains with various sections of the society such as workers, state, customers and public who come into its contact. The purpose of this course is to help students acquire the specific knowledge, skills, and abilities associated with industrial matters.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Students will be addressed about primary knowledge about industrial relations.
CL02	Relations of managerial theory and Industrial Relations
CL03	Role of HRM in developing IR
CL04	Role of Trade Union in maintaining favorable industrial relation.
CL05	Impact of technological changes on IR
CL06	Role of State in maintaining favorable Industrial Relations.
CL07	Basic information about industrial dispute and nature of industrial demonstration in Bangladesh.
CL08	Basics of collective bargaining and its impact on Industrial Relations.
CL09	Legal factors influencing industrial relations.

Mapping of CLO to PLO

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	1		2				
CLO2				3			
CLO3		2					
CLO4						3	
CLO5			1				2
CLO6					3		
CLO7	2			1			
CLO8			3				

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Part B- Content of the Course

1. **Topics to be covered/Content of the course-**

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.	CLOs
01.	**Chapter 1: Introduction**	03	CLO1

	Industry, Industrial Work, Definition of Industrial Relations, Nature of Industrial Relations, Factors Influencing Industrial Relations, Objectives of Industrial Relations, Approaches to Industrial Relations, Essentials for Sound Industrial Relations, Importance of Industrial Relations, Causes of Poor Industrial Relations, Features of Industrial Relations in Developed Vs. Developing Countries, IR in Bangladesh, Challenges of IR.		
02.	**Chapter 2: Management of IR** Managing good IR; Golden rules for good IR; International regulation-ILO, OECD; Global Impact; Future of IR; Emerging Trends, Paradigm Shift in Managing work and worker; Shifting Roles of Traditional Actors.	03	CL O2
03.	**Chapter 3: HRM and IR** Management philosophy and approaches; Changing Managerial Roles, Rethinking Managerial Prerogatives, Integrative approaches to HRM; HRD, The HRD movement; HRM-IR-HRD Integration; Handling the interface between HRM and IR; Handling interface between HRM and IR	03	CL O3
04.	**Chapter 4: Trade Union and Industrial Relation** Introduction, Nature of Trade Unions in Bangladesh, Objectives of Trade Unions, Trade Union Structure in Bangladesh, Legal Framework of Trade Union, Procedure for registration and cancellation of Registration of Trade Union, Trade Union in Public Sector, EPZ, and RMG, Advantages and Disadvantages of Trade Unions, Trade Union Leadership, Trade Union Movement in Bangladesh.	06	CL O4
05.	**Chapter 5: Technological Change and Industrial Relation** Technological change, Concern for Technological change, Management strategy and Trade Union response to adapt with technological change	06	CL O5
06.	**Chapter 6: State and Industrial Relations**. Nature, Functions, and Responsibilities of State in Industrial Relations. Role of State in Industrial Relations. IR in USA, UK, Japan, China, Australia.	03	CL O6
07.	**Chapter 7: Industrial Dispute** Introduction, Forms of Industrial Disputes, Causes of Industrial Disputes, Unfair Labor Practices by Management, and Unions, Methods of Building Union-Management Co-operation, Procedure of Settlement of Industrial Disputes in Bangladesh, The Challenges to Management in managing industrial dispute.	06	CL O7
08.	**Chapter 8: Collective Bargaining** Introduction, Objectives of Collective Bargaining, Collective Bargaining Activities, Characteristics of Collective Bargaining, Collective Bargaining Process, Importance and Impact of Collective Bargaining, Bargainable Issues, Types of Collective Bargaining, Levels of Collective Bargaining, Pre-requisites for Success in Collective Bargaining, Tactics to be Followed in Collective Bargaining, Bipartite Negotiation, Conciliation/ Tripartite Negotiation, Arbitration.	03	CL O8

09.	**Chapter 9: Legal Framework for the Industrial Relation System** Labor and Employment Legislation in Bangladesh, Nature and performance of Labor court in Bangladesh, Suggestions for Ensuring Effectiveness of Labor Courts in Bangladesh. ILO, International Labor Standards (ILS), ILO convention ratified by Bangladesh	03	CL O9

Part C- Assessment and Evaluation

2. **ASSESSMENT PATTERN**

Course Assessment Pattern:

Bloom's Category	CIE Marks:40					SEE Marks:50
	Mid-term	Assignment/ Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember			5			05
Understand	5					10
Apply		5		10		10
Analyze	5					10
Evaluation			5			10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Part D-Learning Resources

<u>Text</u>

1. Industrial Relations, Author-C.S. Venkata Ratnam
2. Human Resource Management & Industrial Relations- Dr. Abdul Awal Khan, Dr.M. A. Taher

<u>Reference</u>

1. Current Status and Evolution of Industrial Relations System in Bangladesh, Dr. Abdullah Al Faruque
2. Bangladesh Labor Code 2006

Department of Business Administration
Program: BBA

Course Title: **Human Resource Development**	Credits: 03
Course Code: HRM 4803	CIE Marks: 50
Exam Hours: 04	SEE Marks: 50

Course Description: Human resource development professionals provide programs to orient, train and develop personnel by improving skills, knowledge, capabilities and competencies required to perform well on the job. By offering programs designed to promote personal and professional career growth, they enable organizations to improve efficiency, productivity and profitability. The aims and objectives of HR development programs include planning development programs based on identified performance gaps by enabling individuals to achieve short-term and long-term career goals and supporting succession planning by implementing leadership development programs. HR development programs also help organizations comply with local, state and federal regulations.

Course Learning Outcomes: the nature of HRD, its history, origins and national and international context; the integration of HRD with other areas of HRM and overall business strategy; the wide range of approaches and interventions which comprise HRD and which impact on all categories of employees; the identification and uses of competencies in the process of determining development and potential; analyze and understand how HRD links into strategic HRM and the overall corporate objectives and strategies of the organization; undertake more structured self-reflection on professional development and competence, identifying areas for ongoing development.

CL01	Understand basic concepts of HRD, historical events, how HRD is linked to the goals and strategies of an organization, various roles and competencies of HRD.
CL02	Understand HRP process, manpower forecasting, analysis of manpower, methods of wastage analysis.
CL03	Understand career, career development process, career development programs.
CL04	Understand the concepts of transfer, types of transfers and promotions, grounds of transfers, criteria of promotions.
CL05	Understand HRIS, necessity of HRIS, stages of HRIS development, modules of HRIS
CLO6	Understand, HRD need, levels of needs, types, methods, prioritizing HRD needs.
CL07.	Understand HRD interventions, selecting appropriate training programs and approaches, and how to schedule training programs.
CL08	Understand purpose of evaluation, how to evaluate training and HRD programs, methods, impacts of training programs.
CL09	Understand the concept of management development, methods, process, why is it important, strategies, and how to design effective management development programs.
CL10	Understand basics of employee socialization, process, outcomes, models, and effectiveness of realistic job preview.

Mapping of CLO to PLO

CLO/PLO	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO08	PLO09	PLO10
CLO1	2	1	1	-	-	-	-	-	-	-
CLO2	1	3	2	-	-	-	-	-	-	-
CLO3	1	3	2	-	-	-	-	2	1	3
CLO4	2	3	2	-	-	-	-	-	-	-
CLO5	1	3	2	2	-	-	2	-	-	-
CLO6	1	3	2	1	-	-	-	-	-	2
CLO7	2	1	1	-	-	-	1	2	-	-
CL08	2	-	2	-	3	-	-	-	-	3
CL09	2	1	-	-	-	2	-	3	2	-
CL10	3	2	-	-	-	-	2	-	1	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL.NO	CONTENTS OF COURSE (as Summary)	Hrs.	CLOs
01.	**Human Resource Planning** Defining HRP, Activities required for HRP/Manpower Planning, Responsibilities of the HR Department, Steps for HRP, Objectives of HRP, Manpower Demand Forecasting, Analysis of Performance, Analysis of Productivity, Macro and Micro HRP, Labor Economics.	06	CLO1
02.	**HR Planning Process** HRP Process Outline, Time Scale of HRP Forecasts, Difficulties in Manpower Forecasts Using Quantitative tools, Use of qualitative models for better managerial judgments, Analysis of Manpower Supply, Different Methods of Wastage Analysis, Manpower Planning Models.	03	CLO2
03.	**Career Planning, Development and Succession Planning** Definition of Career, Important elements of career, overview of career development, significance and advantages of career development, objectives of career development, types of career development programs, Different stages of career development process, Issues in Career development process, Career development and employee empowerment.	06	CLO3
04.	**HRP, Transfer, Promotions and Job Rotation** What is transfer, Objectives of transfer, different types of transfer, transfer policy, Limitations of transfer, Promotion, Forms of promotion, Elements of Promotion, Objectives of Promotion, Promotion Policy, Basis of Promotion, and Job Rotation?	03	CLO4
05.	**HR Information System** Definition and concepts, Objectives of HRIS, HRIS-Stages of Development, HRIS Modules, HRIS Products Contents and Features, HRIS and HRP.	03	CLO5
06.	**Assessing HRD Needs**	06	CLO6

	What is HRD need, Levels of Needs Analysis, Components of Needs Analysis, Methods of strategic analysis, Task Analysis, Person Analysis, and Prioritizing HRD Needs.		
07.	**Designing Effective HRD Programs** Defining the objectives of the HRD Intervention, The Make vs. Buy decision, Selecting training methods and media, scheduling an HRD Program,	06	CLO7
08.	**Evaluating HRD Programs** The Purpose of HRD Evaluation, The evaluation of training and HRD programs, Models and framework of evaluation, comparing evaluation frameworks, A stakeholder approach to training evaluation, Ethical issues concerning evaluation research, assessing the impacts HRD programs in monetary terms, How technology impacts HRD Evaluation, closing comments on HRD Evaluation.	03	CLO8
09.	**Management Development** Extent of Management development activities approaches to understanding the jobs of managing managers as persons, importance of Needs assessment in determining Managerial competencies, Making management development strategies, Management training and experiences, designing effective management development programs.	06	CLO9
10	**Employee Socialization and Orientation** Some fundamental concepts of socialization, contents of socialization, outcomes of socialization, stage models of Socialization, How realistic job previews are used, Are realistic job previews effective? Assessment and determination of orientation program content, Evaluating employee orientation program.	03	CLO10

Text Book

Werner, J.M., and DeSimone, R.L., (2014). *Human Resource Development (5th edition)*, India

Sims, R.R. (2012). *Human Resource Development Today and Tomorrow (3rd Edition)*.Information Age Publishing Incorporation, USA.

Reference Book

Bhattacharyya, D.K., (2013). *Human Resource Planning (2nd Edition)*. Delhi, India.

Swanson, R.A., and Holton, E.F. (2001).*Foundations of Human Resource Development* (*2nd Edition)*. Berrett-Koehler Publishers, Incorporation, San Francisco, The USA.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50				SEE Marks:40	Attendance Marks:10
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour /presentation	Written Exam.	
Remember	5		5		05	
Understand	5				05	
Apply	5			10	05	
Analyze	10				10	
Evaluation	5				10	

Create		5			05	

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Mark

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Human Resource Management Practices in Bangladesh**
Credits:03

Course Code: HRM-4804	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: The course offers an introduction into the practices of HRM in the national, multinational, and private organizations of Bangladesh. Students will be familiarizing with the different styles of HRM practices along with the challenges and opportunity of HR management in the context of Bangladesh.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Understand different styles of HRM practiced by organizations operating in Bangladesh.
CL02	Explain reasons of the different styles of HRM practiced by Bangladeshi organizations.
CL03	Have a comparative picture on the HR practices along with different advantages and challenges while practicing HRM from modern aspects.
CL04	Understand the challenges of HR practices in the context of Bangladesh
CL05	Have sufficient information and directions to improve the HR scenario of Bangladesh

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1				
CLO2	1	2	2				
CLO3	2	1	2		3		
CLO4	1	3	1	1			
CLO5	1	3	2	2		3	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	**CONTENT OF COURSE (as Summary)**	Hrs.	CLOs
01.	**Introduction to HRM:** Concept, Characteristics, functions, approaches, scope, and importance of HRM	05	CLO1
02.	**HRM in Bangladesh**: Conditions of HRM in Bangladesh, HR activities practices by national, multinational , and privâte organizations of Bangladesh, role of HR manager, problems of HRM in Bangladesh, and challenges of HRM in Bangladesh.	05	CLO1
03.	**Recruitment and selection of employee:** Recruitment and its process, sources of recruitment, benefits of internal and external sources of recruitment, section and its procedure, selection devices		

	used while selecting different types of manpower, problems of recruitment and selection in Bangladesh, measures to overcome the recruitment and selection problem.	05	CLO2
04.	**Employee training and development in Bangladesh :** Definition and purposes of training, different types of training methods used by Bangladeshi business organization, management development in Bangladesh, institutional support for training and development in Bangladesh.	05	CLO2
05.	**Compensation administration and employee motivation:** Determination of salary and wages, pay scale benefits and incentives, motivational measures for the employees and managers, strategic issues of compensation.	05	CLO3
06.	**Performance management:** Concept of performance management and appraisal, condition of performance appraisal in Bangladesh, procedure of performance appraisal, methods of performance appraisal used in Bangladeshi business organizations, importance and use of performance appraisal, problems in performance appraisal system in Bangladesh.	06	CLO3
07	**Industrial relations in Bangladesh:** Concept of industrial relation, Symptoms of good and bad industrial relation, roles of employers, employees, and government in ensuring good industrial relations, trends of industrial relations in Bangladesh, measures in improving industrial relations in Bangladesh.	05	CLO3
08	**Grievance handling:** Concept of grievance, sources of grievances in Bangladesh, process of grievance handling, consequences of grievances.	04	CLO3
09	**Employee wellness and Career development:** Concept of wellness, different interventions of employee wellness used in Bangladesh, importance of employee wellness, concept of career development, different programs of career development, importance of career development, role of HR managers in developing the career of employees	05	CLO4
10			

Text Book

- Human Resource Management Practices in Bangladesh By K A Islam, Ahsan Books, Dhaka, 2001

Reference Book:

1. Dessler, G., Cole, N. D., &Chhinzer, N. (2015). *Management of human resources: The essentials*. 14^{th} Edition, Pearson, USA

2. Tyson, S. (2014). *Essentials of human resource management*. 6th Edition, Routledge, USA
3. Noe, R., Hollenbeck , J. Gerhart, B. & Wright, P.,(2017). Human Resource Management, 10th Edition, McGraw Hill Education, USA

Course Assessment Pattern:

Bloom's Category	CIE Marks:40					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5			05
Understand	5					10
Apply	5	5		10		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: Business Ethics & Corporate Social Responsibility	Credits:03
Course Code: HRM-4805	CIE Marks: 50
Exam Hours:04	SEE Marks: 50

Course Description: The course offers an introduction into the concept of values, morality, as well as cultural beliefs and upbringing in all areas of business, from consumer rights to corporate social responsibility. Decisions made by shift managers or corporate presidents may affect thousands of individuals or entire communities. Consumers today expect and demand integrity, honesty, and transparency in all levels of their environment. Understanding those expectations is the key to communicating core values and behavior not only to employees, but society in general. After completion of the course students will explore the challenges inherent in creating and leading organizations that perform well financially as well as environmentally and socially. The course will cover contemporary challenges in ethics, corporate social responsibility (CSR) and sustainability

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Understand business ethics in different organizational context and to frame it towards the concept of Corporate Social Responsibility.
CL02	Improve their ability to make ethical decisions in business by providing them with a framework that they can use to identify, analyze, and resolve ethical issues in business decision making.
CL03	Understand the concept of CSR and its gradual development with the passage of time.
CL04	Describe and evaluate CSR from the stakeholder perspective.
CL05	Materialize the concept of CSR to ensure business sustainability and social welfare

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1				
CLO2	1	2	2				
CLO3	2	1	2		3		
CLO4	1	3	1	1			
CLO5	1	3	2	2		3	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Introduction to Business Ethics:** Definition of ethics, concept of codes of conduct and code of Ethics, difference between ethics and morality, concept of responsibilities and obligations, importance of business ethics, Structure of business ethics, Role in various types of business structures, : Ethics' Positive Impact on Business	05	CLO1

02.	**Philosophical issues in business ethics:** Ethical egoism, truth telling, ethical relativism, utilitarianism, ethics of duties, ethics of rights and justice, virtue ethics, feminist ethics, discourse ethics, postmodern ethics, morality and organizations.	05	CLO1
03.	**Economics, values and justice:** The profit motive, private ownership and public interest, individual liberties and social justice.	04	CLO2
04.	**Rights, Liabilities, and the state:** Business and employee, business and consumers, business and government	04	CLO2
05.	**Corporate Responsibility and its nature:** Meaning, scope, importance, areas, arguments and against CSR, approaches of CSR, evolution of CSR.	04	CLO3
06.	**CSR theories and models:** Evolution, early stages, contemporary theories, strategic CSR theories, CSR models.	04	CLO3
07	**Engaging in CSR:** Actual performance by local entrepreneurs, expectation by stakeholders regarding CSR activities/ engagement.	04	CLO3
08	**CSR in development and developing societies:** CSR in Asia, European countries, and USA	04	CLO3
09	**CSR and financial performance:** Concept, issue, relation between CSR and financial performance	03	CLO4
10	**Strategic CSR and CSR reporting:** CSR reporting by fortune 500 companies, TBL reporting	03	CLO5
11	**CSR organizations:** Business for social responsibility(BSR), CSR Europe, World Council for sustainable development(WCSD), United nations Global compact, International Business ethics institute, OECD.	05	CLO5

Text Book

1. Crane, A. and Matten, D., (2016). *Business ethics: Managing corporate citizenship and sustainability in the age of globalization*. Oxford University Press.
2. Epstein, M.J., (2018). *Making sustainability work: Best practices in managing and measuring corporate social, environmental and economic impacts*. Routledge.
3. Hawkins, D., (2006). *Corporate social responsibility: balancing tomorrow's sustainability and today's profitability*. Springer.

Commercial Bank Management, Peter S. Rose, McGraw-Hill Irwin, Fifth Edition,2011, New York.

Reference Books:

1. Brejning, J., (2016). Corporate social responsibility and the welfare state: the historical and contemporary role of CSR in the mixed economy of welfare. Routledge.

2. DesJardins, J.R., (2007). Business, ethics, and the environment: Imagining a sustainable future. Pearson/Prentice Hall.
3. Jutterstr, M. and Norberg, P. eds., (2013). CSR as a Management Idea: Ethics in Action. Edward Elgar Publishing.

Course Assessment Pattern:

Bloom's Category	CIE Marks:40					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5			05
Understand	5					10
Apply	5	5		10		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Conflict Management**	Credits: 03
Course Code: HRM-4807	CIE Marks: 50
Exam Hours: 04	SEE Marks: 50

Course Description: The course focuses on the development of practical and conceptual tools for the transformation of conflict from the macro-to the micro-level. Taking the perspective that all participants will be involved in both conflict and resolution of different sorts and in different capacities throughout their future professional lives, the aim of this course is to engage with these processes through various simulations, project development activities, and other activities. These situational learning exercises provide an opportunity for the practical development of 'skills,' but more importantly, of conceptual tools relating to negotiation, mediation, conflict analysis, program development, and peace building. By creating situations and a classroom environment where students can put these concepts into use, the goal is to move from ideas to practices and back-that is, to close the dialectical loop between theory, research, and practice that is the necessary basis for reflective conflict transformation. It brings together material from various programs and courses in an active environment, and is a time for people to examine what those ideas mean for them as individuals in their future careers as peacemakers and builders.

Course Learning Outcomes: At the end of the course, the students will be able to-

CLO1	Understand the theory, research, and a variety of practices for engaging with conflict and negotiation processes including models of negotiation, facilitation, and mediation.
CLO2	Recognize the core competencies needed for work in the field.
CLO3	Transform conflict into a positive and productive manner.
CLO4	Resolve conflicts positively using proven principled negotiation techniques
CLO5	Understand the differences between structural (organizational) and interpersonal conflict
CLO6	Adopt best practices for implementing alternative dispute resolution techniques
CLO7	Develop strategies for dealing with conflict resolution in the work place.
CLO8	Realize that failure in a process gives insight to success the next time
CLO9	Understand the paradox of conflict, creativity and innovation
CLO10	Recognize the way of conflict resolution from religious perspectives

Mapping of CLO to PLO Mapping

CLO/PLO	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO10
CLO1	3	1	-	-	-	-	-	-	-	-
CLO2	1	2	2	-	-	1	-	-	1	-
CLO3	2	2	1	1	-	-	-	-	2	-
CLO4	1	2	2	1	-	-	-	-	2	-
CLO5	2	-	-	-	-	-	2	-	-	2
CLO6	1	2	3	1	-	1	-	1		

CLO7	1	2	1	-	-	-	-	-	-	1
CLO8	2	1	2	1	-	-	-	-	1	1
CLO9	-	-	-	3	-	-	-	-		
CLO10	-	1	-	1	-	-	-	2	-	-

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL.NO	CONTENT OF COURSE (Summary)	Hrs.	CLOs
01.	**Introduction to conflict management:** Understanding conflict, Components of conflict, Perspectives of conflict, Different schools of thoughts of conflict, Types of conflict- structural conflict, relationship conflict; intrapersonal conflict, interpersonal conflict, inter-group conflict, inter-organizational conflict, Models of conflict: Process Model, Structural Model, Functional and dysfunctional conflict, effect of conflict on organizational performance.	06	CLO1
02.	**Principles and Levels of Conflict:** The principled negotiation approaches to conflict: separating people from issues, focusing on interests, not positions, inventing options for mutual gain, using objective standards of fairness, having alternatives to a collaborative agreement, degree to which each party is knowledgeable, willingness to communicate, Intra-personal conflict: Conflict due to frustration, Conflict due to goal, Role conflate and Ambiguity, Level of Interpersonal Conflict, Level of Group/Team Conflict, Level of Organizational Conflict,	06	CLO2
03.	**Styles and competencies of conflict management:** Styles of conflict management; compromising, competing, collaboration, accommodating, and avoiding, Competencies needed for conflict management; knowledge, ability, values and believes, commitment, commentary of the competencies.	03	CLO3
04	**Sources of Conflict:** Sources of Intra-personal Conflict: Cognitive Dissonance, Neurotic Tendencies, Sources of Interpersonal conflict: Relationship Rules, Personality, gender and age related issues, Evaluating others, Evaluating the situations, Role incompatibility, Sources of Group Conflict, Sources of Organizational Conflict.	03	
04.	**Managing Structural Conflicts:** Manager’s job, Definitions of power, authority and influence, Authority of the manager, Need for creativity, Guidelines for using authority and creativity, Structure and organizational structure, Approaches/techniques for resolving structural conflict; use authority, expand resources, reduce interaction, reduce interdependence, clarify job responsibility, create integrator, and use principled negotiation, Case study to resolve structural conflict.	03	CLO4

05.	**Managing Interpersonal Conflicts:** Concepts of personality and value, Personality traits, Approaches/techniques to resolve interpersonal conflict: counseling, modifying behavior, image exchanging, defusing emotions, improving communication, creating super ordinate goals, using principled negotiation, The Thomas Conflict Resolution Approach, Behavioral Style of Conflict Handling, Collaboration and Conflict Resolution, One-to-One Dispute Resolution, Conflict negotiation in the age of electronic communication, Case study to minimize interpersonal conflict.	03	CLO5
06.	**Organizational power and politics in conflict management:** Organizational power: Definition of power, types of power; power of legitimacy, expertise, reward, coercive, and referent power, contingencies of power, sexual harassment and strategies to minimize the abuse of power, Organizational Politics: what is organizational politics, types of political behaviour, organizational politics- good or bad, categories of political activities and effective management functions, factors that influence political behavior, several strategies that should keep dysfunctional politics in check, impact of power and politics on organizational conflict.	03	CLO6
07.	**Managing organizational change:** Definition of change and organization change, forces for change, types of organizational change, approaches to managing organizational change; Lewin’s classic 3 steps model, action research, organization development, resistance to change; sources of individual resistance to change, sources of organizational resistance to change, overcoming to resistance to change, how is organization-wide change best carried out?, general guidelines to organization-wide Change.	03	CLO7
08.	**Negotiation:** Expert opinions on negotiation, types of negotiation: distributive bargaining, interactive bargaining, attitudinal structuring, and intra-organizational negotiation, Factors responsible for negotiation success, Negotiators ability, Goals of focus of negotiation, Recognizing possible negotiation outcomes and styles, Negotiator’s characteristics, Describing attitudes that lead to successful negotiation, Negotiation process, Tricks used in negotiation process, Practical cases.	06	CLO7
09.	**Third party negotiation:** Who acts as third party, when it can be used, diagnostic model of interpersonal conflict, techniques for managing a dialogue, role of third party, ADR and its importance, approaches of ADR; conciliation, early neutral evaluation, peer review, facilitation,	03	CLO8

	mediation, arbitration, mediated arbitration, ombudsperson evaluation, minitrials.		
10	**The paradox of conflict and creativity:** Need for increasing conflict in the organizations, conflict and creativity, stimulating conflict through idea generation, stimulating conflict by motivating individual employees, introducing conflict by making work environment creative, Inspiring creativity by resolving workplace disagreements.	03	
11	**Conflict from Islamic perspective:** Nature of conflict, conflict from early days of Islamic civilization; distribution of land, succession of Khilafah, conflict resolution models from Islamic viewpoint: SALAM model, SNT formula.	03	

Text Book:

Rout, E.L., Omiko N. (2007), *Corporate Conflict Management*, PHI Learning Pvt. Ltd., New Delhi, pp. 1-280.

Reference Books:

1. Carter, G., &Brynes, J. F. (2006), *How to manage conflict in the organization* (2nd ed.). Boston: American Management Association, pp. 1-195.
2. Richard E. W. (1987), *Managing Conflict: Interpersonal Dialogue and Third-Party*,Hall Organizational Development Series, 2nd Edition.
3. Rahim, M. A. (2000), *Managing conflict in organizations* (3rd ed.). Westport, CT: Quorum Books.
4. Corvette, BAB. (2007), *Conflict Management: A Practical Guide to Developing Negotiation Strategies*. New Jersey: Prentice Hall.
5. Ahmad, K. (2007), *Management from an Islamic Perspective*, second ed. International Islamic University Malaysia, Kuala Lumpur.

Course Assessment Pattern:

Bloom's Category	CIE Marks:50					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember			5			05
Understand	5					10
Apply	5	5		10		10
Analyze	10					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Compensation Management**
Course Code: HRM-4810
Exam Hours:04

Credits:03
CIE Marks: 50
SEE Marks: 50

Course Description: This course examines the full range of compensation topics with emphasis on how compensation systems will likely impact productivity, equity, and the firm's ability to recruit and keep highly skilled and motivated employees. Topics include: job description, analysis and evaluation systems; equity issues and requirements; design and use of wage and salary surveys; performance, merit and incentive pay systems; statutory and no- statutory employee benefit packages and systems; and administration of compensation systems.

Course Learning Outcomes: At the end of the course, the students will be able to-

CL01	Design and maintain a pay system that is consistent for employees within the organization (internal consistency).
CL02	Design a pay structure that will ensure the firm is competitive with other similar firms (external competitiveness), and conduct a market survey to determine appropriate pay levels.
CL03	Identify and describe a variety of reward systems used to determine individual pay levels.
CL04	Identify and describe typical employee benefits components and systems, and describe in detail those that are legally required in Ontario.
CL05	Implement and administer a compensation system according to the firm's policies and the legal requirements in Ontario

Mapping of CLO to PLO Mapping

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	1	1	-	-	-	-
CLO2	1	2	2	-	-	-	-
CLO3	2	1	2	-	-	-	-
CLO4	1	3	1	1	-	-	-
CLO5	1	3	2	2	-	-	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

SL NO	CONTENT OF COURSE (as Summary)	Hrs.	CLOs
01.	**Introduction:** Meaning and role of compensation and compensation management – objectives of compensation management-dimensions of compensation-factor affecting compensation-strategy for designing effective compensation- pay model- strategic perspectives of pay.	06	CLO1

02.	**Internal consistency and the structure:** Factors influencing internal pay structure-employee acceptance-consequence of internal pay structure.	06	CLO2
03.	**Job analysis and Job evaluation:** Meaning-usefulness- typical data collected for job analysis-job description-knowledge based pay approaches-Job evaluation- process-objectives – techniques of job evaluation.	06	CLO3
04.	Factors affecting pay structure-external competitiveness-consequences of pay level decisions- Designing pay structure-major decisions why conduct a survey- broad-banding pay – team based pay.	06	CLO4
05.	**Employee contributions:** Role of compensation in controlling costs, internal structure & value systems-attract and retain good employee and motivating employees- pay for performance the positive evidence and the negative evidence-establish job performance standards and reward allocation norms.	06	CLO5
06.	**Performance evaluation and merit pay:** Performance evaluation formats-evaluation of appraisal formats-improving evaluation-alternative rewards and development of performance based pay plan and merit based pay- Incentive pay plan-individual incentives-group incentives-company wide incentives	03	CLO3
07.	**The benefit determination process:** Reasons-value of employee benefits-key issues in benefit planning-designing and administration of benefit plan-components of benefit plans- flexible benefits.	06	CLO5
08.	**Rewards and Incentives:** Definition, Types, Qualities, Criteria, Incentive systems	06	CLO4
09	**Union role in wages and salary administration:** Factors affecting wages in unionized firms impact of unions in wage determination-union and reward systems.	03	CLO5

Text Book

1. George T, Milkovich and Jerry M. Newman, Compensation, 7th Edition (2003), McGraw Hill, New Delhi, India.

Reference Books:

2. R. Henderson, Compensation Management, 3rd Edition (2010) Prentice Hall., New Delhi, India
   –.
3. Joseph J. Martoeehio, Strategic Compensation (A Human Resource Management Approach), 5th edition, Pearson, New Delhi, India

Course Assessment Pattern:

Bloom's Category	CIE Marks:40					SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Industrial Tour	Attendance Marks:10	Written Exam.
Remember	5		5			05
Understand	5					10
Apply	5	5		10		10
Analyze	5					10
Evaluation	5					10
Create		5				05

Note : CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Faculty of Business Studies
Department of Business Administration
Program: BBA

Courses of Eighth SCM Major

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Distribution System**	Credits: 03
Course Code: SCM-4802	CIE Marks: 50
Exam Hours: 03	SEE Marks: 50

Prerequisite**:**

Course Assessment	CIE: Continuous Internal Evaluation	Attendance	10 Marks
		Class Test/Assignment/Quizzes	10 Marks
		Mid-term	30 Marks
	SEE: Semester End Examination		50 Marks

Objectives:

S/N	**Course Outcomes (CO's) : Upon the successful completion of the course student will be able to -**	**Corresponding Program Objectives (PO's)**	**Blooms Taxonomy Domain/Level**
1	Understand different theories and techniques of Distribution System	**PO-1: General and subjective Knowledge**: Ability to utilize the knowledge to find solutions of business problems.	Understand
2	Critically evaluate alternative methods of Distribution.	**PO-3: Critical Thinking**: Ability to apply analytical and in-depth thinking for data-based decision-making in real-life environments to ensure sustainability in the competitive business environment.	Evaluation and Creation

Course Description: The objective of the course is to provide relevant theoretical and practical insights so that the real world of distribution system is better understood. It helps the students to acquire the basic knowledge, concepts, tools, and professional terminology necessary to understand specific considerations facing firms as they engage in distribution management. Moreover, it will develop the ability to design logistics systems and formulate integrated supply chain strategy. This course discusses the theories, principles, systems, and practices that are related to the movement of goods and services from producing companies to final users. It explains the processes of designing and managing distribution channels in industrial, consumer, and service markets.

Section -A (Midterm: -30 Marks)

1. **Concept of Physical Distribution**

Definition of Logistics and Supply Chain Management, Need for Physical Distribution, Functions of Physical Distribution, Marketing Forces Affecting Physical Distribution, The physical Distribution Concept: A Total System Perspective.

2. **Channel of Distribution**

Define Distribution Channels, Role of Marketing Channels, Channel Functions, Channel Structure, Designing Distribution Channel, Factors effecting Choice of Distribution Channel.

3. **Channel Management**

Definition, Functions of Intermediaries, Types of Intermediaries, and Variables to be considered of selecting Channel Members, Motivating Channel Members, Training Channel Members, Evaluating Channel Members, and Modifying channel Arrangements.

4. **Transportation Management**

Scope of Transportation Management, Principles of Transportation Functions, Relationship of Transportation to Other Business Functions, Transportation Management, Legal Types and Modes of Transportation, Modes of Transportation, Selection methods of Transportation, Transport Costs, Transport Regulations, Transport Industry In Bangladesh

Section -B (SEE: -50 Marks)

5. **Inventory Management**

Introduction, Functions of Inventories, Types and Classes of Inventories, Cost of Inventories, Inventory Control, Inventory Control Under Conditions of 'Uncertainty, Selective Inventory

6. **Warehousing**

Introduction, Nature of warehousing, Types of warehousing, Warehouse functions, Basic Concept Of Warehouse: Size and Number of Warehouses, Warehousing Location, Legal Forms of warehouse, Warehousing cost, Selecting Right Warehouse system, automation in Warehousing.

7. **Order Processing**

Introduction, Defining Order Processing, Order Acquisition, Order Entry, Order Document Processing, Order Status Reporting, Factors Effecting Order Processing Time, Customer Service.

8. **Unitization and Packaging**

Functions of Packaging, Concept of Unitization, Costs of Packaging, Designing a Package, Packaging Materials

9. **Distribution Control & Performance Evaluation**

Define Distribution Control, Stages of Control Process: Standard and Goals, Performance report & Measurement, The Monitor, Corrective Action.

10. **Import- Export Distribution System**

Import channel management procedures, Export management procedures, Letter of Credit, Types of Letter of Credit

11. **Organization for Physical Distribution**

Defining Organization, Need for Physical Distribution Organization: Conflict Resolution, Rising Costs & Need for Control, Cost Reduction Opportunities, Physical Distribution-A Complex Activity, Stages in Development of Organization Structure.

<u>Text Book</u>:

1) 1. Kapoor, S. K., & Kansas, P. (2005). Basics of distribution management: a logistical approach. Asoke K. Ghosh.

<u>Reference Books & Materials:</u>

1. Christopher, M. (2016). Logistics & supply chain management. Pearson UK

Bloom's Category		Evaluation out of 100 Marks			
		CIE (50 Marks)			SEE (50 Marks)
Cognitive Learning	**Affective Learning**	**Mid-term (30)**	**Assignment/ Class test (10)**	**Attendance Marks (10)**	**Written Exam (50)**
Remember	**-**	**5**	**-**	**-**	**5**
Understand	**-**	**-**	**5**	**-**	**10**
Apply	**-**	**5**	**-**	**-**	**5**
Analyze	**-**	**5**	**-**	**-**	**10**
Evaluation	**-**	**10**	**-**	**-**	**15**
Create	**-**	**5**	**5**	**-**	**5**
x	**Responding**	**x**	**x**	**10**	**x**

Note: CIE = Continuous Internal Evaluations, SEE= Semester End Examination

Delivery Methods and Activities: Lecture, White Board writing, Question and Answers, Discussions, Power Point Presentations

Assessment Tools: Class Attendance, Class tests, Quizzes/ Assignment on problem solutions, Mid-term exam and Final Examination, Project Evaluation & Viva

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Code: **SCM-4803** Course Title: **Production and Inventory Management**
Contact Hour**: 03** Credit Hour: **03**
Prerequisite**:**

Course Assessment	CIE: Continuous Internal Evaluation	Attendance	10 Marks
		Class Test/Assignment/Quizzes	10 Marks
		Mid-term	30 Marks
	SEE: Semester End Examination		50 Marks

Objectives:

S/N	**Course Outcomes (CO's) : Upon the successful completion of the course student will be able to -**	**Corresponding Program Objectives (PO's)**	**Blooms Taxonomy Domain/Level**
1	Understand different Concepts and Methods on Production and Inventory Management	**PO-1: General and subjective Knowledge**: Ability to utilize the knowledge to find solutions of business problems.	Understand
2	Will be able to develop and apply new innovative techniques of production and inventory system	**PO-2: Problem Solving & Innovation:** Ability to explore innovative ideas and give concrete solutions to substantial business and social problems by applying appropriate tools and techniques for sustainable development..	Apply

Course Description: This course aims at providing basic knowledge on principles and concept of inventory and production management & making them to understand the inventory cycle and Production Management. Their applications in different categories of business entities, It will highlight the underlying theoretical concepts and basic of inventory, Inventory Management & its application, Production, Production planning & its management practices.

Section -A (Midterm: -30 Marks)

1. **Introduction- Supply Chain & Logistics:**

Defining SCM, Purpose and nature of SCM, Supply Chain Management Process, and Globalization in supply chain, End to end Supply Chain, What does it mean, Core supply process, Main types of competitive advantage, Supply Chain macro process in a firm, Supply chain vs. value chain? Types of firm activities, Drivers of SCM, Logistical drivers & Cross functional drivers, Push-Pull process of SCM, Traditional SCM model

2. Inventory — Fundamentals

Meaning of Inventory, Inventory definition, importance of Inventory, Inventory Good or Bad? Why do companies keep inventories? Types/ nature of inventories, Inventory management definition, why we control inventory? Functions of Inventory, Inventory, Logistics and Supply chain flows

3. Inventory Policy Decisions- the Pareto's Law & its implication

Appraisal of inventories and its distinction. The general rule of thumb for Inventory classifying, ABC Classification, ABC Principles, The PARETO's law & its explanation, XYZ Classification, VED Classification, FSN Classification, SOS classification, Inventory and flow of materials, Cycle stock, Safety/Buffer stock, Demand for Inventory, Dependent demand & independent demand of inventory, Inventory policy scope and key decisions.

4. Inventory/ Stock variability & Cost Classification

Functions of inventory in future, Safety stock & service level, Re-order Level (ROL), EOQ, Anticipation inventory, Fluctuation inventory, Maintenance- Repair & Operating supplies (MRO), Inventory cost classification, Top 5 Principles of Inventory Management, LIFO & FIFO, Inventory turnover, JIT concept, Perishable stock & its demand, Cycle counting of Inventory**.**

Section -B (SEE: -50 Marks)

5. Warehousing and Warehouse Management

Definition of warehouse. Meaning of Warehousing. Store & storage definition. Defining warehousing in logistics sense Difference between Store & Warehouse, Main Items of warehouse, service level commitment in a warehouse, Warehouse Management System (WNS)-Definition, WMS-tools for effective Supply chain, Types of Warehouse, Bonded Warehouse management, Learn Warehouse Operations, Waste Management & Identify in Warehouse, Five Learn Principle -Application in Operations Management, Learn Warehousing-SS Concept, 5S-explanation, Warehouse Challengers in supply chain & Logistics, SS-Zoning in Warehouse.

6. **Understanding Demand forecasting**

Demand forecast & Demand management concept, Definition and explanation Needs, wants & Demand in SCM sense, Breaking Down Demand, Demand forecasting definition, nature, demands forecasting & demand estimations, Demand Management sense, objectives on Demand forecasting. Basics Rules of Demand forecasting, Market outlook in Demand, Demand analysis, important to forecast demand to forecast demand, forecasting Market outlook in demand, Frozen Demand in supply chain, Forecasting Methods. Qualitative Forecasting Methods. Executive's opinions.

7. Production & Production Management

Historical Evolution of production and operations management, Concept of production. Understanding production. Process of Transformation. Production system definition. Objectives of production Management, Management in Business, Classification Production System, Advantages & Limitations Of production System, Productivity definition. productivity Measurement. Conformance to plan (CTP), production schedule Adherence. Lean manufacturing or lean production, Model of the lean production system, Examples. Types of waste in production. (TIM WOOD). The ten rules of lean production

8. **Production Planning & Control**

Definition of production planning, production system flow chart, Time dimension of planning, objective of production planning, types of production planning. Technique for aggregate planning. Basic principles of production planning, make-to-stock (MTS). Make –to-order (MTO), assemble-to-order (ATC)), Production Scheduling scope and purpose. Difference between supply chain planning and productions scheduling. Planning and scheduling horizons. Planning and Control Functions, Factors Affecting Production Planning and Control, master production schedule (MPS), key benefits of Master Production Scheduling, How an MPS works/ why MPS necessary for organizations, Materials Requirement Planning- MRP, MRO and The production planning process, Objectives of MRP system , MRP and JIT, Bill- of- Material (BOM).

9. **Capacity Planning & Management**

Understanding Capacity, Types of Capacity, Capacity Plan, business needs capacity management, Determinants of effective capacity planning, Long Term Capacity Planning & Short Term Capacity Planning, Capacity Management, Steps in Capacity Planning Process, Measurements of Capacity , Forecasting Capacity Demand, Capacity Strategy in Manufacturing, Lead Capacity Strategy, Lag Capacity Strategy, Match Capacity Strategy, Rough cut Capacity Planning (RCCP), Capacity utilization, Utilization and Efficiency formula, Capacity Requirements Planning- CRP, Steps of Capacity Planning.

10. Quality and Quality Management

Define quality, The importance of Quality, Quality Management Evolution, Quality Bases, The dimensions of Quality, Product Vs Services Quality, The Determinants of Quality, The consequences of Poor Quality, Cost of Quality, Types of COQ, Cost of poor quality (COPQ), Quality Control, Quality Assurance, Quality GURUS and Their Contributions, Deasing's 14 Points on quality Management, JURAN's 10 Theory for Quality Improvement, The Quality Tools, Six Sigma Quality, Six Sigma DMAC cycle, W2H, Benchmarking, Quality Certifications, ISO 9000, ISO 14000, Total Quality Management (TQM)

Text Book:

1. Amold, J.R., Introduction to Materials Management, Sixth Edition, Pearson,E.

Reference Books & Materials:

1. Kumar, A. Production and Operations Management, Second Edition,
2. Hax, A. C., & Candea, D. (1984). *Production and inventory management* (Vol. 1). Englewood Cliffs, NJ: Prentice-Hall.
3. Dennis, D. R., & Meredith, J. R. (2000). An analysis of process industry production and inventory management systems. *Journal of Operations Management*, *18*(6), 683-699.
4. Landvater, D. V. (1997). *World class production and inventory management* (Vol. 5). John Wiley & Sons.

Bloom's Category		Evaluation out of 100 Marks			
		CIE (50 Marks)			SEE (50 Marks)
Cognitive Learning	Affective Learning	Mid-term (30)	Assignment/Class test (10)	Attendance Marks (10)	Written Exam (50)
Remember	-	5	-	-	5
Understand	-	-	5	-	10
Apply	-	5	-	-	5
Analyze	-	5	-	-	10
Evaluation	-	10	-	-	15
Create	-	5	5	-	5
X	Responding	x	x	10	x

Note: CIE = Continuous Internal Evaluations, SIE= Semester End Examination

Delivery Methods and Activities: Lecture, White Board writing, Question and Answers, Discussions, Power Point Presentations
Assessment Tools: Class Attendance, Class tests, Quizzes/ Assignment on problem solutions, Mid-term exam and Final Examination, Project Evaluation & Viva

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Code: **SCM-4804** Course Title: **Procurement Management**

Contact Hour**: 03** Credit Hour: **03**

Prerequisite**:**

Course Assessment	CIE: Continuous Internal Evaluation	Attendance	10 Marks
		Class Test/Assignment/Quizzes	10 Marks
		Mid-term	30 Marks
	SEE: Semester End Examination		50 Marks

Objectives:

S/N	**Course Outcomes (CO's) : Upon the successful completion of the course student will be able to -**	**Corresponding Program Objectives (PO's)**	**Blooms Taxonomy Domain/Level**
1	Understand different Tools and Techniques of Procurement	**PO-1: General and subjective Knowledge**: Ability to utilize the knowledge to find solutions of business problems.	Understand
2	Apply the different tools and techniques in the Procurement Management of an enterprise	**PO-3: Critical Thinking**: Ability to apply analytical and in-depth thinking for data-based decision-making in real-life environments to ensure sustainability in the competitive business environment.	Apply

Course Description: This course introduces the students to give a comprehensive view of Procurement. It familiarizes the students with the overall concepts of the Procurement Management procedure. The course starts with the understanding of the concepts and principles of Procurement Management. The course also focuses on the Nature and Role of Procurement, Industrial Buying and Market Structures, Sourcing Strategies and Procurement Decisions, Supplier Selection and Management, Global Supply Management, Procurement

Innovation and Market Research. Procurement describes the process of buying: learning of the need, locating and selecting a supplier, negotiating price and other pertinent terms, and following up to ensure delivery. In addition, it includes stores, traffic, receiving, incoming inspection, and salvage of goods.

Section -A (Midterm: -30 Marks)

1. **Procurement scope and development:** Introduction, Definition, The scope of purchasing, the changing role of purchasing and supply, Proactive purchasing, Procurement positioning/ targeting, Supplier Preference, Total acquisition cost and total cost of ownership, Non-manufacturing organizations, Procurement life cycle, Best practice in strategic supply management.
2. **Strategic Procurement and supply chain management:** Strategic procurement, The concept of strategy, the mission statement, Levels of strategy, Category management, Strategic management, Strategic analysis, strategic development, Strategy implementation, Objectives for purchasing/procurement. Strategies and their scope, Selecting a strategy, Effective supply market strategies, purchasing and supply in different types of organization, Organization of the activity, Purchasing in the organization structure, purchasing devolution, Improving the efficiency of the supply chain, Strategic development of purchasing.
3. **Outsourcing:** Introduction, Outsourcing, Outsourcing methodologies, Outsourcing pitfalls, How to avoid pitfalls
4. **Lead time and time compression:** Introduction, Time and competitive advantage, On-time delivery, Expediting Liquidated damages.

Section -B (SEE: -50 Marks)

5. **Sourcing Strategies and relationship:** Introduction, The nature of the sourcing decision, Attributes of a good supplier, Different types of sourcing, Sourcing decisions, The sourcing process, Source location, Sources of information on potential suppliers, Supplier evaluation, Carter’s 10 Cs model, The right relationship, Other aspects of sourcing, Partnering.

6. **Price and total cost of ownership (TCO):** Introduction, Factors affecting pricing decisions, How buyers obtain prices, Auctions, Discounts, Price analysis and cost analysis, Pricing major contracts, Investment appraisal, Learning curves and experiences curves
7. **Negotiations:** Introduction, Negotiation, Negotiation skills, Preparation, The introductory stage, Discussion stage, Agreement stage, The post-negotiation stage, Competition and cooperation in negotiation, Body language, Negotiation strategies, negotiation mix, Best practices negotiation.
8. **International and global sourcing:** Introduction, Global sourcing and international procurement, why source internationally, Increases in off shoring, Problems with international sourcing, Inco terms 2010, Arbitration, Importing, How to change, Transport, Customs, Countertrade, Latest developments
9. **E-procurement systems:** Introduction, what is e- procurement? The benefits of e-procurement, Complex procurement, Reverse auctions, the current state of e-procurement initiatives, the barriers, measuring the benefits of e- procurement, what to measure, Electronic auctions.
10. **Contract management and performance measurement:** Introduction, Contract Law,

Contract management, a balanced performance measurement System, Performance measurement: effectiveness, measuring procurement performance, Procurement as the intelligent customer, benchmarking in procurement and supply, Administration, disposing of redundant stock, scrap or waste.

11. **Applications:** Project procurement, procurement of commodities, Capital procurement, Retail procurement and efficient consumer response, Services procurement.

Text Book:

Baily, P. et. al. (2008); Procurement Principles and Management, Prentice Hall, Harlow, UK ,11/ e

Reference Books & Materials:

Bowersox, D. J., Closs, D. J.,& Cooper, M. B. (2010). Supply Chain Logistics Management.(McGraw Hill/Irwin). 3/e

Bloom's Category		Evaluation out of 100 Marks			
		CIE (50 Marks)			SEE (50 Marks)
Cognitive Learning	Affective Learning	Mid-term (30)	Assignment/Class test (10)	Attendance Marks (10)	Written Exam (50)
Remember	-	5	-	-	5
Understand	-	-	5	-	10
Apply	-	5	-	-	5
Analyze	-	5	-	-	10
Evaluation	-	10	-	-	15
Create	-	5	5	-	5
x	Responding	x	X	10	x

Note: CIE = Continuous Internal Evaluations, SIE= Semester End Examination

Delivery Methods and Activities: Lecture, White Board writing, Question and Answers, Discussions, Power Point Presentations

Assessment Tools: Class Attendance, Class tests, Quizzes/ Assignment on problem solutions, Mid-term exam and Final Examination, Project Evaluation & Viva

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Title: **Supply Chain Logistics Management**	Credit Hours:03
Course Code: SCM-4806	CIE Marks: 50
Exam Hours:04	SEE Marks: 50
Prerequisite	Contact Hour: 03

Course Assessment	**CIE: Continuous Internal Evaluation**	**Attendance**	**10 Marks**
		Class Test/Assignment/Quizzes	**10 Marks**
		Mid-term	**30 Marks**
	SEE: Semester End Examination		**50 Marks**

Objectives:

S/N	**Course Outcomes (CO's) : Upon the successful completion of the course student will be able to -**	**Corresponding Program Objectives (PO's)**	**Blooms Taxonomy Domain/Level**
1	Understand basic principles and concepts of Logistics and Supply Chain Management	**PO-1: General and subjective Knowledge**: Ability to utilize the knowledge of finance to find solutions of business problems.	Understand

Course Description: The objective in this course is specifically to help the students understand, appreciate and even develop purchasing, logistics and supply chain strategies that contribute to overall business objectives of their organizations.

Chapter 1: Introduction to logistics Introduction; Scope and definition; Historical perspective; Importance of logistics and distribution; Logistics and supply chain structure, Logistics and supply chain management, Key issues and challenges for logistics.
Chapter 2: Logistics management and organization

Introduction; Relationships with other corporate functions; Logistics organizational structures; Organizational integration; The role of the logistics or distribution manager; Payment schemes; The selection of temporary staff and assets.
Chapter 3: Lean Logistics The logistical value proposition, The work of Logistics, Logistical operation, Logistical operating elements, Flexible structure, Supply chain synchronization.
Chapter 4: Operational Integration Why Integration Creates Value; Systems Concept and Analysis; Logistical Integration Objectives; Enterprise Integration; Domestic Supply Chain Integration; Global Supply Chain Integration.
Chapter 5: Information Technology Framework Information system functionality, Comprehensive information system integration, Accessing Supply Chain Applications, Communication Systems, Rational for ERP implementation, ERP system design, Supply Chain Information system
Chapter 6: Transportation Structure and Management Transport functionality, principles, and participants, Transportation regulation, Transportation structure, Transportation services, Transportation economics and pricing, Transport administration, Documentation
Chapter 7 Warehousing Warehouse Strategy and Functionality, Warehouse operations, Warehouse Ownership Classification, Warehouse Planning, Initiating Warehouse Operations.
Chapter 8: Packaging and materials handling Packaging perspective, Packaging for materials handling efficiency, Packaging Materials, Materials handling
Chapter 9: Network Integration Enterprise facility network, Warehouse requirements, Total cost integration, Formulating logistical strategy
Chapter 10: Logistics Design Process and Techniques Planning methodology, Phase 1: Problem Identification, Phase 2: Data collection and analysis, Phase 3: Recommendations and implementation, Supply chain analysis methods and techniques
Chapter 11: Relationship Development and Management Logistical Organization Development, Stages of Functional Aggregation, Issues and Challenges, Relationship Management

Text Book:

1. Bowersox, D. J., Closs, D. J., & Bixby Cooper, M. ***Supply Chain Logistics Management***. McGraw Hill Publication
2. Rushton, A., Croucher, P., & Baker, P. ***The handbook of logistics and distribution management: Understanding the supply chain***. Kogan Page Publishers.

Bloom's Category	**Evaluation out of 100 Marks**	
	CIE (50 Marks)	**SEE (50 Marks)**

Cognitive Learning	Affective Learning	Mid-term (30)	Assignment/Class test (10)	Attendance Marks (10)	Written Exam (50)
Remember	**-**	**5**	**-**	**-**	**5**
Understand	**-**	**-**	**5**	**-**	**10**
Apply	**-**	**5**	**-**	**-**	**5**
Analyze	**-**	**5**	**-**	**-**	**10**
Evaluation	**-**	**10**	**-**	**-**	**15**
Create	**-**	**5**	**5**	**-**	**5**
x	**Responding**	**x**	**X**	**10**	**x**

Note: CIE = Continuous Internal Evaluations, SIE= Semester End Examination

Delivery Methods and Activities: Lecture, White Board writing, Question and Answers, Discussions, Power Point Presentations

Assessment Tools: Class Attendance, Class tests, Quizzes/ Assignment on problem solutions, Mid-term exam and Final Examination, Project Evaluation

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Code: **SCM 4807** Course Title: Supply Chain Risk Management
Contact Hour**: 03** Credit Hour: **03**
Prerequisite**:**

Course Assessment	CIE: Continuous Internal Evaluation	Attendance	10 Marks
		Class Test/Assignment/Quizzes	10 Marks
		Case Presentation	10 Marks
		Mid-term	30 Marks
	SEE: Semester End Examination		40 Marks

Objectives:

S/N	Course Outcomes (CO's) : Upon the successful completion of the course student will be able to -	Corresponding Program Objectives (PO's)	Blooms Taxonomy Domain/Level
1	Identify different concepts ,tools and techniques of Supply Chain Risk Management	**PO-1: General and subjective Knowledge**: Ability to utilize the knowledge to find solutions of business problems.	Understand
2	Able to apply the Supply Chain Risk Management techniques in the enterprise	**PO-3: Critical Thinking**: Ability to apply analytical and in-depth thinking for data-based decision-making in real-life environments to ensure sustainability in the competitive business environment.	Apply

Course Description: This course provides students with analytical tools for translating production plans into material requirements in the manufacturing and service environments. Factors and constraints in planning and scheduling are analyzed and a number of techniques to achieve production goals efficiently are introduced
This Course covers all the basics of material management, supply chain management, manufacturing planning and control systems, purchasing and physical distribution. Also to give him an elementary idea of material management linkages with other areas of management, supply chain management and production processes.

CONTENT OF COURSE (as Summary)

Section -A (Midterm: -30 Marks)

01. **Working with Risks**
Risk and management, Risk and Management, Growth of risk management, Risk in the supply chain

02. **Defining risk Features of risk**
Decisions and risk, Structure of decisions, Decisions with certainty, Decisions with uncertainty, Decisions with risk, Decisions with ignorance, Managing risk.

03. **Supply chain management**
Definitions, Structure of a supply chain, Aims of supply chain management, Activities of logistics, Importance of logistics, Risk in the supply chain,

04. **Trends affecting the supply chain**
Increasing risk, Trends in supply chain management, Integration of supply chains, Cost reduction, Agile logistics, E-business, Globalization, Outsourcing, Changing practices in logistics.

Section -B (SEE: -50 Marks)

05. **Approaches to risk management**
Definition, Development of risk management, Supply chain risk management, Aims of SCRM, Steps in risk management, some principles of SCRM.

06. **Identifying risks& Analyzing risks**
Types of risk, Identifying risks, Tools for analyzing past events, Tools to collect opinions, Tools to analyze operations, Problems with risk identification. Measuring risk, Likelihood of a risky event occurring, Consequences when a risk occurs, Evaluating consequences, Tools for risk analysis.

07. **Responding to risks**
Responses to risk, Alternative responses, Defining options, Choosing the best response, Implementation and activation

08. **A network view of risk**
Shared risks, achieving an integrated approach, Identifying risks, Analyzing and responding to risks, Problems with integrating SCRM, Levels of SCRM integration.

09 **Creating resilient supply chains**
Design of a resilient chain, Principles of designing a resilient supply chain, Physical features of a resilient supply chain, Relationships within a resilient supply chain, Risk compensation and business continuity.

10 **Business continuity management**
Emergencies and crises, Use of BCM, Steps in business continuity management.

Recommended Text:
1. Waters, D. (2011). *Supply chain risk management: vulnerability and resilience in logistics*. Kogan Page Publishers.

Reference Books:

1. Zsidisin, G. A., & Ritchie, B. (Eds.). (2008). *Supply chain risk: a handbook of assessment, management, and performance* (Vol. 124). Springer Science & Business Media.

2. Ivanov, D. (2018). *Structural dynamics and resilience in supply chain risk management* (Vol. 265). Berlin, Germany: Springer International Publishing.

3. Wu, T., & Blackhurst, J. V. (Eds.). (2009). *Managing supply chain risk and vulnerability: tools and methods for supply chain decision makers*. Springer Science & Business Media.

Bloom's Category			Evaluation out of 100 Marks			
		CIE (50 Marks)				SEE (50 Marks)
Cognitive Learning	Affective Learning	Mid-term (30)	Assignment/Class test (10)	Attendance Marks (10)	Case Presentation (10)	Written Exam (40)
Remember	-	5	-	-	-	5
Understand	-	-	5	-	-	10
Apply	-	5	-	-	-	5
Analyze	-	5	-	-	5	5
Evaluation	-	10	-	-	5	10
Create	-	5	5	-	-	5
X	Responding	X	X	10	-	X

Note: CIE = Continuous Internal Evaluations, SIE= Semester End Examination

Delivery Methods and Activities: Lecture, White Board writing, Question and Answers, Discussions, Power Point Presentations

Assessment Tools: Class Attendance, Class tests, Quizzes/ Assignment on problem solutions, Mid-term exam and Final Examination, Project Evaluation & Viva

Faculty of Business Studies
Department of Business Administration
Program: BBA

Course Code: SCM-4808 **Course Title: Strategic Supply Chain Management**

Contact Hour: 03 Credit Hour: 03

Prerequisite:

Course Assessment	CIE: Continuous Internal Evaluation	Attendance	10 Marks
		Class Test/Assignment/Quizzes	10 Marks
		Mid-term	30 Marks
	SEE: Semester End Examination		50 Marks

Objectives:

S/N	**Course Outcomes (CO's) : Upon the successful completion of the course student will be able to -**	**Corresponding Program Objectives (PO's)**	**Blooms Taxonomy Domain/Level**
1	Understand concepts of Strategic Supply Chain Management	**PO-1: General and subjective Knowledge**: Ability to utilize the knowledge to find solutions of business problems.	Understand
2	Analyze and develop Strategic implications of supply chain management function	**PO-2: Critical Thinking**: Ability to apply analytical and in-depth thinking for data-based decision-making in real-life environments to ensure sustainability in the competitive business environment.	Application and Creation

Course Description: The objective in this course is specifically to help the students understand Strategic relevance of Supply Chain Management to the overall function of the organization. This course provides the students with an overview of the basic principles of supply chain management as well as the innovative practices that supply chain managers are following today. The chapters' addresses five core disciplines: supply chain strategy, process architecture, organization, collaboration, and performance measurement and management along with ethical and sustainable supply chain management.

Section -A (Midterm: -30 Marks)

Ch: 01 : Align your Supply Chain with your Business Strategy : The Core Strategic Vision, How Companies use their Supply chain to compete, Key Elements of Supply Chain Strategy, Tests of a Good Supply Chain Strategy

Ch: 2: Develop an End-to-End Process Architecture: Four Tests of Supply Chain Architecture, Architectural Toolkits, Top Three Levels of the SCOR Mode, Five Processes for End-to-End Supply Chain Management

Ch: 03: Design A High-Performing Supply Chain Organization: Organizational Change Is an Ongoing Process, Evolution of the Supply Chain Organization, Guiding Principles for Organizational Design, Gaining Respect for the Supply Chain Discipline, Next-Generation Organizational Design

Ch: 04: Build the Right Collaborative Model Collaboration Is a Spectrum, Finding the Right Place on the Spectrum, The Path to Successful Collaboration, Next-Generation Collaboration

Section -B (SEE: 50 Marks)

Ch: 5: Strategic Supplier Selection: Introduction, Main stages of supplier selection- Initial supplier Qualification,

Agree Measurement Criteria, Obtain Relevant Information, Make selection

Ch: 06: Use Metrics to Drive Business Success: Why Measure?, Managing Performance with Metrics, Which Metrics? Case in Point: Performance Management at 3Com , Next-Generation Performance Management

Ch: 07: Benchmarking Results: the best in class performance advantage: The Relationship between supply chain performance and financial performance, Driving Supply Chain Performance, Mastering complexity

Ch: 08: Transform your Supply chain: Setting improvement Priorities, Designing the transformation Roadmap, Implementing the Change

Ch: 09: Environmental and Ethical Issues in Supply Management: Introduction, Why should Purchasing be concerned, Sustainability Green and Environmental soundness, Purchasing and supply management environmental contribution, Implementation Issues

Ch:10 : Relevant Case Analysis on Strategic Supply Chain Management

Text Book:

1. Cohen, S., & Roussel, J. (Latest Edition). *Strategic supply chain management: the five disciplines for top performance*. McGraw-Hill Education.
2. Cousins, P., Lamming, R., & Squire, B. (Latest Edition). *Strategic supply management: principles, theories and practice*. Pearson Education.

Reference Books & Materials

3. Bowersox, D. J., Closs, D. J.,&Cooper, M. B. (Latest Edition). Supply Chain Logistics Management.(McGraw Hill/Irwin). 3/e
4. Wisner, J. D., Tan, K. C., & Leong, G. K.. *Principles of supply chain management: A balanced approach*, Fifth Edition, Cengage, 2017.
5. Christopher, M. *Logistics and Supply Chain Management,* Prentice hall, fourth edition

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Bloom's Category		Evaluation out of 100 Marks			
		CIE (50 Marks)			SEE (50 Marks)
Cognitive Learning	**Affective Learning**	**Mid-term (30)**	**Assignment/Class test (10)**	**Attendance Marks (10)**	**Written Exam (50)**
Remember	**-**	**5**	**-**	**-**	**5**
Understand	**-**	**-**	**5**	**-**	**10**
Apply	**-**	**5**	**-**	**-**	**5**
Analyze	**-**	**5**	**-**	**-**	**10**
Evaluation	**-**	**10**	**-**	**-**	**15**
Create	**-**	**5**	**5**	**-**	**5**
x	**Responding**	**x**	**X**	**10**	**x**

Note: CIE = Continuous Internal Evaluations, SIE= Semester End Examination

Delivery Methods and Activities: Lecture, White Board writing, Question and Answers, Discussions, Power Point Presentations

Assessment Tools: Class Attendance, Class tests, Quizzes/ Assignment on problem solutions, Mid-term exam and Final Examination, Project Evaluation & Viva

Course Code: **SCM 4809** Course Title: **Supply Chain Information Systems**
Contact Hour**: 03** Credit Hour: **03**
Prerequisite**:**

Course Assessment	CIE: Continuous Internal Evaluation	Attendance	10 Marks
		Class Test/Assignment/Quizzes	10 Marks
		Case Presentation	10 Marks
		Mid-term	30 Marks
	SEE: Semester End Examination		40 Marks

Objectives:

S/N	Course Outcomes (CO's) : Upon the successful completion of the course student will be able to -	Corresponding Program Objectives (PO's)	Blooms Taxonomy Domain/Level
1	Identify different concepts ,tools and techniques of Supply Chain Information Systems	**PO-1: General and subjective Knowledge**: Ability to utilize the knowledge and to find solutions of business problems.	Understand
2	Able to apply the Supply Chain Information Systems in the enterprise level to enhance efficiency and achieve smooth supply chain	**PO-3: Critical Thinking**: Ability to apply analytical and in-depth thinking for data-based decision-making in real-life environments to ensure sustainability in the competitive business environment.	Apply

Course Description:
After a proper study of this the student to meet the following challenges: Understand the managerial issues concerning the integration of information systems and supply chain management. Provide solutions to the issues which are relevant to the design, management and improvement of IT -enabled supply chain systems. Exploit the inherent capabilities of operations, supply chain and information systems, and weave them into an integrated strategy capable of providing competitive advantage for the enterprise.

CONTENT OF COURSE (as Summary)
Section -A (Midterm: -30 Marks)

1. **Basic Concepts on Supply Chain Information System:** Define information system. What is supply chain and logistics management? What is supply chain information system? Information system for global business ,supply chain for competitive advantage, Defining e-Supply Chain Management, Characteristics of e-SCM,
2. **The E-business Economic Revolution: the components and impact of e-business** : Rise of the "New Economy", Understanding the Internet Business Environment, Principles of The e-Business Age, e-Supply Chain Business Trends
3. **Constructing the e-business model: exploring the anatomy of today's e-business solutions:** Enterprise Systems Foundations ,The Rise of Internet Commerce, e-Business System Architecture, Manufacturing in the Age of e-Business, Impact of Technology on

Manufacturing ,Collaborative Product Commerce, Managing Manufacturing Planning Functions

4. **Customer and service management**: **utilizing CRM to drive value to the customer**: Creating the Customer Centric Supply Chain, Applying Technology to CRM, CRM And the Supply Chain

Section -B (SEE: -50 Marks)

05. **Supplier relationship management: integrating suppliers into the e-value chain :** Defining Purchasing and Supplier Relationship Management, The Internet-Driven SRM Environment, Anatomy of The e-SRM Marketplace Exchange Environment, Implementing e-SRM
06. **Information Technology Infrastructure of Information Systems for Supply Chain Management**: IT Fundamentals on hardware and software, networks, and database
07. **Strategic impact of information systems: Information Resources, Strategic value of IS** Porter's Generic Model, Five Force's Model, Value Chain Model, is for hyper competition.
08. **Data Processing for Supply Chain Management**
    RFID, EDI, Data ; Management Achieving Operational Excellence: SRM, ERP, CRM;
    E-Commerce: Digital Markets, Digital Goods
09. **Business Process reengineering in Supply chain Information Systems Project** Development and Management: Designing and Building Information Systems
10. **Key Applications of Information Technology & Information Systems for Supply Chain Management:** Enhancing Decision Making: Business Intelligence and Decision Support System

Basic Text:

1. David L. Olson (2014). *Supply Chain Information Technology*, Second Edition, digital library Supply and operations management collection, Business Expert Press.
2. Ross, D. F. (2016). *Introduction to e-supply chain management: engaging technology to build market-winning business partnerships*. CRC Press.

References:

1. Chandra, C., & Grabis, J. (2007). *Supply chain configuration*. Springer Science+ Business Media, LLC.

2. Dyckhoff, H., Lackes, R., & Reese, J. (Eds.). (2013). *Supply chain management and reverse logistics*. Springer Science & Business Media.

Bloom's Category			Evaluation out of 100 Marks			
		CIE (50 Marks)				SEE (50 Marks)
Cognitive Learning	**Affective Learning**	**Mid-term (30)**	**Assignment/Class test (10)**	**Attendance Marks (10)**	**Case Presentation (10)**	**Written Exam (40)**
Remember	**-**	**5**	**-**	**-**	**-**	**5**

Understand	**-**	**5**	**5**	**-**	**-**	**10**
Apply	**-**	**5**	**-**	**-**	**-**	**5**
Analyze	**-**	**10**	**-**	**-**	**5**	**5**
Evaluation	**-**	**5**	**-**	**-**	**5**	**10**
Create	**-**	**-**	**5**	**-**	**-**	**5**
X	**Responding**	**X**	**X**	**10**	**-**	**X**

Note: CIE = Continuous Internal Evaluations, SIE= Semester End Examination

Delivery Methods and Activities: Lecture, White Board writing, Question and Answers, Discussions, Power Point Presentations

Assessment Tools: Class Attendance, Class tests, Quizzes/ Assignment on problem solutions, Mid-term exam and Final Examination, Project Evaluation & Viva

Faculty of Business Studies
Department of Business Administration
Program: BBA

Courses of Eighth MIS Major

Faculty of Business Studies
Department of Business Administration
Program: BBA
Course Title: Computer Programming in Business
Course Code: MIS-4802
Credit Hour: 3 Contact Hour: 3

Course Objective:

The main objective of this course is to introduce the students with computer programs and its impact in business. This course offers to the learner's knowledge on information system design and the tools, techniques and methodology that are required during the process of developing software to solve business problems.

Learning Outcomes: After completing this course, the students will be able to:

CLO1:	Programming knowledge can derail your primary objective which is to provide a clear understanding of a business process and/or challenge.
CLO2:	Students develop an understanding of the nature of programming languages including issues of design, implementation, and run-time behavior to build better software for the organization
CLO3:	Students become familiar with at least three paradigms for programming languages, such as functional, object-oriented and logic to develop enterprise related software.
CLO4:	Students will have thoughtfully considered programming languages and be able to discuss and write about them in a clear manner at appropriate depth to become business analyst.
CLO5:	As a business analyst on an IT project, it is important to have a general understanding of software systems.

Mapping of CLO to PLO

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	-	1	-	-	2	1
CLO2	3	2	2	1	1	2	1
CLO3	3	2	1	1	-	-	2
CLO4	3	1	2	1	2	2	2
CLO5	3	2	1	2	2	1	1

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Course Contents:

<u>For Mid-Term Exam</u>

1. **Introduction**
   Introduction to programming language: History of computer programming Languages, structure of Languages.
2. Identifier, Keywords, Data types, Variable and Operator, Expression, Statement and Library functions.

3. **Data Input and output functions**
   Input Functions, Declaration style, Structure, Parenthesis, Parameters, Output Functions, Sacnf, Using the function to take input, Printf, Using the function for printing output.
4. **Control statements**
   If, Logical expression, Parameters, Functional structure, Goto, Point of control, simplicity, For, Declaration style, parameters, Until, how to break the control.

For Final-Term Exam

5. **Functions**
   Function, Recursion, Automatic Variable, External Variable and Static Variable, Call by value, Call by reference, use of function, multiple application.
6. **Array**
7. Definition, Row, Column, Two dimensional and Multidimensional Array, Array in variable declaration, Managing tables, Multiplication system.
8. **Pointer**
   Definition, How to create, Variable declaration, Creating linked list, Managing memory location.

9. **Structures and Union**
   Definition, Declaration, Arrangement for different types of variables.
10. **Data Files**
    Creating files ,Saving data by using files, Input and output files, File Management.
11. **Applications of C in solving Business problem**
    Preparing Business plan, Solving Accounting, Financial, Mathematical problems, Calculating depreciation, Annuity, Implementing the formulas related to business applications, Developing commercial solver by using C language.

Course Assessment Pattern

Bloom's Category	CIE Marks:50				SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Attendance Marks	Written Exam.
Remember			05	10	05
Understand		05			10
Apply	08				15
Analyze	09				10
Evaluation	08				05
Create		05			05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Basic Text:

1. Hossain et.al. (2015). *Programming in C*, Dhaka, Bangladesh: Popular Books.

References:

1. Byron S. G. (2013).*Programming with C*, The USA: Tata McGraw-Hill.
2. Scheldt H. (2017).*Teach Yourself C,* The USA: Tata McGraw-Hill

Faculty of Business Studies
Department of Business Administration
Program: BBA
Course Title: Information Technology Management
Course Code: MIS-4803
Credit Hour: 3 Contact Hour: 3

Course Objective:
The aim of this course is to give a comprehensive treatment of current effective use of Information technology in business. It will also give the learners an understanding of the uses of MIS: to use the necessary tools which will assist in the decision making process of Business.

Learning Outcomes: After completing this course, the students will be able to:

CLO1:	Explain the social impact of information technology, both locally and globally, and the need for security, privacy and ethical implications in information systems usage
CLO2:	Demonstrate problem-solving skills by identifying and resolving issues relating to information technology systems and their components
CLO3:	Demonstrate the application of online collaboration and website development tools to support productivity and communication in business contexts
CLO4:	Describe current information and communication, how they are selected, developed and used by organizations to produce goods and services, and to cooperate and/or compete with other organizations
CLO5:	Demonstrate written communication skills by understanding basic information communication and technology (ICT) terminology for effective communication, and applying it within a business environment
CLO6:	Collaborate as part of a team, and use online collaboration tools to plan and support their work.

Mapping of CLO to PLO

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	-	1	1	-	1	1
CLO2	3	2	2	2	1	2	1
CLO3	3	2	2	1	1	1	2
CLO4	3	1	2	1	2	2	2
CLO5	3	2	1	2	2	1	2
CLO6	3	2	2	2	2	2	1

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Course Contents:

For Mid-Term Exam

1. **Understanding the development and use of information System in Organization**
Definition of management information system: Information System Components, Characteristics, Environment and Dimensions.
2. **Types of Information Systems**
Concepts of Personnel Information System, Transaction Processing System, Office Automation System, Executive Support System, Decision Support System, Knowledge Management System.

For Final-Term Exam

3. **Basic Computer Technology**
Concepts and learn minimum technical vocabulary, Computer hardware, Input hardware, Processing hardware, Output Hardware System memory, Storage hardware, Optical storage hardware, Data, File processing.
4. **Nature of Management**
Management role, know the relationship of Information systems to appropriate organizational levels and understand their role in management and decision making.
5. **Components of Personal Information System**
Understanding goal and application of Personal Information System, Components of personal information system.

6. **Components of Workgroup Information System**
What is a workgroup: Characteristic of workgroup, Hardware sharing, Local area network: LAN (Bus Topology: Ring topology: Star topology), understanding decision support systems and their role in business.

Course Assessment Pattern

Bloom's Category	CIE Marks:50				SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Attendance Marks	Written Exam.
Remember			05	10	05
Understand		05			10
Apply	08				15
Analyze	09				10
Evaluation	08				05
Create		05			05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Basic Text Book:

1. Laudon K. et al(2010).*Management Information System- Managing the Digital Firm*, The USA: Irwin

References:

1. O'Brien, James A.(2014). *Management Information Systems: Managing Information Technology in the E-Business Enterprise*,New York: Irwin/McGraw-Hill.
2. E. Turban et. al. (2011). *Electronic Commerce A Managerial Perspective*, India: Chand
3. Greenstein F.(2010): *Electronic Commerce: Security, Risk Management and Control*, The USA:Tata McGraw-Hill publishing company Ltd.

Faculty of Business Studies
Department of Business Administration
Program: BBA
Course Title: Decision Support System
Course Code: MIS-4804
Credit Hour: 3 Contact Hour: 3

Course Objective:

This course aims at developing an appreciation of complexities in the real world that necessitate the use of emerging computer technologies for supporting the solution of managerial problems. It also emphasizes understanding the process of decision-making and how computers can provide support to various phases in the decision making process.

Learning Outcomes: After completing this course, the students will be able to:

CLO1:	The concept of DSSs provides students a useful model to think about many management issues associated with organization.
CLO2:	Learning outcome DSS is to development of a better factual understanding of the business and decision-making environment.
CLO3:	Students can learn from this course how DSSs serve as training tools for new employees in the organization.
CLO4:	Students get an idea about decision environment or decision scope would include all possible information, all of it accurate, and every possible alternative from which better solution achieve.

Mapping of CLO to PLO

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	-	1	-	-	2	1
CLO2	3	2	2	1	1	2	1
CLO3	3	2	3	1	-	-	3
CLO4	3	3	2	1	3	3	3

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Course Contents:

For Mid-Term Exam

1. **Management Support Systems**
   An Overview Managers and decision making, Managerial Decision making and Information System, Managers and computerized support, A framework for decision support, The concepts of Decision support System, Expert System and Intelligent Agents, Artificial Neural Network, Management System, Hybrid Support System.
2. **Decision Making, Systems, Modeling, and Support**

Decision Making- Introduction and Definition, Systems, Models, A preview of the modelling process, Decision making- the Intelligence phase, The Design phase, the Choice phase, The implementation phase, Alternative Decision Making model .

3. **Decision Support System**
   An overview DSS configuration, Characteristic and capabilities of a DSS, Components of DSS, The Data Management Subsystem, The Model Management Subsystem, The knowledge-based Management Subsystem, The User Interface Subsystem, DSS, Hardware, DSS classification.

For Final-Term Exam

4. **Data Warehousing, Access, Analysis, Mining and Visualization**
   The Nature and source of data, Data collection, Problem and Quality, The Internet and Commercial database Services, Database Management System in DSS, Database Organization and Structures, Data warehousing, Data mining, Data Visualization and Multidimensionality, Geographic Information System and virtual reality, Business Intelligence and the Web.
5. **Decision Support System Development**
   Introduction to DSS development, The traditional System Development Life Cycle, Alternative Development Methodologies, Prototyping, DSS Technology Levels and tools, DSS development Platforms, DSS development tools selection, Team-developed DSS, End-user developed DSS.
6. **Enterprise Decision Support Systems**
   Concepts and Definition, The Evaluation of Executive and Enterprise Information System, Executives Roles and their Information needs, Characteristics and capabilities of Executive Support System, Comparing and Integrating ESS and DSS, Supply and Value chains and Decision Support, Supply chain problem and Solution, Computerized Systems: MRP, ERP and SCM.
7. **Intelligent System Development**
   Project initialization, System Analysis and Design, Software classification, Building Expert System with Tools, Shells and Environments, Software Selection, Hardware Selection, Rapid Prototyping and a Demonstration Prototype, System Development, Implementation, Post implementation.

Course Assessment Pattern

Bloom's Category	CIE Marks:50				SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Attendance Marks	Written Exam.
Remember			05	10	05
Understand		05			10
Apply	08				15
Analyze	09				10
Evaluation	08				05
Create		05			05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Basic Text Book:

1. Zhengxin C.(2013). *Computational intelligence for decision support*, China: CRC press

References:

1. William E. Leigh (2015).*Decision support and expert systems*, The UK: South western publishing.
2. Turban E.(2012).*Support systems and intelligent systems*,The USA: Prentice-Hall international.
3. Marakas George M. (2011).*Decision support systems in the twenty first century*, The UK: Prentice-Hall international(6th Edition)
4. Patterson Dan W. (2010). *Introduction to artificial intelligence and expert systems*, The UK: Prentice-Hall international(7th Edition)
5. George F.(2011).*Artificial intelligence and the design of expert systems*, The USA: Lugar, Benjamin /Cummings

Faculty of Business Studies
Department of Business Administration
Program: BBA
Course Title: Database Management
Course Code: MIS-4805
Credit Hour: 3 Contact Hour: 3

Course Objective:
This course aims at giving emphasize on theories of relational and semantic models of database. The course highlights different database models, database connectivity and database concepts including database administrations, data storage and organizing database files on different database environments. It will make the learners capable to develop Databases to manage large and Complex Corporation and thereby save time and ensure quality services.

Learning Outcomes: After completing this course, the students will be able to:

CLO1:	Understand and evaluate the role of database management systems in information technology applications within organizations;
CLO2:	Recognize and use contemporary logical design methods and tools for databases;
CLO3:	Derive a physical design for a database from its logical design;
CLO4:	Implement a database solution to an information technology problem;
CLO5:	Understand the SQL data definition and SQL query languages;
CLO6:	Have been introduced to the alternative design techniques utilized for Management Reporting applications. Develop sophisticated queries to extract information from large datasets.

Mapping of CLO to PLO

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	-	1	-	-	1	1
CLO2	3		-	1	1	1	1
CLO3	3	2	-	1	-	-	1
CLO4	3	2	1	1	1	-	1
CLO5	3	2	1	2	2	1	2
CLO6	3	2	1	2	2	1	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Course Contents:

<u>For Mid-Term Exam</u>

1. **Introduction**
   Data, Information, Database, DBMS, Entity Relationship Model, Sequence of ERD, Information Management.
2. **Data Model**
   Relational model, Domain relational model, Introduction to Network Model, Introduce to Hierarchical Model.
3. **Structured Query Language**
   Advantages of SQL, SQL operation, Basic DML Operation, string operation, Aggregate Function, modification of database, View operation, DDL.

For Final-Term Exam

4. **Other Relational Language**
   Query by Example, Data log
5. **Integrity Constrains**
   Foreign key concept and check condition. Database modification, Assertion, Triggers, Functional dependency, closure of functional dependency.
6. **Relational Database Design**
   Pitfalls of relational database Design, Decomposition, and first to fifth normalization.
7. **Shortage and File Structure**
   Indexing and hashing, Transaction processing, recovery system.

Course Assessment Pattern

Bloom's Category	CIE Marks:50				SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Attendance Marks	Written Exam.
Remember			05	10	05
Understand		05			10
Apply	08				15
Analyze	09				10
Evaluation	08				05
Create		05			05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Basic Text Book:

1. Henry F. et al. (2008). *Database System Concept*, UK.

References:

1. Ramez E. Marsi (2009).*Fundamental of Database System*, The USA: Tata McGraw Hill
2. Bayros I.(2000).*Commercial Application development using Oracle Developer,*BPL Publication
3. Kock and Loney (2010). *Oracle 8i the complete reference*,Oracle Publications.
4. Kelvin Loney (2011).*Oracle DBA Handbook.*

Faculty of Business Studies
Department of Business Administration
Program: BBA
Course Title: System Analysis
Course Code: MIS-4806
Credit Hour: 3 Contact Hour: 3

Course Objectives:

This course offers students an opportunity to gain familiarity and fluency with a set of widely used techniques for the design and improvement of information systems. The course may be of value both to students who intend to pursue careers in system development and to those who will be customers or managers of system development projects. The course may also be of interest to those engaged in the design of business architecture, who may wish to avail themselves of design techniques developed for information systems.

Learning Outcomes: After completing this course, the students will be able to:

CLO1:	To introduce the general concepts of various approaches of systems development, their framework, advantages and disadvantages
CLO2:	To explain in detail the phases involved in Systems Development Life Cycle(SDLC);
CLO3:	To understand the key issues while acquiring or developing system for achieving goals set;
CLO4:	To discuss in detail various System Development Tools like – DFD, Decision Tree, Flowcharts etc.
CLO5:	To understand the auditors' role in SDLC.
CLO6:	To learn the process of examining a business situation with the intent of improving it through better procedures and methods in business.

Mapping of CLO to PLO

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	-	1	-	2	2	1
CLO2	3	2	2	1	1	2	1
CLO3	3	2	1	1	2	-	1
CLO4	3	1	2	1	1	1	2
CLO5	3	2	1	2	2	2	1
CLO6	3	2	2	2	2	2	2

3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Course Contents:

For Mid-Term Exam

1. **An introduction to system development: an overview of system analysis**
   Software Development and Systems Analysis, Systems Development Life Cycle, Introduction to Ridgeline Mountain Outfitters , Iterative Development ,Developing RMO's Tradeshow System
2. **Current trend in system development**

Trends in System Development Methodologies, Trends in Technology Infrastructure, Trends in Application Software Availability, the Web as an Application Platform

3. **Approaches to system development**
   The Support Phase ,Methodologies, Models, Tools, and Techniques ,Two Approaches to Software Construction and Modeling, Agile Development, RAD development

<u>For Final-Term Exam</u>

4. **Analysis phases and activities**
   Investigation of System Requirements, Analysis of System Analysis, System Requirements, Models and modeling, Stakeholders, Techniques for Information Gathering, Validating Requirements.
5. **Investigating system requirements and use cases**
   Overview, the RMO Consolidated Sales and Marketing System Project, Systems Analysis Activities, What Are Requirements? , Models and Modeling ,Stakeholders Information-Gathering Techniques, Documenting Workflows with Activity Diagrams, Use Cases and User Goals ,Use Cases and Event Decomposition, Use Cases and CRUD , Use Cases in the Ridgeline Mountain Outfitters Case, Use Case Diagrams
6. **Domain modeling and extending the requirement model**
   Overview, "Things" in the Problem Domain, the Entity-Relationship Diagram, The Domain Model Class Diagram, Use Case Descriptions ,Activity Diagrams for Use Cases ,The System Sequence Diagram—Identifying Inputs and Outputs ,The State Machine Diagram—Identifying Object Behavior ,Integrating Requirements Models
7. **Project planning and project mgt**
   Principles of Project Management
   Activities of Core Process 1: Identify the Problem and Obtain Approval
   Activities of Core Process 2: Plan and Monitor the Project
8. **Object oriented approaches to requirement**
   Object-Oriented Requirements, The System Activities-A use case/Scenario View, Identifying Input and Output- The system Sequence Diagram, Identifying Object Behavior / The State Machine Diagram

Course Assessment Pattern

Bloom's Category	CIE Marks:50				SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Attendance Marks	Written Exam.
Remember			05	10	05
Understand		05			10
Apply	08				15
Analyze	09				10
Evaluation	08				05
Create		05			05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Reference Books:

1. Larman, C. (2005).*Applying Uml And Patterns: An Introduction To Object-Oriented Analysis And Design And Iterative Development* (3rd Edition), Prentice-Hall, ISBN: 9780131489066
2. Satzinger, John W., Jackson,Robert B. and Burd, Stephen D. (2009). *Systems Analysis And Design In A Changing World* (Sixth Edition),

Faculty of Business Studies
Department of Business Administration
Program: BBA
Course Title: Information System Strategy
Course Code: MIS-4807
Credit Hour: 3 Contact Hour: 3

Course Objectives:

This course is developed to help Students understand how information technology can be used as part of an organization's overall strategy. In this course Students will focus on the allocation and use of technology resources across an entire firm as part of the larger organizational strategy. Because firms do not have an unlimited supply of capital, they must decide when and where to deploy new information technology. Firms must not only focus on when to deploy IT, but also if they should deploy IT at all! This brings up the bigger question about technology: Can the use of IT bring a sustainable competitive advantage to an organization? There are those who say, "No"; and others who say, "Of course!"

Learning Outcomes:

Upon successful completion of this course, you will be able to:

- Summarize how business organizations employ information technology to create a competitive advantage;
- Differentiate among the ways businesses use IT strategically, such as for enterprise, business-to-business, and e-commerce computing.
- Explain the roles and impact of business processes as they relate to information systems within an organization;
- Compare formal methodologies to improve system planning, analysis, and architecture design;
- Analyze the architecture of an electronic commerce system, including the system hardware, system software, database system, online transaction, and user interface;
- Summarize how each component of an e-commerce system can be used to improve a business organization and contribute to its competitive advantage; and

- **Mapping of CLO to PLO**

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	-	1	-	-	-	1
CLO2	3	2	2	1	2	-	1
CLO3	3	2	1	2	-	-	2
CLO4	3	1	2	2	1	1	2
CLO5	3	2	1	1	2	2	2
CLO6	3	2	2	2	2	2	1

- 3-High Correlation, 2- Medium Correlation, 1-Low Correlation

Course Contents:

<u>For Mid-Term Exam</u>

1. **Introduction to strategic information system**

Definition, role of information system, business information system, information system strategies, strategic information system management, information system benefits, managing the information resource.

2. **Information Technology and Competitive Advantage**
   Use of Information Technology in Competitive Advantage, How Information Gives Competitive Advantage, Porters model, and value chain model, Information technology applications and competitive advantage in companies, Strategies for achieving competitive advantage.
3. **Business environment issue**
   Enterprise Resource Planning (ERP) systems, Business Process Management (BPM) systems, and business process reengineering. Business Processes, and IT, current business situation analysis.

For Final-Term Exam

4. **Using Information for Decision Making**
   Types of decision, decision making prosess, business intelligence, business intelligence environment, business intelligence & analytics capabilities, decision support for different business people, data warehousing, and data mining.
5. **E-Commerce**
   Intellectual property and online marketing, e-payments systems, e-payment security, EDI, types of ecommerce, application of ecommerce in Bangladesh.
6. **Organization of Information system technologies and Technology Trends**
   Software, Hardware, Database, Communications, Networking, Technology trends cloud computing, Web 2.0, and mobile technologies.
7. **Evaluation of possible IS solutions**
   Project Management, Cost Benefit Analysis example (a ready spreadsheet), Functional requirement, System specifications, Identify an opportunity
8. **Creating a Technology Strategy**
   Creating, capturing, and delivering value with technology strategy, Steps for creating IT Strategies.

Course Assessment Pattern

Bloom's Category	CIE Marks:50				SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Attendance Marks	Written Exam.
Remember			05	10	05
Understand		05			10
Apply	08				15
Analyze	09				10
Evaluation	08				05
Create		05			05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Recommended Book:

1. Lynda M. Applegate, Robert D. Austin, Deborah L. Soule. (2009). *Corporate Information Strategy and Management, Text And Cases,* Mc-Graw Hill, Eighth edition, 2009, ISBN: 9780071263191.

Faculty of Business Studies
Department of Business Administration
Program: BBA
Course Title: E-Commerce
Course Code: MIS-4808
Credit Hour: 3 Contact Hour: 3

Course Objectives:
Presents concepts and skills for the strategic use of e-commerce and related information technology from three perspectives: business to consumers, business-to-business, and intra-organizational. Examination of e-commerce in altering the structure of entire industries, and how it affects business processes including electronic transactions, supply chains, decision making and organizational performance.

Learning outcome:
- To introduce the practical exposure of e-commerce
- To be familiarize with the tools and techniques of running E-commerce
- To give an idea about to run E-banking
- To have an idea about E-payment system

- **Mapping of CLO to PLO**

CLO/PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	-	1	-	-	1	1
CLO2	3		-	1	1	1	1
CLO3	3	2	-	1	-	-	1
CLO4	3	2	1	1	1	-	1

Course Contents:

For Mid-Term Exam

1. **Overview of Electronic Commerce:**
Overview of Electronic Commerce, E-Commerce vs. Traditional Commerce, Contents and framework of EC, Major types of EC transactions, EC business models, Benefits of EC to organizations, consumer and society, Limitations of EC, Contribution of EC to respond environmental pressures. E-commerce in Bangladesh, Future of E-commerce in Bangladesh
2. **E-Commerce Infrastructure:**
Computer, Hardware, Software, Internet and Infrastructure.
3. **Consumer Behaviour**
Essentials of consumer behavior, The online consumer decision-making process, Building one-to-one relationship with customers, Increasing loyalty and trust, Online personalization, EC customer market research, Implementing customer service, Objectives and characteristics of web advertising, Major online advertising methods, Various advertising strategies, Types of promotion on the web, Measuring the advertising success and pricing ads, Intelligent agents.

For Final-Term Exam

4. The Internet & Extranet for E-Commerce:

B2B, B2C transactions, providers and vendors, Identification & Tracking tools for E-Commerce, Overview of Internet Bandwidth & Technology Issues

5. E-payment System:

Crucial factors determining the success of e-payment method, Key Clements in securing an e-payment, Online credit card players and processes, The uses and benefits of purchasing cards, Categories and potential uses of smart cards, Online alternatives to credit card payments, E-check processes and involved parties, The role of order fulfilment and beck office operations in EC, The order fulfilment process, Problems in order fulfilment, Solutions to order to fulfilment problems.

6.IT Strategy:

Importance of strategic planning of EC, The strategy planning and formulation process, Application discovery, justification, and prioritization, EC strategy implementation and assessment, Understanding failures and learning from them, The role and impact of virtual communities, Issues in global EC, Small business and EC, Restricting and virtual organizations, the future of EC

7.Ethical Issues of E-commerce and E-Banking:

Ethics and social issues in the information age

8. Islamic View point of E-banking and E-commerce

Islamic View point of E-banking, E-payment and E-commerce based on Islamic *Shariah*

9. Case Study/Project:

Make a Field Survey and write an article on E-banking or E-commerce related topic,

Course Assessment Pattern

Bloom's Category	CIE Marks:50				SEE Marks:50
	Mid-term	Assignment/Class Test	Quizzes	Attendance Marks	Written Exam.
Remember			05	10	05
Understand		05			10
Apply	08				15
Analyze	09				10
Evaluation	08				05
Create		05			05

Note: CIE=Continuous Internal Evaluation Marks, SEE= Semester End Examination Marks

Recommended Books:

1. Bajaj, Kamlesh K. and Nag, Debjani (2010). *E-Commerce: The Cutting Edge of Business,* INDIA: Tata Mc Graw Hill
2. Khan, A.R., (2013). *Bank Management: A Fund Emphasis*, Brothers' Publications, Dhaka.
3. Mahmood Shah, Steve Clarke.(2008) *E-Banking Management: Issues, Solutions, and Strategies, INDIA: Tata Mc Graw Hill*