

GED 1102 Presentation Skill Development

The objective of this course is to enhance presentation skill through a systematically designed outline. This course provides lucid idea about how to make PowerPoint slides and demonstrate them in front of an audience. Students will be able to make good presentation relating to the course materials.

Business Mathematics

Course module: BUS1102

1. Slope: Meaning of business mathematics – Significance – Utility of Slope in Business and Economics.
2. Differential Calculus: Definition of derivative and its relation with slope – Computation of derivative under the simple power – Power of function, product, and quotient rules.
3. Application of Differential Calculus: Maxima and minima of a function using the first derivative and second derivative test – Application of maxima and minima in dealing business problem.
4. Differential Calculus: Implicit function – Logarithmic function – Exponential function – Homogenous function – Using derivative in solving business or economic problem in relation to a function of such nature.
5. Partial and Total Differentiation: Computation and application in business and economics.
6. Integral Calculus: Meaning of integration – Integration of definite and indefinite calculus – Uses of integral calculus in solving a business and economic problem.
7. Matrix: Matrix operations – Solution of a system of linear equations by matrices – Application of matrix solution in business and economics.
8. Permutation and Combination: Concept and their use in business – Permutations – Factors notation – Permutation of n-different things – Circular permutations – Permutations of things not all different - Combination – Complementary theorems – Restricted combinations – Combinations of things not all different.
9. Theory of Probability: Introduction – Approaches to probability – Rules o probability.

Books which may be consulted:

1. Prichit, Gordon D. & Saber, John C., *Mathematics With Application in Management and Economics*, Richard D. Irwin Inc., Illinois, 1994.
2. Ann.J.Hughes, *Applied Mathematics: For Bunisess, Economics, and the Social Sciences*.
3. Frederick S. Hillier and Gerald. J.Lieberman, *Introduction to Operations Research*.
4. Robert L.Childers, *Mathematics for managerial decision*.
5. Martin Jr. *Mathematics for decision making Vol. I and II*.
6. Qazi Zameeruddin & Others *Business Mathematics*.
7. P.M.Karak, *Linear Programming and Theory of Games*.
8. E.Bourch. *Mathematics with Application in Management and Economics*.
9. M.A. Taher, *Business Mathematics*.

GED 1103 Functional English

Common mistakes in English; writing techniques; writing practice in the form of paragraphs; letter, report and summary writing; basic principles of effective listening; guidelines for effective speaking: basic rules of pronunciation, conversational fillers, social expressions, debate; review of basic grammar; rules of effective speaking.

1. Tense and their use in context, Introduction to Present, Past and Future Tenses; Finite, Non-finite, Transitive, Intransitive, Principal, Auxiliary, Linking Verb, Verbs of perception, the question system, subject-verb agreement; Introduction to Subject, Predicate, Object, Complement. Phrase, clause, Basic sentence Patterns;
2. Reading: Skimming, Scanning, Guessing, Topic Sentence, Techniques of identifying heading to Paragraphs;
3. Introduction to Writing; Introductory Discussion on Writing; The Writing Process: Prewriting, Drafting, Revising;
4. Listening practices for instructions and general information (Headway Pre Intermediate Series might be used as an effective material)

Grammar items shall be taught contextually, not in isolation. Reading and Writing skills shall be taught with the analysis of grammatical items. This should be maintained strictly.

Books which may be consulted:

- 1) Karant, Priscilla. (1978). *Grammar through stories*. New York: St. Martin's Press.
- 2) Headway Series (Pre Intermediate, Intermediate)
- 3) Murphy Raymond. *Intermediate English Grammar*
- 4) Goodey Noel and Bolton David. (1996). *English Grammar in Steps*. London: Richmond Publishing

Computer and its Application

Course Code: GED1102

1. Introduction to Computer and Computer System, Computer generation.
2. Classification of computer based on size, based on capacity.
3. Introduction to Data Processing & Storage Capacity- data processing and electronics data processing, data representation, immediate access storage, backing storage concepts, magnetic storage devices, data channel, and conclusion,
4. Input and Output devices- input output devices such as k/b, printers, plotters, monitors, light pen, touch screen, bar code readers, application of OCR, application of OMR, Computer Codes and Arithmetic- number system in computer, different codes in computer, conversion of computer words and numbers, binary arithmetic, octal numbers, hexadecimal number, BCD, EBCDIC and ASCIL codes,
5. Introduction of Language and Software- different types of language.
6. Introduction of software, and various category of software, operating system concept, types, functions of operating system, multiprogramming, Files and Database
7. Introduction to Internet-various tools of internet, purpose of internet, Word processing package-MS Word, Spread Sheet Package-MS Excel with applications of its various functions.
8. Computer Applications-Computer in Bank and insurance, Commercial enterprises, Industrial enterprises, Retailers, Reservations systems, Offices, Private sector education, Private sector health services, Applications that talk, Printing industry, Physical security of a computer installation-Introduction, Protective measures, How to prevent unauthorized physical access, Controlling and auditing security system, Backup and recovery plans,
9. E-commerce in Bangladesh- Introduction to e-commerce, tools of e-commerce, status of e-commerce in Bangladesh, application of e-commerce in Bangladesh, ISO open system model,
10. Current Trends- Multimedia: prospect in Bangladesh, Expert System, Artificial intelligence, Neural Networks.
11. Computer Aided software Engineering, CASE, End user computing and development- Objective of end-user computing, Types of End-user, End-user development, Benefits of End-user computing, approach to manage End user computing.
12. Office automation- Introduction to office automation, classification of office automation, description of office publishing systems, electronic communication systems, electronic meeting systems, image processing systems, office support systems.
13. Project work on Microsoft Access, Report presentation on Power Point.

Books which may be consulted:

1. Nambissan, Ramachandran, T.M., "Computerized Business Applications", Galgotia Publications, New Delhi
2. Reddy, R., Jayprakash, "Business Data Processing and Computer Applications", A.P.H. Publishing Corporation, New Delhi.
3. Mehta Versha and Kumar N., "Computer Applications in Business Management", Anmol Publications Pvt. Ltd., New Delhi.
4. Srinivasan, T.M., "Computer Applications", Aavishkar Publishers, Jaipur.

Principles of Management

Course Code: MGT1101

1. Introduction: The concept of management – Importance of management – Management process – Environmental context of management – Social responsibility of management – Evolution of management – Scientific management school, Classical management theory,
2. Planning: Overview of planning – Importance, Types and Steps of planning – Planning strategy – Decision making – Time and human relationships in decision-making – Problem and opportunity finding – The nature of managerial decision-making – The rational model of decision-making.
3. Organizing: Definition of organization – Organization structure – Type of organization structure – Functional organization – Product/market organization – Matrix organization – Power & the distribution of authority – Types of authority – Definition and sources of power – Line and staff authority – Delegation of authority – Decentralization and centralization – Job design – Grouping of activities – Departmentation.
4. Human Resource Management: Span of supervision – Optimum span of supervision and factors influencing optimum span – Recruitment – Selection – Training & development – Performance appraisal & compensation – Transfer, promotion, demotion, separations and evaluation of Human resources – Organizational change.
5. Motivation: Concept of motivation – Basic assumptions about motivation – Motivation process – Importance of motivation in organizations – Motivational theories – Maslow's need hierarchy – REG and two-factor theory – Motivation techniques – Job satisfaction
6. Leadership: Defining leadership – The trait approach to leadership – Leadership styles – Managerial grid.
7. Communication: Importance – Communication Process – Communication in Organization – Barriers to communication.
8. Controlling: Meaning, importance, steps and characteristics in control process – Conditions for control – Control techniques.

Books which may be consulted:

1. Stoner, A. F. James, Freeman R. E. & Gilbert, R. Daniel, *Management*, Prentice Hall of India, New Delhi, 1998.
2. Wehrich H., and Koontz H., "Management: A Global Perspective", McGraw Hill
3. Griffin, R.W., "Management", Houghton Mifflin Company, Boston
4. Kreitner, R., "Management", Houghton Mifflin Company, Boston
5. Robbins, "Fundamentals of Management", Prentice-Hall

Intermediate Accounting

Course Code: ACC2401

1. The fundamental nature of accounting communication embraced by a study of financial statements and reports
2. The form of presentation
3. Analysis and interpretation of financial and operating statements net income concepts, statements from incomplete records, 4.Theory and practice relating to cash flow
5. Investment in tangible & intangible, current and non-current assets.
6. Further emphasis on measurement of liabilities and stockholder's?
7. Equity, the concept of the statement of changes in financial position.
8. Analysis of financial statements, problems with accounting changes, errors, estimates and income determination.

Financial Management

Course Code: FIN2402

1. Financial Statement Analysis: Balance sheet and income statement information – Possible framework for analysis – Uses and types of financial ratios – Trend analysis.
2. Cash Flow Analysis and Financial Planning: Analyzing sources and uses statement – Analyzing the statement of cash flows.
3. Overview of Working Capital Management: Concept and significance of working capital management – Working capital issues – Financing current assets (short and long term mix).
4. Accounts Receivable, Payable and Inventory Management: Credit and collection policies – Analyzing the credit, current liability management – Inventory management and control.
5. Risk and Capital Budgeting: Project risk and firm portfolio risk – Managerial option to manage risk.
6. Operating and Financial Leverage: Operating leverage – Degree of operating leverage – Break-even analysis – Financial Leverage – EBIT-EPS analysis – Degree of financial leverage.
7. Capital structure – Net income approach, Net Operating income approach – Traditional approach – Arbitrage – Agency cost – Transaction cost – Corporate tax and its effect – factors affecting capital structure decision, optimum capital structure.
8. Cost of Capital, Cost of common stock equity, cost of preference stock, cost of debt.
9. Dividend Policy: Passive versus active dividend policy – Types of dividend policies – Factors influencing dividend policy – Dividend stability – Stock dividend and stock splits.
10. Lease Financing – Meaning and types of leasing, Comparative cost analysis in leasing and borrowing.

Suggested Readings:

1. Ross S.A., Westerfield R.W., and Jaffe, J.F., “Corporate Finance”, McGraw-Hill
2. Gitman, Lawrence, J., “Principles of Managerial Finance”, Addison Wesley Publishing Company
3. Brigham F. Eugene, and Besley S., “Essentials of Managerial Finance”, Harcourt College Publishers.
4. Block S.B., and Hirt G.A., “Foundations of Financial Management”, Irwin McGraw-Hill

Microeconomics

Course Code: BUS2403

1. Introduction: Nature and of economics – Early definitions – Definitions given by Marshal and Robbins – Modern definition of micro economics – Importance and limitations of micro economics – Need for integrating micro and macro economics – Methods of economics – Value of economic analysis – Major economic problems.

1. Law of Diminishing Marginal Utility: Statement of the law – Law of diminishing marginal utility and its limitations – Marginal utility and supply – Marginal utilities of related goods – Law of equi-marginal utility – Consumer's equilibrium – Consumer's surplus – Shortcomings of the utility analysis.

2. Demand: Meaning of demand – Types of the demand – Demand curve – Law of demand – Limitations of the law – Derivation of the demand curve – Causes of changes in demand.

3. Indifference Curve: Scale of preferences – Indifference curves – Marginal rate of substitution – Principle of diminishing marginal rate of substitution – Properties of indifference curves – Consumer's equilibrium or maximizing satisfaction – Conditions of equilibrium – Income effect – Substitution effect – Price effect – Exceptional cases of consumer's equilibrium.

4. Elasticity of Demand: Meaning of elasticity – Elastic and inelastic demand – Relation of elasticity with the law of diminishing utility – Types of elasticity – Price elasticity – Income elasticity – Cross elasticity – Substitution elasticity – Factors determining price – Elasticity of demand – Measurement of elasticity – Practical applications of elasticity of demand.

5. Theory of Production: Factors of production – Meaning and importance of land – Meaning of labour – Factors determining efficiency of labour – Division of labour – Meaning & importance of capital – Capital formation – Mobilization of savings – Scale of production – Laws of return – Law of diminishing returns – Law of increasing returns – Law of constant returns – Returns to scale.

6. Cost and Cost Curves: Concept of cost – Short-run and long-run cost curves.

7. Market: Market structure – Revenue and revenue curves – Equilibrium of the firm and industry – Equilibrium of the firm and industry under perfect competition, monopoly, monopolistic competition and oligopoly.

8. Factor Pricing: General theory of factor pricing – Wages – Rent – Interest – Profit – Price Mechanism.

Recommended Text:

Dewett, K K. and Chand Adarsh, *Modern Economic Theory*, Shyam Lal Charitable Trust, New Delhi, 2003.

Reference Book

Samuelson, Paul & Nordhaus, William D., *Economics*, McGraw-Hill Inc., New York, 1995

1. Parkin, Michael, “Microeconomics”, Addison – Wesley Publishing Company.
2. Samuelson Paul A., and Nordhaus William D., “Economics”, McGraw-Hill Publishing Company.

Suggested Reading:

1. Norton, P., “Introduction to Computers”, McGraw-Hill.
2. Hall, B., “Complete Beginners Guide: Using a Computer for the First Time”, Management Books 2000.

Organizational Behavior (OB)

Course Code: MGT2401

1. Introduction: Meaning of OB-Nature of Organization and People-Key Elements of OB-Causation of Behavior-Evolution of OB-Importance of OB- Interpretation of Human Behavior in Organizations-Models of OB.
2. Theories or Approaches of OB: Cognitive Theory, Reinforcement Theory-Psycho-Analytical Theory.
3. Individual Behavior: Meaning-Determinants of Individual Behavior-Law of Individual Differences-Personality and Organizational Support System.
4. Group Behavior: Definition of a Group Types of Groups-Determinants of Group Behaviour-Formation and Properties of Group-Why People Join a Group? Group Cohesiveness –Group Morale and Productivity, Team Management.
5. Conflict and Frustration: Meaning of Conflict-Individual: Conflict Organizational Conflicts at the Individual and Group Level-Organization Reaction to Conflict-Causes of Group Conflict-Resolution of Group Conflict-Nature of Frustration-Forms of Frustration-Causes of Frustration-Techniques for Resolution of Frustration-Motivated Behavior vs. Frustrated Behavior vs. Frustrated Behavior-Stress and its Management.
6. Leadership Behavior: Characteristics of Leaders-Determinants of Leadership Behavior-Leadership Styles and Behavior in Organizations-Theories of Leadership-Continuum in Leadership Behavior.
7. Organization Design: Nature of Organization Design-The Process of Organization Design-(OD)-Dimensions of OD Forms of OD-Concepts and Principles of Classical Organization Design-Concepts and Limitations of Hierarchical Organization-Remedies of Hierarchical Organizations.
8. Organizational Growth Change & Development: Nature of Organizational growth-Stages of Organizational Growth-Definition of Change-Sources of Pressures for Change-Model for Organizational Change-Organizational Change Techniques-Force Field Analysis-Behavior Modification Model-Resistance to Change-Overcoming

Resistance to Change-Meaning of Organizational Development (OD) Characteristics of OD-The Process of OD-Categories of OD Interventions.

9. Motivated Culture: Definition-Characteristics-Importance-Factors-Theories of Motivation.

10. Organizational Culture: Definition-Cultural Typologies-Characteristics of Culture-Functions of Culture-Factors of Organizational Culture-How Employees Learn Culture? Problems of Cultural Differences-How to Change and Organization's Culture?

11. Organizational Culture: Culture formation creating sustaining culture in the organization.

Basic Texts:

- (i) S.P. Robbins: Organizational Behavior.
- (ii) Fred Luthans: Organizational Behavior.

Reference Books:

- 1. Keith Davis And John Newstrom. Human Behavior at work: Organizational Behavior.
- 2. Joseph Reitz Behavior in Organization.
- 3. H.J.Arnold & D.C.Fedman Organizational Behavior.
- 4. R.E.Challahan C.P.Fleenor and H.R. Knudson Understanding Organizational Behavior A Managerial Viewpoint.
- 5. A.A.Arif & M.A. Taher Organizational Behavior.

Marketing Management

Course Code: MKT2402

1. Introduction: Definition – Core Concepts – Company orientation toward the market place – Demand States and Marketing Tasks - Creating customer value, satisfaction and loyalty – Attracting and retaining customer - Customer relationship management.
2. Market Oriented Strategic Planning: Strategic marketing planning – Corporate and Division Strategic Planning – Establishing Strategic business units – The BCG approach – Planning new businesses & Downsizing the older business.
3. Dealing with the Competitors: Competitive forces – Identifying competitors - Analyzing competitors – Designing competitive strategies – Market leader strategies – Market challenger strategies – Market follower strategies – Nicher strategies.
4. Segmenting, Targeting and Positioning: Level and pattern of market segmentation – Market segmentation procedure - Identifying & Selecting market segments – Positioning strategies.
5. Developing New Market Offerings: Definition of new product – Challenges in developing new product – Organizational arrangements – Managing the new product development process – Product line decisions - Differentiation - Product lifecycle and marketing strategies- Branding strategies - Creating, and measuring brand equity – Packaging and labeling.
6. Designing Global Market Offering: Competing on a global basis – Deciding whether to go abroad – Deciding which market to enter – Regional free trade zones – Evaluating potential markets – Deciding how to enter the market.
7. Pricing: Consumer psychology and pricing – Setting the price – initiating and responding to price changes.
8. Marketing Channel: Channel design decisions – Channel management decisions – Channel conflict, cooperation – E-commerce practices.
9. Marketing Communications: Deciding on the marketing communication mix – Factors in setting the marketing communication mix - Managing integrated marketing communication process – Developing and managing advertising program – Major decisions in public relations.
10. Organizing, Implementing, and Controlling: Managing holistic marketing organization – Marketing implementation – Evaluation and control – Types of marketing control – Marketing audit.

Recommended Text:

Kotler, Philip & Keller, Kevin Lane, *Marketing Management*, Pearson Education Inc. New Jersey, 2006.

Human Resource Management

Course Code: HRM3501

1. Introduction: Definition – Current views of HRM – HRM functions – Current and future challenges to HRM – Importance of HRM
2. Human Resource Planning: Definition – Forecasting demand for labor – Internal and external supply of labor – Planning HR programs.
3. Job Analysis: The nature of job analysis – Job analysis process – Job description – Job specification.
4. Recruitment: Overview of the recruitment process – Strategic issues in recruiting – Internal and external recruiting – The applicants' point of view in recruiting.
5. Selection: Definition – Process – Importance – Reliability and validity in selection – Selection tools - Application blanks – Bio-data – Tests – Interviews and other tools.
6. Developing Human Resources: Scope and cost of human resource development – System model of training cycle – Need assessment of HR development – Design and development – Evaluation of development.
7. Performance Measurement and Appraisal: Performance management and performance appraisal – Importance of performance assessment – Criteria of a good assessment system – Methods of appraising performance.
8. Career Development: Definition of career – Career development and career planning – Career stages – Making career decision – Reach one's career goals.
9. Compensation: Employee satisfaction and motivational issues in compensation – Establishing pay rates – Legal issues – Incentives and benefits of employees.
10. Employee Relations: Definition – Health issues – Grievances – Employee disciplines – Employee assistance programs – CBA – legal consideration.
11. International HRM: Some aspects of international human resource management

Books which may be consulted:

1. Cynthia, Fisher D. Schoenfeldt, L F, and Shaw, J B, *Human Resource Management*, Houghton Mifflin Company, Boston, 2004.
2. Dessler, Gary, *Human Resource Management*, Prentice-Hall of India Ltd, New Delhi, 1998.
3. DeCenzo, David A. and Robbins, Stephen P, *Human Resource Management*, John
4. Wiley & Sons Inc. (Asia), Singapore, 1999. **Course title: Leadership.**

Business Statistics
Course Code: BUS3509

1. Definition and characteristics of statistics, Importance of Statistics, Concept and construction of Frequency distribution, Graphical representation of data,
2. Measures of central tendency for ungrouped and grouped data: Mean, Median, Mode, locating median and mode graphically, relationship and comparison among averages.
3. Measures of dispersion: Range, Quartile deviation, Mean deviation, Variance, Standard deviation, Coefficient of variation. Moments, Skewness and Kurtosis.
4. Correlation and Regression analysis,
5. Uses of SPSS and Excel to analyze data, Probability and its postulates, Probability rules, Conditional probability, Bayes theorem, Independence.
6. Discrete Random Variables and Probability distribution, Binomial and Poisson distribution.
7. Continuous Random Variables and Probability distribution, Normal distribution.
8. Sampling from a population: Simple random sampling, Systematic, Stratified and Cluster sampling. Estimation of parameters, Test of hypothesis.
9. Index number and its uses, un-weighted and weighted index numbers, Consumer price index numbers.

Books which may be consulted:

1. Levin R.I., and Rubin D.S., “Statistics for Management”, Prentice Hall.
2. Gupta S.P., and Gupta M.P., “Business Statistics”, Sultan Chand & Sons, New Delhi.
3. Islam, N.M., “An introduction to Statistics and Probability”, Bookworld, Dhaka.
4. Paul Newbold, Carlson W.L., and Thorne B.M., “Statistics for Business and Economics”, Prentice Hall.

Entrepreneurship

Course No: EDP3501

1. Characteristics of an entrepreneur – Entrepreneurial career - Role of entrepreneurship in the economic development – Ethical and legal issues related to entrepreneurship – Social responsibilities of entrepreneur.
2. Factors Affecting Entrepreneurial Growth: Environment for entrepreneurship development – Economic factors – Non-economic factors – Government actions.
3. Entrepreneurial Entrepreneurship: Evolution of the entrepreneurship concept – Functions of entrepreneur – Types of entrepreneur Motivation: Motivation theories – Testing entrepreneurial motivation – Entrepreneurial mind – Feeling – Role model in entrepreneurship development.
4. Entrepreneurial Competencies: Meaning of entrepreneurial competencies or traits – Major entrepreneurial competencies – Developing entrepreneurial competencies.
5. Business Opportunity Scanning: Identifying and evaluating business opportunities – Generating ideas – Transforming ideas into business opportunities.
6. Business Planning: Market research – Business planning process – Financial plan – Organizational plan – Marketing plan – Major benefits of business plan.
7. Entrepreneurship Development in Bangladesh: Entrepreneurship development program (EDP) – Objectives and needs of EDP – Government policy and institutional support for entrepreneurship development in Bangladesh.
8. Small Business: Definition – Characteristics – Role of small business in the economic development – Growth strategies in small business – Problems of small-scale industries
9. Financing Small Business: Sources of finance – Capital structure – Term loans – Short-term loan – Venture capital.
10. Small Enterprises in International Business: Export performance and trends of small enterprises – Major constraints – Measures to handle the constraints.

Books which may be consulted:

1. Hisrich, Robert D. and Peters, Michael P., *Entrepreneurship Development*, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2002.
2. Khanka, S. S., *Entrepreneurial Development*, S. Chand & Sons Limited, New Delhi, 2000.

Macro-Economics

Course code: BUS3508

1. **Introduction:** Microeconomics vs. Macro economics-Partial vs. General Equilibrium Analysis Static. Comparative Static and Dynamic Analysis –Scope and Subject Matter of Macro Economics.
2. **The Model of the Circular Flow of Income:** Goods and Money Flows between Households and Firms-Saving-Investment-Foreign Trade-Government Activity.
3. **National Income Accounting:** Measurement and Methods –Concepts of National Income-GDP, GNP, NNP, NI, PI, DI, PPR-Problems of GDP Measurement-National Income Accounting Demand and Accounting System in Bangladesh.
4. **Theories of Income and Employment:** Classical theory of income and employment –Keynesian theory of income and employment-Effective demand-Aggregate demand and aggregate supply saving and investment. Multiplier.
5. **Goods and money market:** Goods market equilibrium-the derivation of the IS curve-Money market equilibrium-The derivation of the LM curve-Simultaneous Equilibrium of the Goods and Money market-Monetary and fiscal policies for stabilization purposes.
6. **Consumption and Consumer Expenditure:** Consumption function-short-run and long-run-overview of the theories of consumption-absolute income-life cycle-relative income-permanent income hypothesis.
7. **Investment demand:** Meaning of investment-determinant of investment-present value, Internal rate of return, Marginal efficiency of investment criterion-Accelerator Principle-Interaction between multiplier and accelerator of investment-theory of business cycle.
8. **Demand for and supply of money:** Demand for money-the quantity theory of money-fisher vs. Cambridge version-Keynesian theory of money-the modern quantity theory of money, supply of money-the instruments of monetary policy-the mechanism of monetary expansion-the determinants of money supply.
9. **Inflation:** Causes and effects-theories of inflation-anti inflationary measures.
10. **Unemployment:** Meaning and measurement-cost and causes-alternative policy measures-unemployment in Bangladesh.

Books which may be consulted:

1. R.Dornbusch and S.Fischer. Macro Economics.
2. Philip Hardwick, bahadur khan and joan langmead, An introduction to modern economics.
3. E.Mansfield. principles of economics.
4. Thomas F. Dernburg. Macroeconomics: Concepts, Theories and Polices.
5. William H. Branson. Macroeconomics: Theory and Policy.
6. M.C.Varish, Macroeconomics theory.
7. P.A.Samuelson, Economics.
8. H.L.Ahuja, Modern Economics.

9. M. Chacholiades, international trade: theory and policy.

1. Bo Sodersten, international economics.

Legal & Ethical Environment of Business

Course Code: ALD3507

The course includes study of the nature of the legal system of Business. The course should include basic business agreements, business entities, and government regulations. Law of contract: Agreement: consideration: Misrepresentation: Void and voidable contracts, sale of goods: Remedies: Law of agencies: Bailment and pledge: Law of carriage of goods: Negotiable Instruments Act; Insurance Law; company Law. It also includes Labor law and acts concerning payment of wages, employment workers, compensation, and labor court 2006.

HRM 4704: Conflict Management and Negotiation

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

HRM 4708: Labor Laws of Bangladesh

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

HRM 4710: Compensation Theory and Practice

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

HRM 4713: Training and Development

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

MKT 4705: Brand Management

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

MKT 4706: Services Marketing

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

MKT 4707: Marketing Research

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

MKT4716: Strategic Marketing

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

ALD3607 Legal & Ethical Environment of Business

The course includes study of the nature of the legal system of Business. The course should include basic business agreements, business entities, and government regulations. Law of contract: Agreement: consideration: Misrepresentation: Void and voidable contracts, sale of goods: Remedies: Law of agencies: Bailment and pledge: Law of carriage of goods: Negotiable Instruments Act; Insurance Law; company Law. It also includes Labor law and acts concerning payment of wages, employment workers, compensation, and labor court 2006.

OMT3601 Operations Management

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

SCM3601 Principles of Supply Chain Management

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

BUS3611 International Business Environment

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

ACC 3603: Management Accounting

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