

PREMIER UNIVERSITY
Faculty of Business Studies
Department of Business Administration

Name of the Degree

Bachelor of Business Administration [BBA]

The Premier University BBA program extends over a period of four years divided into eight semesters. Each semester consists of 14 weeks, and each course consists of 28 lectures of 90 minutes duration. Each course is credited as 3 units. Students normally enroll for 15 credits per semester.

The BBA curriculum consists of general education, core, capstone and elective courses. The core and elective courses are designed to equip the students with the basic knowledge and skills in the major business functional and analytical areas. The capstone courses provide students with opportunities to apply theories and practices from several disciplines to complex business and organizational problems. The elective courses allow each student to select advanced courses according to his/her particular interest in a given area of concentration.

The student who will do BBA will pursue six major courses from Accounting/ Finance/ Human Resource Management/ Management/ Marketing as per his/her chosen discipline. In addition, he or she will take a minor by choosing four courses from another given area of specialization. Currently, a student can choose a minor from any of the four discipline except his/her major one. A minor will be offered if teachers are available and a minimum number of students enroll for it. The Academic Council of Premier University reserves the right to offer/withdraw electives.

The project work/internship is an integral part of the BBA degree requirement. The basic objective of this is to provide practical exposure to the students in the working environment. Students are sent to business organizations, autonomous and government enterprises and other research bodies so that they can get an opportunity to translate theoretical conception in a real-life situation. The project work or internship covers 8 weeks of extensive work and another 3-4 weeks for the finalization of the report. Every student must prepare and submit a report within the specified time and must get a passing grade. Failure to obtain a passing grade calls for either revision or resubmission of the report or retake of the project work as determined by the department.

The objective of the viva voce is to evaluate a student's understanding of the subjects he/she studied. Usually, questions are open in nature and targeted to check the depth and breadth of knowledge of the student in the subjects studied. Students are required to get a passing grade in the viva voce.

1. Year / Level / Semester / Term-wise Distribution of Courses

Year	Semester	Theory		Research	Total
		Core	Major and Minor		
First	First	15	-	-	15
	Second	15	-	-	15
Second	Third	18	-	-	18
	Fourth	15	-	-	15
Third	Fifth	15	-	-	15
	Sixth	12	06	-	18
Fourth	Seventh	03	12	-	15
	Eighth	03	12	-	15
Project Work / Internship		-	-	03	03
Viva Voce		03	-	-	03
Total		99 Hours	30 Hours	03 ours	132 Hours

2. Mapping Mission of the University with PEOs

Components of Mission	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5	PEO 6
Mission 1	√	√	√			
Mission 2	√	√	√			
Mission 3	√	√	√	√	√	√
Mission 4	√			√	√	√
Mission 5	√	√	√		√	√

3. Mapping – PEOs and PLOs

Program Learning Objectives		PEO 1	PEO 2	PEO 3	PEO 4	PEO 5	PEO 6
PLO 1	Business Knowledge	√	√	√	√		√
PLO 2	Critical Thinking	√	√	√	√	√	√
PLO 3	Communication Skills		√	√	√	√	√
PLO 4	Individual and Team Work		√	√	√	√	√
PLO 5	Local and Global Perspective	√	√	√	√	√	
PLO 6	Social and Ethical Responsibilities	√	√	√	√	√	
PLO 7	Investigation of Complex Problems	√	√	√	√	√	√
PLO 8	Usage of Techniques	√	√	√		√	
PLO 9	Entrepreneurial Skills	√	√	√	√	√	√
PLO 10	Life-Long Learning	√	√		√		√

4. Mapping Courses with the PLOs

4.1 GED, Core and Capstone Courses:

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
SSC 1101 Bangladesh Studies	√	√	√	√	√	√	√	√	√	√
BUS 1311 Introduction to Business	√	√	√	√	√	√	√	√	√	
MAT 1505 Introduction to Mathematics	√	√	√	√	√		√	√		√
STA 1503 Basic Statistics	√	√				√	√	√		√
ENG 1403 Basic English	√	√	√	√	√	√	√	√	√	√
MGT 2326 Principles of Management	√	√	√	√	√	√		√	√	√
ENG 2403 English Composition	√	√	√	√	√	√	√	√	√	√
MAT 2524 Business Mathematics	√	√			√		√	√		√
PSY 1312 Introduction to Psychology	√	√	√	√	√	√	√	√	√	√
STA 2513 Business Statistics	√	√	√				√	√		√
BUS 2413 Business Communication	√	√	√	√	√			√		√
FIN 2428 Principles of Finance	√	√	√	√	√		√	√	√	√

ACC 2532 Principles of Accounting	√	√			√	√	√	√		√
MKT 2330 Principles of Marketing	√	√	√	√	√		√	√	√	√
CSE 1606 Introduction to Computer Application	√	√	√	√	√	√	√	√	√	√
ECO 1307 Microeconomics	√	√	√	√	√	√	√	√	√	√
ECO 2305 Macroeconomics	√	√	√	√	√	√	√	√	√	√
FIN 3429 Financial Management	√	√	√	√	√	√	√	√	√	
HRM 3327 Human Resource Management	√	√	√	√	√	√	√	√	√	√
MKT 3331 Marketing Management	√	√	√	√			√	√	√	√
LAW 1305 Legal Environment of Bangladesh	√	√	√	√	√	√	√	√		√
ACC 3433 Auditing and Taxation	√	√			√	√	√	√		√
MGT 3435 Entrepreneurship Development and SME Management	√	√	√	√	√	√	√	√	√	√
MAT 4523 Operations Research	√	√	√	√	√	√	√	√	√	√
CSE 3401 Management Information Systems	√	√	√	√	√	√	√	√		√
BUS 4322 International Business	√	√	√	√	√	√	√	√	√	√
ACC 4436 Cost and Managerial Accounting	√	√	√	√	√	√	√	√	√	√
BUS 4421 Business Research Methods	√	√	√	√	√	√	√	√		√
MGT 4320 Organizational Behavior	√	√	√	√	√	√	√	√	√	√
LAW 2321 Labor Law	√	√	√	√	√	√	√	√	√	√
BUS 4319 Project Management	√	√	√	√	√	√	√	√	√	√
MGT 4797 Strategic Management	√	√	√	√	√		√	√	√	√

4.2 MAJOR and MINOR

MAJOR

Major in Management

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
ECO 4455 Managerial Economics	√	√	√	√	√	√	√	√	√	√
MGT 4351 Managing Change	√	√	√	√	√	√	√	√		√
MGT 4562 Operations Management	√	√	√	√	√	√	√	√	√	√
MGT 4367 Managing Innovation	√	√	√	√	√	√	√	√	√	√
MGT 4371 Organization Development	√	√	√	√	√	√	√	√	√	√
MGT 4475 Organization Structure and Design	√	√	√	√	√	√	√	√		√

Major in Accounting

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
ACC 4551 Advanced Financial Accounting I	√	√	√				√	√		
ACC 4455 Tax Accounting	√	√			√	√	√	√	√	√
ACC 4562 Advanced Financial Accounting II	√	√	√		√		√	√		√
ACC 4467 Advanced Cost Accounting	√	√		√		√	√	√	√	√
ACC 4571 Advanced Financial Accounting III	√	√			√		√	√		√
ACC 4475 Accounting for Managerial Control	√	√	√	√	√	√	√	√	√	√

Major in Finance

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
FIN 4451 Portfolio Management	√	√	√	√	√	√	√	√	√	√
FIN 4355 Insurance and Risk Management	√	√	√	√	√	√	√	√	√	√
FIN 4462 Financial Statement Analysis and Valuation	√	√	√	√	√	√	√	√		√
FIN 4367 Financial Markets and Institutions	√	√	√	√	√	√	√	√	√	√
FIN 4471 Corporate Finance	√	√	√	√	√	√	√	√	√	√
FIN 4475 International Financial Management	√	√	√		√	√	√	√		√

Major in Marketing

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
MKT 3351 Consumer Behavior	√	√	√	√	√	√	√	√	√	√
MKT 3455 Integrated Marketing Communication	√	√	√	√	√	√	√	√	√	√
MKT 4462 Marketing Channels	√	√	√	√	√	√	√	√		√
MKT 4467 Strategic Brand Management	√	√	√	√	√		√	√	√	√
MKT 4675 Service Marketing	√	√	√	√	√	√	√	√	√	√
MKT 4471 Personal Selling and Sales Management	√	√	√	√		√	√	√		√

Major in Human Resource Management

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
HRM 4451 Employee Training and Development	√	√	√	√	√	√	√	√	√	√
HRM 4355 Industrial Relations	√	√	√	√	√	√	√	√	√	√
HRM 4462 Compensation Management	√	√	√	√	√	√	√	√	√	√
HRM 4467 Organization Design and Development	√	√	√	√	√	√	√	√	√	√

HRM 4475 Strategic Staffing	√	√	√	√	√	√	√	√	√	√
ECO 3812 Labor Economics	√	√	√	√	√	√	√	√		√

MINOR

Minor in Management

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
MGT 4562 Operations Management	√	√	√	√	√	√	√	√	√	√
MGT 4367 Managing Innovation	√	√	√	√	√	√	√	√	√	√
MGT 4371 Organization Development	√	√	√	√	√	√	√	√	√	√
MGT 4475 Organization Structure and Design	√	√	√	√	√	√	√	√		√

Minor in Accounting

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
ACC 4551 Advanced Financial Accounting I	√	√	√				√	√		
ACC 4455 Tax Accounting	√	√			√	√	√	√	√	√
ACC 4467 Advanced Cost Accounting	√	√		√		√	√	√	√	√
ACC 4475 Accounting for Managerial Control	√	√	√	√	√	√	√	√	√	√

Minor in Finance

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
FIN 4451 Portfolio Management	√	√	√	√	√	√	√	√	√	√
FIN 4355 Insurance and Risk Management	√	√	√	√	√		√	√	√	√
FIN 4462 Financial Statement Analysis and Valuation	√	√	√	√	√	√	√	√		√
FIN 4367 Financial Markets and Institutions	√	√	√	√	√	√	√	√	√	√

Minor in Marketing

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
MKT 3455 Integrated Marketing Communication	√	√	√	√	√	√	√	√	√	√
MKT 4467 Strategic Brand Management	√	√	√	√	√		√	√	√	√
MKT 4675 Service Marketing	√	√	√	√	√	√	√	√	√	√
MKT 4471 Personal Selling and Sales Management	√	√	√	√		√	√	√		√

Minor in Human Resource Management

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
HRM 4451 Employee Training and Development	√	√	√	√	√	√	√	√	√	√
HRM 4462 Compensation Management	√	√	√	√	√	√	√	√	√	√
HRM 4475 Strategic Staffing	√	√	√	√	√	√	√	√	√	√
ECO 3812 Labor Economics	√	√	√	√	√	√	√	√		√

5. Structure of the Curriculum

a. **Duration of the Program** : 4 Years, and 3 Months *for* Internship/Project Work;
8 Semesters, and 3 Months *for* Internship/Project Work

b. Admission Requirements

- ≡ The admission committee of each department will conduct their own admission process. The students will be admitted into the first semester of an academic year of each program. Schedule for admission tests and other essential requirements regarding admission will be available to the students through university website and newspaper circulation in advance.
- ≡ A candidate seeking admission into the BBA Program should meet the following requirements –
- ≡ Minimum GPA of 2.50 [or second division] in SSC and HSC examinations [or their equivalent], or at least one GPA of 2.00 but an aggregate GPA of 6.00 in SSC and HSC or GCE 'O' Level in 5 subjects and 'A' Level in 2 subjects with at least 4 (four) 'B' grade or GPA 4.00 and 3 (three) 'C' grade or GPA 3.50 [using scale of A = 5.00, B = 4.00, C = 3.50, D = 2.00, E = 1.00].
- ≡ However,
 - ≡ sons / daughters of freedom fighters will be eligible for admission if they have an aggregate GPA of 5.00 in SSC and HSC;
 - ≡ equivalent performance under other education systems [e.g. American High School Diploma, IB, etc.] will also be accepted;
 - ≡ a combined SAT score of 1100 also accepted in lieu of admission test from high school graduates from any system;
 - ≡ transfer of credits from comparable educational institutions may be considered after admission;
 - ≡ students will have to pass an admission test to get admission at Premier University.
- ≡ Any problem or confusion relating to the degree or diploma obtained from home or abroad of any applicant for admission in the undergraduate and graduate or for other purposes will be referred to and resolved by the Degree Equivalence Committee of Premier University.
- ≡ A foreign degree holder seeking admission to the program must submit Equivalence Certificate [issued by Ministry of Education] at the time of admission.

c. **Total Minimum Credit Requirements to Complete the Program:** 132 Credits

d. **Total Class Weeks in a Year/ Semester** : 14 Weeks / Semester

- e. **Minimum CGPA Requirement for Graduation** : 2.00
- f. **Maximum Academic Years for Completion** : 7 Years
- g. **Category of Courses** :

I. General Education Courses

Course Code	Course Title
SSC 1101	Bangladesh Studies
ENG 1402	Basic English
STA 1503	Basic Statistics
MAT 1505	Introduction to Mathematics
PSY 1312	Introduction to Psychology
ENG 2403	English Composition
ECO 1307	Microeconomics
ECO 2305	Macroeconomics
CSE 1606	Introduction to Computer Applications
LAW 1305	Legal Environment of Bangladesh
MAT 4523	Operations Research

II. Core Courses

Course Code	Course Title
BUS 1311	Introduction to Business
MAT 2524	Business Mathematics
MGT 2326	Principles of Management
STA 2513	Business Statistics
ACC 2532	Principles of Accounting
MKT 2330	Principles of Marketing
FIN 2428	Principles of Finance
BUS 2413	Business Communication
HRM 3327	Human Resource Management
CSE 3401	Management Information Systems
MKT 3331	Marketing Management
FIN 3429	Financial Management
MGT 4320	Organizational Behavior
LAW 2321	Labor Law
BUS 4319	Project Management
BUS 4322	International Business
ACC 3433	Auditing and Taxation
MGT 3435	Entrepreneurship Development and SME Management
ACC 4436	Cost and Management Accounting

III. Elective Courses [Major and Minor]

MAJOR

Major: Management

Course Code	Course Title
ECO 4455	Managerial Economics
MGT 4351	Managing Change
MGT 4562	Operations Management
MGT 4367	Managing Innovation
MGT 4371	Organization Development
MGT 4475	Organization Structure and Design

Major: Accounting

Course Code	Course Title
ACC 4551	Advanced Financial Accounting I

ACC 4455	Tax Accounting
ACC 4562	Advanced Financial Accounting II
ACC 4467	Advanced Cost Accounting
ACC 4571	Advanced Financial Accounting III
ACC 4475	Accounting for Managerial Control

Major: Finance

Course Code	Course Title
FIN 4451	Portfolio Management
FIN 4462	Financial Statement Analysis and Valuation
FIN 4355	Insurance and Risk Management
FIN 4367	Financial Markets and Institutions
FIN 4475	International Financial Management
FIN 4471	Corporate Finance

Major: Marketing

Course Code	Course Title
MKT 3351	Consumer Behavior
MKT 3455	Integrated Marketing Communication
MKT 4462	Marketing Channels
MKT 4467	Strategic Brand Management
MKT 4675	Service Marketing
MKT 4471	Personal Selling and Sales Management

Major: Human Resource Management

Course Code	Course Title
HRM 4451	Employee Training and Development
HRM4355	Industrial Relations
HRM 4462	Compensation Management
HRM 4467	Organization Design and Development
HRM 4475	Strategic Staffing
ECO 3812	Labor Economics

MINOR

Minor: Management

Course Code	Course Title
MGT 4562	Operations Management
MGT 4367	Managing Innovation
MGT 4371	Organization Development
MGT 4475	Organization Structure and Design

Minor: Accounting

Course Code	Course Title
ACC 4551	Advanced Financial Accounting I
ACC 4455	Tax Accounting
ACC 4467	Advanced Cost Accounting
ACC 4475	Accounting for Managerial Control

Minor: Finance

Course Code	Course Title
FIN 4451	Portfolio Management
FIN 4355	Insurance and Risk Management
FIN 4462	Financial Statement Analysis and Valuation
FIN 4367	Financial Markets and Institutions

Minor: Marketing

Course Code	Course Title
MKT 3455	Integrated Marketing Communication
MKT 4467	Strategic Brand Management
MKT 4675	Service Marketing
MKT 4471	Personal Selling and Sales Management

Minor: Human Resource Management

Course Code	Course Title
HRM 4451	Employee Training and Development
HRM 4462	Compensation Management
HRM 4475	Strategic Staffing
ECO 3812	Labor Economics

IV. Capstone Courses / Internship /Thesis / Projects / Portfolio

Course Code	Course Title
BUS 4421	Business Research Methods
MGT 4797	Strategic Management,
BBA 4798	Viva Voce
BBA 4799	Project Work / Internship

5.1 Year and Semester-wise Course Names of the Program**Year: First / Semester: First**

Course Code	Course Title	Contact Hour/ Week	Credit Hour
SSC 1101	Bangladesh Studies (GED)	3 Hours/ Week	3
BUS 1311	Introduction to Business	3 Hours/ Week	3
ENG 1403	Basic English (GED)	3 Hours/ Week	3
MAT 1505	Introduction to Mathematics (GED)	3 Hours/ Week	3
STA 1503	Basic Statistics (GED)	3 Hours/ Week	3
Total	Theory / Core: 05	15 Hours	15

Year: First / Semester: Second

Course Code	Course Title	Contact Hour/ Week	Credit Hour
ENG 2403	English Composition (GED)	3 Hours/ Week	3
MGT 2326	Principles of Management	3 Hours/ Week	3
MAT 2524	Business Mathematics	3 Hours/ Week	3
PSY 1312	Introduction to Psychology (GED)	3 Hours/ Week	3
STA 2513	Business Statistics	3 Hours/ Week	3
Total	Theory/Core: 05	15 Hours	15

Year: Second / Semester: Third

Course Code	Course Title	Contact Hour/ Week	Credit Hour
BUS 2413	Business Communication	3 Hours/ Week	3
ECO 1307	Microeconomics (GED)	3 Hours/ Week	3
FIN 2428	Principles of Finance	3 Hours/ Week	3
ACC 2532	Principles of Accounting	3 Hours/ Week	3
MKT 2330	Principles of Marketing	3 Hours/ Week	3
CSE 1606	Introduction to Computer Application (GED)	4.5 Hours/ Week	3
Total	Theory/Core: 06	19.5 Hours	18

Year: Second / Semester: Fourth

Course Code	Course Title	Contact Hour/ Week	Credit Hour
ECO 2305	Macroeconomics (GED)	3 Hours/ Week	3
FIN 3429	Financial Management	3 Hours/ Week	3
HRM 3327	Human Resource Management	3 Hours/ Week	3
MKT 3331	Marketing Management	3 Hours/ Week	3
LAW 1305	Legal Environment of Bangladesh (GED)	3 Hours/ Week	3
Total	Theory/Core: 05	15 Hours	15

Year: Third / Semester: Fifth

Course Code	Course Title	Contact Hour/ Week	Credit Hour
ACC 3433	Auditing and Taxation	3 Hours/ Week	3
MGT 3435	Entrepreneurship Development and SME Management	3 Hours/ Week	3
MAT 4523	Operations Research (GED)	3 Hours/ Week	3
CSE 3401	Management Information Systems	3 Hours/ Week	3
BUS 4322	International Business	3 Hours/ Week	3
Total	Theory/Core: 05	15 Hours	15

Year: Third / Semester: Sixth

Course Code	Course Title	Contact Hour/ Week	Credit Hour
ACC 4436	Cost and Managerial Accounting	3 Hours/ Week	3
BUS 4421	Business Research Methods (CAP)	3 Hours/ Week	3
MGT 4320	Organizational Behavior	3 Hours/ Week	3
LAW 2321	Labor Law	3 Hours/ Week	3
	Major I	3 Hours/ Week	3
	Major II	3 Hours/ Week	3
Total	Theory/Core / Major/ Capstone : 06	18 Hours	18

Year: Fourth / Semester: Seventh

Course Code	Course Title	Contact Hour/ Week	Credit Hour
BUS 4319	Project Management	3 Hours/ Week	3
	Major III	3 Hours/ Week	3
	Major IV	3 Hours/ Week	3
	Minor I	3 Hours/ Week	3
	Minor II	3 Hours/ Week	3
Total	Theory /Core/ Major / Minor/ Capstone: 05	15 Hours	15

Year: Fourth / Semester: Eighth

Course Code	Course Title	Contact Hour/ Week	Credit Hour
MGT 4797	Strategic Management (CAP)	3 Hours/ Week	3
	Major V	3 Hours/ Week	3
	Major VI	3 Hours/ Week	3
	Minor III	3 Hours/ Week	3
	Minor IV	3 Hours/ Week	3
Total	Theory /Core/ Major / Minor/ Capstone : 05	15 Hours	15

Year: Fourth / Semester: Eighth

Course Code	Course Title	Contact Hour/ Week	Credit Hour
BBA 4798	Viva Voce		3
BBA 4799	Project Work / Internship	3 Hours/ Week	3
Total	Core : 02		6

5.2 Major / Minor**Courses to be Taken for Major in Management**

Course Code	Course Title	Major	Contact Hour/ Week	Credit Hour
ECO 4455	Managerial Economics	Major I	3 Hours/ Week	3
MGT 4351	Managing Change	Major II	3 Hours/ Week	3
MGT 4562	Operations Management	Major III	3 Hours/ Week	3
MGT 4367	Managing Innovation	Major IV	3 Hours/ Week	3
MGT 4371	Organization Development	Major V	3 Hours/ Week	3
MGT 4475	Organization Structure and Design	Major VI	3 Hours/ Week	3

Courses to be Taken for Major in Accounting

Course Code	Course Title	Major	Contact Hour/ Week	Credit Hour
ACC 4551	Advanced Financial Accounting I	Major I	3 Hours/ Week	3
ACC 4455	Tax Accounting	Major II	3 Hours/ Week	3
ACC 4562	Advanced Financial Accounting II	Major III	3 Hours/ Week	3
ACC 4467	Advanced Cost Accounting	Major VI	3 Hours/ Week	3
ACC 4571	Advanced Financial Accounting III	Major V	3 Hours/ Week	3
ACC 4475	Accounting for Managerial Control	Major VI	3 Hours/ Week	3

Courses to be Taken for Major in Finance

Course Code	Course Title	Major	Contact Hour/ Week	Credit Hour
FIN 4451	Portfolio Management	Major I	3 Hours/ Week	3
FIN 4355	Insurance and Risk Management	Major II	3 Hours/ Week	3
FIN 4462	Financial Statement Analysis and Valuation	Major III	3 Hours/ Week	3
FIN 4367	Financial Markets and Institutions	Major IV	3 Hours/ Week	3
FIN 4475	International Financial Management	Major V	3 Hours/ Week	3

FIN 4471	Corporate Finance	Major VI	3 Hours/ Week	3
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Courses to be Taken for Major in Marketing

Course Code	Course Title	Major	Contact Hour/ Week	Credit Hour
MKT 3351	Consumer Behavior	Major I	3 Hours/ Week	3
MKT 3455	Integrated Marketing Communication	Major II	3 Hours/ Week	3
MKT 4462	Marketing Channels	Major III	3 Hours/ Week	3
MKT 4467	Strategic Brand Management	Major IV	3 Hours/ Week	3
MKT 4675	Service Marketing	Major V	3 Hours/ Week	3
MKT 4471	Personal Selling and Sales Management	Major VI	3 Hours/ Week	3

Courses to be Taken for Major in HRM

Course Code	Course Title	Major	Contact Hour/ Week	Credit Hour
HRM 4451	Employee Training and Development	Major I	3 Hours/ Week	3
HRM 4355	Industrial Relations	Major II	3 Hours/ Week	3
HRM 4462	Compensation Management	Major III	3 Hours/ Week	3
HRM 4467	Organization Design and Development	Major IV	3 Hours/ Week	3
HRM 4475	Strategic Staffing	Major V	3 Hours/ Week	3
ECO 3812	Labor Economics	Major VI	3 Hours/ Week	3

MINOR

Courses to be Taken for Minor in Management

Course Code	Course Title	Major	Contact Hour/ Week	Credit Hour
MGT 4562	Operations Management	Minor I	3 Hours/ Week	3
MGT 4367	Managing Innovation	Minor II	3 Hours/ Week	3
MGT 4371	Organization Development	Minor III	3 Hours/ Week	3
MGT 4475	Organization Structure and Design	Minor IV	3 Hours/ Week	3

Courses to be Taken for Minor in Accounting

Course Code	Course Title	Major	Contact Hour/ Week	Credit Hour
ACC 4551	Advanced Financial Accounting I	Minor I	3 Hours/ Week	3
ACC 4455	Tax Accounting	Minor II	3 Hours/ Week	3
ACC 4467	Advanced Cost Accounting	Minor III	3 Hours/ Week	3
ACC 4475	Accounting for Managerial Control	Minor IV	3 Hours/ Week	3

Courses to be Taken for Minor in Finance

Course Code	Course Title	Major	Contact Hour/ Week	Credit Hour
FIN 4451	Portfolio Management	Minor I	3 Hours/ Week	3
FIN 4355	Insurance and Risk Management	Minor II	3 Hours/ Week	3
FIN 4462	Financial Statement Analysis and Valuation	Minor III	3 Hours/ Week	3
FIN 4367	Financial Markets and Institutions	Minor IV	3 Hours/ Week	3

Courses to be Taken for Minor in Marketing

Course Code	Course Title	Major	Contact Hour/ Week	Credit Hour
MKT 3455	Integrated Marketing Communication	Minor I	3 Hours/ Week	3
MKT 4467	Strategic Brand Management	Minor II	3 Hours/ Week	3
MKT 4675	Service Marketing	Minor III	3 Hours/ Week	3
MKT 4471	Personal Selling and Sales Management	Minor IV	3 Hours/ Week	3

Courses to be Taken for Minor in Human Resource Management

Course Code	Course Title	Major	Contact Hour/ Week	Credit Hour
HRM 4451	Employee Training and Development	Minor I	3 Hours/ Week	3
HRM 4462	Compensation Management	Minor II	3 Hours/ Week	3
HRM 4475	Strategic Staffing	Minor III	3 Hours/ Week	3
ECO 3812	Labor Economics	Major IV	3 Hours/ Week	3

6. COURSE OUTLINE

6.1 General Education Courses [in detail]

Course Code: SSC 1101

Course Title: Bangladesh Studies

Course Type: GED

Year / Semester: 1st Year, 1st Semester

Prerequisite: None

Rationale

This course is designed to introduce the students to the socio-economic, political, and cultural history of Bangladesh.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint the students with the elementary knowledge of Pakistani Colonial rule and the creation of Bangladesh;
- CO2:** assist the students in knowing about the progression of the newly independent and sovereign Bangladesh;
- CO3:** make the students able to know the killing of the Father of the Nation Bangabandhu Sheikh Mujibur Rahman and its consequences;
- CO4:** present the students with a brief history of the restoration of democracy in 1991 and the democratic rulings;
- CO5:** help the students to know about the multi-dimensional character of Bangladesh and its people.

Course Code: ENG 1403

Course Title: Basic English

Course Type: GED

Year / Semester: 1st Year, 1st Semester

Prerequisite: None

Rationale

The course Basic English covers primary skills of English language. Grammatical Components (Functional Knowledge of English), Comprehensions and Literature Components (Reading and Listening) and Productions (Speaking and Writing) skills will help students improve their Communication Skills, Global Thinking Abilities as well as Basic Quantitative Skills and thus will meet students' academic and professional needs.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** help students acquire the language skills necessary to step into the tertiary level education;
- CO2:** grow students' ability to understand English in a wide range of contexts;
- CO3:** enhance students' general standard of spoken English;
- CO4:** enrich the students to acquire proficiency in using English in business purposes;
- CO5:** prepare students to face situations with confidence and to seek employment in the modern globalized world.

Course Code: STA 1503
Course Title: Basic Statistics
Course Type: GED
Year/Semester: 1st Year, 1st Semester
Prerequisite: None

Rationale

The focus of this course is to introduce the basic statistical concepts and methods common in business applications. The knowledge acquired from this course will help the students to make business decisions scientifically. It will also build up the base for advanced Statistics courses.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** introduce basic ideas about Statistics as a science of data;
- CO2:** enable the students to use graphs, charts, and frequency distribution tables to summarize statistical data;
- CO3:** provide an understanding of descriptive statistics for generalizations and comparison of different data sets;
- CO4:** provide basic understanding of probability theory for managerial decision making;
- CO5:** familiarize students with different statistical tools such as correlation and regression coefficient to analyze statistical data.

Course Code: MAT 1505
Course Title: Introduction to Mathematics
Course Type: GED
Year / Semester: 1st Year/ 1st Semester
Prerequisite: None

Rationale

This course is designed to provide a comprehensive understanding of the basic concepts, algebraic rules and functions of mathematics. This course also develop the fundamental skills of mathematics for solving problems.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** facilitate the students about the fundamental rules of mathematics;
- CO2:** provide ideas to relate mathematical applications with business transactions;
- CO3:** provide a clear understanding of different applications of mathematics in the area of business.

Course Code: PSY 1312
Course Title: Introduction to Psychology
Course Type: GED
Year/ Semester: 1st Year, 2nd Semester
Prerequisite: None

Rationale

This course is designed to introduce students to basic psychological theories and concepts related to biopsychology, and psychological aspects such as perception, learning, memory, motivation, personality, emotion, stress, and social behavior. It is also intended to provide a depth understanding of the scientific study of the mental process and behavior of people with specific knowledge, skills, and attitudes that will help students to make successful decisions in personal and social life. The knowledge of this course will help students to better understand advanced business courses and to decide wisely in different organizational contexts.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide knowledge on history & evolution, subfields, and approaches in psychology;
- CO2:** make the students understand the biological aspects of psychology;
- CO3:** help them conceptualize and apply basic concepts and theories on perception, learning, memory, motivation, emotion, personality, health, and stress, social psychology to situations in everyday life, the workplace, and different areas of business.

Course Code: ENG 2403
Course Title: English Composition
Course Type: GED
Year / Semester: 1st Year, 2nd Semester
Prerequisite: ENG 1403

Rationale

The course mainly focuses on reading (passive skill) and writing (active skill) skills. It will widen students' both receptive and productive abilities through diverse reading and writing skills and techniques. It will enhance the existing passive and active language skills of students at the advanced level where they are expected to be competent language users reflecting the skills effectively and thus will serve students' academic and professional purposes.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** help the students to read and write English effectively and correctly;
- CO2:** prepare the students to identify errors and correct them;
- CO3:** enhance students' analytical abilities;
- CO4:** enable the students to refer to the technical awareness and global thinking;
- CO5:** develop the students' language skills for academic and professional purposes.

Course Code: ECO 1307
Course Title: Microeconomics
Course Type: GED
Year/Semester: 2nd Year, 3rd Semester
Prerequisite: None

Rationale

Microeconomics is a fundamental course that introduces students to the basic economic principles, challenges and policies concerning the optimum allocation of resources with maximum satisfaction. This course will help students understand how the consumption and production decisions are made in various market structures and how these decisions are integrated into the economy.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** facilitate necessary knowledge about the basic concepts of microeconomics;
- CO2:** accumulate basic ideas about the forces of demand and supply and how they interact in pricing decision;
- CO3:** comprehend the fundamental theories and applications of consumers' and businesses' behaviors in the contemporary period;
- CO4:** provide knowledge on profit maximization in different market structures.

Course Code: ECO 2305
Course Title: Macroeconomics
Course Type: GED
Year/Semester: 2nd Year, 4th Semester
Prerequisite: ECO 1307

Rationale

Macroeconomics is intended to provide an in-depth knowledge of national economic aspects such as economic growth, price levels, employment, and the balance of payments of an economy. The knowledge gained from this course will help students learn how to calculate national income accounts and evaluate the roles of government and monetary policies in influencing macroeconomic outcomes. The course will also provide students with a framework for understanding macroeconomic theories and various interactions among households, businesses, and governments.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide the knowledge of different sectors of an economy and the interactions of the aggregate demand and supply in determining the price level of goods and services;
- CO2:** develop skills to understand the national economic theories and calculate the national income accounts;
- CO3:** familiarize the reasons and consequences of business cycles;
- CO4:** facilitate necessary knowledge of macroeconomic policies in solving changes in macroeconomic challenges;
- CO5:** enhance the analytical skills on the foreign exchange market that constitutes the macroeconomic objectives.

Course Code: CSE 1606

Course Title: Introduction to Computer Applications

Course Type: GED

Year/Semester: 2nd Year, 3rd Semester

Prerequisite: None

Rationale

This course is designed for the students to develop their basic skills for using application software like- MS Office in the workplace environment. It will focus on integrating computer technology with documenting, presenting, decision-making, forecasting and problem-solving skills for research.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** facilitate students' basic knowledge about computers;
- CO2:** help students develop skills in Microsoft Office;
- CO3:** enable students to use different functions and formulas to solve various spreadsheet problems;
- CO4:** help students use the statistical calculation to interpret data in research;
- CO5:** help students analyze data by calculating financial and managerial data;
- CO6:** enable students to design a plan optimization of resources by solving linear programming, integer programming, transportation programming, etc.

Course Code: LAW 1305

Course Title: Legal Environment of Bangladesh

Course Type: GED

Year /Semester: 2nd Year, 4th Semester

Pre-requisite: None

Rationale

This course has been designed to orient the students with the fundamental concepts, principles, and application of law related to business transactions. This course will also provide them with information regarding the Companies Act, Financial Acts, Constitution of Bangladesh, Consumers' Right Protection Act, and Bangladesh Environment Conservation Act.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** make the students about the relationship between law and economic activity in business transactions;
- CO2:** build students' analytical skills to interpret the legal issues related to business decision making;
- CO3:** develop students' acceptable attitudes and viewpoints concerning business ethics and social responsibility;
- CO4:** familiarize them with the conventional law and constitutional law;
- CO5:** provide them with the necessary knowledge regarding Company Law and other related laws in the context of Bangladesh.

Course Code: MAT 4523
Course Title: Operations Research
Course Type: GED
Year/Semester: 3rd Year, 5th Semester
Prerequisite: MAT 2524

Rationale

This course has been designed to orient the students with the concepts, tools and models that are applied in the area of business for optimum decision making. It would help the students to learn the ways by which maximum amount of output can be achieved through the efficient use of resources.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide the students with a sound conceptual understanding of the role that operations research plays in the process of decision-making;
- CO2:** acquaint them with the models and tools of operations research that are applied to ensure optimum use of resources;
- CO3:** enhance their critical thinking skill by which they would be able to investigate and infer information to reach logical conclusion.

6.2 Core Courses [in detail]

Course Code: BUS 1311
Course Title: Introduction to Business
Course Type: Core
Year/Semester: 1st Year, 1st Semester
Prerequisite: None

Rationale

This course aims to familiarize students with the basic and introductory ideas of business concepts and build the foundation for studying other business courses. The course will explore and examine various aspect of business, their interrelationship with the business system. It provides basic knowledge about the economic systems as well as an overview of important business functions including marketing, operations, accounting, finance, management, and human resources.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with the comprehensive introduction about the fundamentals of business;
- CO2:** help them conceptualize the basic understanding about business terminology, concepts, and current business practices;
- CO3:** enable students to articulate the concepts of social responsibility in business.

Course Code: MAT 2524

Course Title: Business Mathematics

Course Type: Core

Year / Semester: 1stYear, 2nd Semester

Prerequisite: MAT 1505

Rationale

This course is designed to introduce the students about the basic concepts of business mathematics. This course will also help the students to deal with the challenge of business problems in the functional area of business.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** make the students familiar with the various mathematical rules and procedures for solving business problems independently;
- CO2:** provide learners the knowledge of business mathematics for sustainable business in future;
- CO3:** accumulate basic ideas about continuous and discontinuous function;
- CO4:** help them to improve their skills in differential, integral calculus and their application.

Course Code: MGT 2326

Course Title: Principles of Management

Course Type: Core

Year/Semester: 1st Year, 2nd Semester

Prerequisite: None

Rationale

This course inaugurates students with an overview of the management functions and its role in organizations and society. It focuses on providing students different managerial and technical skills that relate to managerial decision making in organizations.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with managerial principles, which are the guideline that regulates decision making and behavior within a group or organizations;
- CO2:** make the students understand the importance of problem-solving in real-life situations as managers;
- CO3:** familiarize the students about managerial functions in the dynamic global environment;
- CO4:** enable the students to understand the primary concepts about planning, decision making, and controlling.

Course Code: STA 2513
Course Title: Business Statistics
Course Type: Core
Year/Semester: 1st Year, 2nd Semester
Prerequisite: STA 1503

Rationale

This course is designed to familiarize students with the statistical terminology and concepts to apply them at an advanced level. The acquired knowledge will enhance the ability of the students to make evidence based business decision.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** enable students to approximate probabilities of discrete and continuous probability distributions;
- CO2:** assist students in executing the construction of sampling distribution of the sample mean;
- CO3:** enable students to estimate population parameters using the confidence interval estimation method;
- CO4:** facilitate necessary knowledge of parametric and non-parametric hypothesis testing procedures;
- CO5:** alleviate ability to analyze the components of time series data for forecasting business data.

Course Code: ACC 2532
Course Title: Principles of Accounting
Course Type: Core
Year/Semester: 2nd Year, 1st Semester
Prerequisite: None

Rationale

This course is designed to build the capacity of students to measure, record and report economic activity for business concerns. It enables students to apply accounting concepts in creating financial statements of an organization. This course is the ideal way for students to acquire a valuable skill as well as begin to develop competency in the functional areas of accounting.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** familiarize students with the ethical standards, principles, and assumptions and recording process of economic events of an organization;
- CO2:** acquaint students with basic idea about internal control system and how it prevents fraud;
- CO3:** assist students to prepare financial statements of an organization using the reporting standard;
- CO4:** help students to identify and operate appropriate procedures for current liabilities and receivables;
- CO5:** facilitate knowledge about different categories of shares and their issuing process as well as their impact on the financial position of a company.

Course Code: MKT 2330
Course Title: Principles of Marketing
Course Type: Core
Year/Semester: 2nd Year, 3rd Semester
Prerequisite: None

Rationale

Principles of Marketing is designed to introduce the basic concepts and practices of marketing to business graduates. This course provides a general knowledge of marketing with an emphasis on the marketing mix elements, environmental factors, and value-driven marketing strategies to meet customer demands. Along with the theoretical knowledge of marketing taught in the class, the course also helps students relate to practical scenarios that may develop a creative perspective for analyzing and solving marketing problems.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** make the students clear about the basic concepts of marketing, the marketing process, and the major trends and forces affecting marketing in the age of customer relationships;
- CO2:** foster knowledge on environmental forces that influence students' ability to detect and analyze environmental problems related to marketing;
- CO3:** assist students to develop an understanding of consumer and business buying behavior;
- CO4:** enhance students' analytical and critical ability about market segmentation, targeting, and positioning of company offerings;
- CO5:** help students conceptualize marketing mix strategy.

Course Code: FIN 2428
Course Title: Principles of Finance
Course Type: Core
Year/Semester: 2nd Year, 3rd Semester
Prerequisite: None

Rationale

This course has been designed to familiarize students with essential finance-related topics and allow them to communicate the financial aspect of a business. It helps students to conduct financial decisions by using a quantitative financial approach.

Course objectives (COs)

The objectives of the course are to:

- CO1:** facilitate students' to get the primary concepts of finance and managerial finance activities and basic decisions of financial manager;
- CO2:** helps students to acquire knowledge about the functions of financial institution and market, and sources of funds;
- CO3:** familiarize the students with the procedures and measurement of risk and return;
- CO4:** enable the students to understand the role of the time value of money, the use of computational tools, and the basic patterns of cash flows;
- CO5:** acquaint students with the bond valuation process and construct different aspects of stock valuation.

Course Code: BUS 2413
Course Title: Business Communication
Course Type: Core
Year/Semester: 2nd Year, 3rd Semester
Prerequisite: ENG 2403

Rationale

This course is designed to help students master the fundamentals of professional communication and prepare them for the broader expectations they will encounter in today's workplace.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** prepare students for the communication challenges that they will have to face in their professional life;
- CO2:** provide students with a detailed knowledge of business communication and report writing;
- CO3:** help students deliver oral presentation both in a formal and an informal environment;
- CO4:** make students confident and skilled in communication relative to securing employment.

Course Code: HRM 3327
Course Title: Human Resource Management
Course Type: Core
Year/Semester: 2nd Year, 4th Semester
Prerequisite: MGT 2326

Rationale

This course is designed for business students to introduce the management of organizations' workforce by describing various human resource activities. The course delineates human resource practices that deal with recruitment to retirement in the organization.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with the concept of managing HR at the workplace and how it relates to the management process;
- CO2:** provide an overview of the recent trends, which disrupting and shaping the roles of HR;
- CO3:** facilitate the necessary knowledge of job analysis and how it bolsters in designing different jobs at the workplace;
- CO4:** clarify the basic ideas about the acquisition, maintenance, and development of human resources in the organization;
- CO5:** demonstrate the process of creating an effective performance management system in the organization;
- CO6:** familiarize the way of compensating human resources that enhances employee commitment, motivation, and intention to stay in the organization.

Course Code: CSE 3401
Course Title: Management Information Systems
Course Type: Core
Year / Semester: 3rd Year, 5th Semester
Prerequisite: MGT 2326

Rationale

This course is designed to learn about the components and facilities of the information system so that the students can understand the impact of the information system and various modules of the decision-making process. It will bridge the communication gap between computer science and business disciplines such as marketing, accounting, finance, and management.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** introduce the students to the technical and non-technical management activities;
- CO2:** conceptualize the students about the importance of information systems for the business and management;
- CO3:** provide students a detailed understanding of the techniques and procedures of management information systems;
- CO4:** facilitate necessary knowledge of security, ethical issues in information systems;
- CO5:** acquaint students with the key issues of building and using information systems.

Course Code: MKT 3331
Course Title: Marketing Management
Course Type: Core
Year/Semester: 2nd Year, 4th Semester
Prerequisite: MKT 2330

Rationale

This course aims to provide an understanding of the key concept of marketing to prepare students for applying marketing in business discipline. It will also assist students to improve their knowledge, ability and skills to make effective marketing decisions. This course has covered the concept of marketing philosophy, marketing plan, addressing competition, maintaining customer relationship, marketing mix and digital marketing. It also introduces marketing centered approach to become successful in the business world.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** enable students to understand marketing philosophy, core concept used in marketing;
- CO2:** develop students' ability to prepare a marketing plan;
- CO3:** enhance students' knowledge about customer relationship for attracting and retaining the right customer;
- CO4:** acquaint students with the competitive strategies for the market leader, challenger and followers;
- CO5:** help them conceptualize the product, service and pricing strategies;
- CO6:** make the students familiarize with value network, channel and different tools of marketing communication;
- CO7:** foster knowledge about the concept and platform used in digital marketing;

Course Code: FIN 3429

Course Title: Financial Management

Course Type: Core

Year/Semester: 2nd Year, 4th Semester

Pre-requisite: FIN 2428

Rationale

Financial management course is necessary for developing the skills students would require as future financial managers in business firms. The course has been designed to orient students with the concepts, ideas, techniques, and procedures useful for financial decision-making. This course prepares students for achieving course learning outcomes of more advanced and specialized finance courses. It covers contemporary financial principles and techniques for managing money in national and international business firms.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint students with the fundamental concepts of financial management;

CO2: enhance the capabilities of applying different techniques to financing and investment options;

CO3: help the students understand the financial decision-making criteria under different complex business situations;

CO4: foster the skills of presenting students thinking on different financial decision-making in several business scenarios.

Course Code: MGT 4320

Course Title: Organizational Behavior

Course Type: Core

Year/Semester: 3rd Year, 6th Semester

Prerequisite: PSY 1312, MGT 2326

Rationale

This course is designed to assist the students with a comprehensive understanding of individual and group behavior in organizations. It will focus on how the behaviors of individuals and groups influence the culture, design, ethics, and structure of an organization. This course will facilitate the learning of contemporary approaches to conflict resolution, communication, negotiation, change, and stress management within a work environment.

Course Objectives (COs)

The objectives of this course are to:

CO1: introduce the implications of organizational behavior;

CO2: help the students understand the factors as well as individual characteristics that influence work behavior and organization effectiveness;

CO3: facilitate a critical evaluation of current knowledge of culture, structure, conflict, negotiation, change, and stress management within an organization.

Course Code: LAW 2321
Course Title: Labor Law
Course Type: Major
Year/Semester: 3th Year, 6th Semester
Prerequisite: HRM 3327

Rationale

This course is designed to provide students with an overview of the fundamentals of the Labor law. It will acquaint students with the legal concepts, procedures, terminology and current issues in Bangladesh Labor Code.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint the students with the core concepts of labor laws, employees' rights as well as labor ideology with particular reference to Bangladesh;
- CO2:** Make the students understand the various factors in the industrial relations system, the institutional relationship among the actors;
- CO3:** facilitate knowledge about the rights available for the worker under a different statute;
- CO4:** develop intellectual skills for collecting and analyzing information and explore the role of law in ordering industrial relations in society.

Course Code: BUS 4319
Course Title: Project Management
Course Type: Core
Year /Semester: 4th Year, 7th Semester
Pre-requisite: MGT 2326

Rationale

This course has been designed to orient the students with the necessary strategies that are followed for effective and efficient management of different classes of projects. It will help the students to gain the skills necessary for successful implementation of projects.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with different phases of a project and related functions performed by a project manager;
- CO2:** familiarize them with the management skills needed at different project organizational forms;
- CO3:** make them conversant with different project planning, monitoring, controlling and evaluating tools applied in real world;
- CO4:** develop the skill to prepare a project profile by analysing different time and cost constraints.

Course Code: BUS 4322
Course Title: International Business
Course Type: Core
Year/Semester: 4th Year, 7th Semester
Prerequisite: BUS 1311

Rationale

This course is designed to give students a thorough understanding of international business. It develops students' skills to work and make decisions in the global context. The course provides in-depth knowledge about the global economic, political, cultural, and legal environment within which firms operate. It will also prepare students to execute strategies, plans, and tactics to be successful in international business ventures.

Course objectives (Cos)

The objectives of this course are to:

- C01:** make the students understand and facilitate necessary knowledge about introductory issues;
- C02:** enable students to recognize different dimensions of environment on international business;
- C03:** provide modern knowledge on trade theories, strategies and entry modes;
- C04:** develop student capacity to identify the reasons behind trade control by government and its tools;
- C05:** familiarize with different modes used by firm to enter an international market;
- C06:** enhance knowledge about the functional areas of business such as economics, marketing, human resources, finance, operations, and control of international business.

Course Code: ACC 3433
Course Title: Auditing and Taxation
Course Type: Core
Year/ Semester: 3rd Year, 5th Semester
Pre-requisite: ACC 2532

Rationale

Auditing is essential in developing trust, fairness and confidence in financial reporting. This course is designed to make the students understand audit procedures and assurance services, audit planning and execution, audit techniques, and Bangladesh auditing standard. The course also provides a better understanding of the Taxation system and tax assessment procedures for individuals. It allows students to apply theoretical knowledge to practical situation.

Course Objectives (COs)

The objectives of the course are to:

- C01:** help the students conceptualize basic theories about audit program, vouching, verification and related standards;
- C02:** foster the analytical and critical knowledge about assessment of risk, determination of materiality and significance of internal control;
- C03:** facilitate necessary knowledge about audit profession in Bangladesh and different types of audit reports as per Companies Act-1994;
- C04:** provide the basic concept of tax, assessee and residential status;
- C05:** state the concept of different types and sources of income as per income tax law;
- C06:** make the students able to assess individual tax as per income tax ordinance, 1984.

Course Code: MGT 3435

Course Title: Entrepreneurship Development and SME Management

Course Type: Core

Year/ Semester: 3rd Year, 5th Semester

Prerequisite: MGT 2326

Rationale

This course is designed to introduce the principles, functions and current challenges of entrepreneurship development and small businesses. It orients students with the fundamental requirements for successful business operations. This course will help to understand the opportunities and importance of creating a venture.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** familiarize the students with the essential knowledge and skills that is required for entrepreneurship and small and medium enterprise (SME) development;
- CO2:** create awareness about the constraints related to entrepreneurship and small and medium enterprise (SME) development;
- CO3:** equip the student with the necessary skills of creating and sustaining business ventures;
- CO4:** build capabilities to manage a business within and across national boundaries;
- CO5:** define the strategies to cope with the fast changing business environment.

Course Code: ACC 4436

Course Title: Cost and Managerial Accounting

Course Type: Core

Year/Semester: 3rd Year, 6th Semester

Prerequisite: ACC 2532

Rationale

The course is designed to make the students familiar with management of business and industrial enterprises through well-planned policy on the critical issues of costing. It provides a systematic and logical way of analyzing business decisions that focuses on the managerial part of business. It will acquaint students with various concepts of costing, the decision making and controlling process of managerial accounting.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide the students with the concept of cost and management accounting and their implementation in the real business world;
- CO2:** acquaint the students with the detailed knowledge about element wise cost in production-related business as well as other businesses;
- CO3:** help students interpret different techniques for presenting financial information to both external and internal users of this information;
- CO4:** assist students to develop ideas to prepare an integrated business plan for effective planning and decision making.

6.3 Major Courses: Management [in detail]

Course Code: ECO 4455

Course Title: Managerial Economics

Course Type: Major

Year/Semester: 3rd Year, 6th Semester

Prerequisite: ECO 2305

Rationale

This course is designed to guide students with a basic understanding of economic concepts, economic analysis and problems of formulating logical managerial decisions. It will sharpen their analytical skills by integrating their knowledge of economic theory and models with decision-making techniques.

Course Objectives (COs)

The objectives of this course are to

CO1: familiarize students with the basic principles of economics and tools of mathematics and statistics in order to make optimal business decisions;

CO2: enhance students' ability regarding economic environments in which business organizations operate and understand how managerial decisions can vary under different situations;

CO3: enable them to apply the techniques and theories of microeconomics to explain how firms and consumers behave in society.

Course Code: MGT 4351

Course Title: Managing Change

Course Type: Major

Year/Semester: 4th Year, 6th Semester

Prerequisite: MGT 4320

Rationale

This course is designed to explore the concepts of change, various theoretical perspectives, contemporary forces of change, models of change, the role of change agents and leadership competencies, resistance to change and managing organizational change in different cultural context. Further, throughout the course, students are expected to develop a sense of ease at the time of engaging themselves in a changing business environment.

Course Objectives (COs)

The objectives of this course are to:

CO1: introduce students to the changing business environment and its effects on the organizational decisions;

CO2: acquaint students with the perspectives and models of organizational change;

CO3: provide an understanding of the importance of organizational transformation to effective change implementation;

CO4: assist the students to develop management skills to reduce resistance to change and manage it;

CO5: help students to realize the importance of change agents and their competencies;

CO6: facilitate students with the knowledge of different organizational structures and cultural orientations in the changing context.

Course Code: MGT 4562
Course Title: Operations Management
Course Type: Major
Year/Semester: 4th Year, 7th Semester
Prerequisite: MGT 2326

Rationale

This course aims at introducing the students to the fundamentals of operations management and its practices. It will help the students to understand the concepts, functions and techniques of operations management and their applications in both profit and non-profit oriented organizations.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** help the students to interpret the concepts, principles, problems and practices of operations management;
- CO2:** acquaint students with the process of developing an operations strategy to achieve competitive advantages;
- CO3:** provide an understanding regarding the methods applied to develop location strategies and review the importance of developing layout strategy;
- CO4:** facilitate necessary knowledge about the importance of productivity and competitiveness to both organizational and national level;
- CO5:** accumulate basic ideas of quality management practice in organization;
- CO6:** enable students to apply different inventory control techniques used by organizations in real world.

Course Code: MGT 4367
Course Title: Managing Innovation
Course Type: Major
Year/Semester: 4th Year, 7th Semester
Prerequisite: MGT 2326, MGT 3435

Rationale

This course helps students to understand how to develop and design innovative products and services in an organization and shows how these products and services can be configured and managed well in the organization and entrepreneurial start-ups.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** familiarize the students with necessary knowledge about innovation procedure of an organization;
- CO2:** enable the students interpret the basic ideas or process of bringing “uniqueness” into an organization through internal innovation and external strategic alliances;
- CO3:** help students develop necessary skills to design, build, and manage networks and communities of innovators;
- CO4:** enhance students’ capabilities to integrate customers and new technologies into service development processes.

Course Code: MGT 4371
Course Title: Organization Development
Course Type: Major
Year/Semester: 4th Year, 8th Semester
Prerequisite: MGT 4320

Rationale

This course is designed to familiarize students with theories and applications of organization development for improving organizational effectiveness. In this course, students will learn the fundamental theories of Organization Development (OD), explore the dimensions of OD interventions at the organizational, team and individual levels, and apply OD approaches to diagnose and enable change effectively.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** facilitate necessary knowledge about theories and applications associated with organization development;
- CO2:** help students to identify organizational situations that would benefit from OD interventions;
- CO3:** familiarize students with different tools and techniques of OD interventions;
- CO4:** provide an understanding of design and planning activities for the implementation of OD interventions.

Course Code: MGT 4475
Course Title: Organization Structure and Design
Course Type: Major
Year/Semester: 4th Year, 8th Semester
Prerequisite: MGT 4320

Rationale

The course is developed to orient the students with the major challenges in the design of an effective organizational structure. It will also help them to design new structures for different organizational setting in competitive business arena.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** help the students interpret the principles of organization structure and design;
- CO2:** enable students to apply the analytical skills to design an organizational structure;
- CO3:** acquaint students with the global business strategies, technologies and culture of inter-organizational relationships;
- CO4:** provide students with necessary knowledge regarding the management of conflicts, power and politics;
- CO5:** help students explain the decision-making hierarchies, bureaucracy and organization life cycle;
- CO6:** facilitate students with knowledge on the importance of values, ethics and social responsibility in organizational development.

6.4 Major Courses: Accounting [in detail]

Course Code: ACC 4551

Course Title: Advanced Financial Accounting I

Course Type: Major

Year/ Semester: 3rd Year, 6th Semester

Pre-requisite: ACC 2532

Rationale

The course is designed to provide students with sound and in-depth technical and conceptual knowledge of different forms and functions of the business. This course not only develops students understanding about different types of bond and stock, their issuing procedure, valuation method, and their impact on earning calculation but also train students to apply concepts to practical situation.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide the knowledge of formal procedures associated with issuing and recording long-term debt;
- CO2:** acquaint students with the basic tools for the issuance, conversion, and retirement of convertible securities by using stock warrant and option;
- CO3:** make students able to apply the accounting procedures for partly or fully acquisition or absorption of the company;
- CO4:** develop skills to prepare necessary accounting documents while restructuring of a company;
- CO5:** help the students to identify and evaluate the key terms of share valuation;
- CO6:** foster the analytical knowledge of admission and retirement aspect of partnership business.

Course Code: ACC 4455

Course Title: Tax Accounting

Course Type: Major

Year/Semester: 4th Year, 8th Semester

Prerequisite: ACC 3433

Rationale

The course is designed to provide better understand the basic concepts related to various tax laws such as Income Tax Ordinance, 1984, Gift Tax Act, 1990, Customs Act, 1969 and Value Added Tax Act, 1991. This course enables students to perform assessment procedures for different entities.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** help students to identify income tax authorities and their roles in tax administration;
- CO2:** enable students to understand the basic provision and procedure of tax assessment system;
- CO3:** provide the basic idea about set-off and carry forward of losses;
- CO4:** familiarize students with tax offenses, penalties, tax evasion, tax avoidance, and its consequences;
- CO5:** foster the analytical and critical skills regarding the valuation of imported goods for duty assessment;
- CO6:** help students to apply appropriate assessment procedure to compute gift tax, Value Added Tax and installment of advance tax payment;
- CO7:** develop students' capacity for income tax assessment of various business concerns based on respective laws.

Course Code: ACC 4562
Course Title: Advanced Financial Accounting II
Course Type: Major
Year/ Semester: 4th Year, 7th Semester
Pre-requisite: ACC 4551

Rationale

In competitive world, the knowledge of different types of business, their accounting procedure and proper presentation of financial information is essential for appropriate decision making. This course is designed to develop students' understanding of accounting issues in different forms of business like joint venture, insurance, company. This course also facilitates the way of presenting financial information to stakeholders. This course enables students to apply accounting knowledge in practical field to solve complex problems.

Course Objective (COs)

The objectives of this course are to:

- CO1:** help the students to develop their ability to present financial reports with adequate information to support proper business decisions;
- CO2:** make students able to apply the knowledge of financial accounting and tax concept to reconcile net income with net taxable income;
- CO3:** make the students able to analyze joint venture business, its accounting procedure, and related accounting standard;
- CO4:** accumulate basic ideas about insurance contract, claim, and insured assets;
- CO5:** acquaint students with detailed knowledge of revenue recognition;
- CO6:** help students to apply their analytical ability to determine actual asset and liability of insolvent person;
- CO7:** facilitate necessary knowledge to evaluate the financial data by using ratio analysis.

Course Code: ACC 4467
Course Title: Advanced Cost Accounting
Course Type: Major
Year/Semester: 4th Year, 7th Semester
Pre-requisite: ACC 4436

Rationale

This course involves in-depth learning of the techniques and theories used in cost accounting. Various concepts and methods needed for managers for performing functions like costing for different products or services, costing for joint-products and by-products, variance analysis etc., will be discussed here. This course will develop the skill of applying different costing strategies and procedures which will help the decision-makers in a very lifelike way.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** enhance the ability of the students to use the techniques of calculating costs for different service organizations;
- CO2:** enable the students to learn application of various methods of contract costing;
- CO3:** help students to gain knowledge of process costs with the concept of normal and abnormal loss and equivalent units;
- CO4:** equip students with an understanding of allocating costs to joint products and by-products;
- CO5:** familiarize the students with various techniques of standard costing and variance analysis;
- CO6:** acquaint the students with a comprehensive idea of various concepts of quality costing.

Course Code: ACC 4571
Course Title: Advanced Financial Accounting III
Course Type: Major
Year/ Semester: 4th Year, 8th Semester
Prerequisite: ACC 4551

Rationale

This course is designed to build the capacity of the students to make a clear understanding of the accounting system in different business organizations and the ability to apply those concepts in a practical situation. It will develop students' knowledge about lease finance and borrowing. It will also provide knowledge about accounting method for changing policy, correcting error, calculating depreciation and preparing financial statement.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide the knowledge about nature, classification and valuation of leasehold property and their accounting treatments;
- CO2:** help the students conceptualize basic knowledge about the consequences of change in policies, principles, and estimation of accounting;
- CO3:** enhance the skill of applying accounting principles and procedure for depreciation, impairments and depletion;
- CO4:** foster the analytical and critical ability of the students to determine their borrowing plan;
- CO5:** facilitate analytical ability of cash generating activities to prepare cash flow statement by using direct and indirect method;
- CO6:** acquaint students with the rules and regulations of banking companies act about the accounting system of banking companies;
- CO7:** enhance the skill of dealing the complex problem relating to dissolution of the partnership business.

Course Code: ACC 4475
Course Title: Accounting for Managerial Control
Course Type: Major
Year/Semester: 4th Year, 8th Semester
Prerequisite: ACC 4436

Rationale

The course is designed to provide the students with an understanding of the management control systems as the prime system for the functioning of the organizations that serve the role of coordination, control, decision- making as well. The students will learn to integrate performance measurement, evaluation, and control systems to influence the organizational action and behavior which will increase goal congruence and achievement of objectives.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** help students to comprehend different dimensions of strategic management accounting as well as control systems for the functioning of the organizations;
- CO2:** enable students to recognize how the management control system is to aid management, for steering an organization toward its objectives;
- CO3:** familiarize students about different types of responsibility centers and required metrics for the evaluation of the performance of organizational subunits and their managers;
- CO4:** develop the ability for using relevant concepts in the context of control systems and provide an assessment on these control solutions;
- CO5:** assist students to learn how to formulate product price with the determinants of pricing,

pricing policies, and strategies;

C06: enhance the skill of preparing an integrated business plan for effective planning and decision making;

C07: help students to understand basic idea about the impact of accounting information on human behavior in an organization.

6.5 Major Courses: Finance [in detail]

Course Code: FIN 4451

Course Title: Portfolio Management

Course Type: Major

Year/Semester: 3rd Year, 6th Semester

Pre-requisite: FIN 3429

Rationale

This course has been designed to make the learners oriented with investment fundamentals. It will help the students to learn the methods and techniques by which securities are analyzed and portfolios are managed.

Course Objectives (COs)

The objectives of this course are to:

CO1: familiarize students with the basic knowledge of investment and portfolio management;

CO2: help them to develop necessary skills for conducting fundamental and technical analysis;

CO3: make them able to examine the determinants and behavior of asset pricing;

CO4: provide them knowledge about the financial theory and the analytical tools needed to make good investment decisions;

CO5: make them understand the relationship between risk and return, optimal portfolio selection, asset pricing models, market efficiency, portfolio performance evaluation, and the theory of active portfolio management.

Course Code: FIN 4462

Course Title: Financial Statement Analysis and Valuation

Course Type: Major

Year/ Semester: 3rd Year, 7th Semester

Prerequisite: FIN 2428, ACC 2532

Rationale

This course has been designed to facilitate the students with the application of tools and techniques used to analyze and interpret the financial statements of manufacturing and service oriented companies. This will also provide them knowledge regarding valuation techniques applied to forecast the growth of a business based on financial information.

Course Objectives

The objectives of this course are to:

CO1: familiarize the students with the key financial statements;

CO2: make them understand the type of information that financial statements provide to different stakeholders;

CO3: enable them to apply different tools and techniques used to analyze and interpret the financial statements;

CO4: synthesize the students with the knowledge of different valuation approaches;

CO5: provide them idea regarding the models used to conduct financial distress analysis;

CO6: enhance students' aptitude to find and use practical information for future oriented decision making.

Course Code: FIN 4355
Course Title: Insurance and Risk Management
Course Type: Major
Year/Semester: 4th Year, 7th Semester
Prerequisite: FIN 2428

Rationale

This course is designed to familiarize students with different categories of risks and help them to block out a structured methodology for identification, analysis and management of risks for business as well as in personal life. It will also familiarize students with a framework of insurance as an effective tool to deal with uncertainties.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with the identification of different form of risk, risk management methods and process;
- CO2:** develop students' capacity to minimize the cost of risk, maximizing business value;
- CO3:** help students to understand the different factors affecting demand for insurance in business as well as in individuals' life;
- CO4:** enable students how to apply mathematical tools to understand the severity and frequency of losses;
- CO5:** familiarize students with the use of different types of insurance like life, marine and fire insurance.

Course Code: FIN 4367
Course Title: Financial Markets & Institutions
Course Type: Major
Year/Semester: 4th Year, 8th Semester
Pre-requisite: FIN 2428

Rationale

This course has been designed to orient the students with the mechanism by which financial system works and different financial instruments are traded. It will help the students to achieve the skill necessary to manage the risks associated with the investments and financing held by the financial institutions.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide the knowledge to the students regarding the roles of financial markets and institutions;
- CO2:** explain the structure & mechanisms by which transactions are held in financial markets;
- CO3:** acquaint the students with the major types of financial markets;
- CO4:** familiarize students with different forms and characteristics of financial instruments;
- CO5:** make them understand the risk management processes used by different financial institutions;
- CO6:** help them to develop the forecasting and problem solving skills necessary to manage different bank and non- bank financial institutions.

Course Code: FIN 4475
Course Title: International Financial Management
Course Type: Major
Year/ Semester: 4th Year, 8th Semester
Prerequisite: BUS 4322, FIN 3429

Rationale

The course deals with the nature and purposes of financial management in international context. It covers various issues that make financial decisions of Multinational Companies more complicated and challenging in this competitive landscape of globalization.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with the theoretical and practical knowledge required for the management of financial and investment functions of multinational corporations;
- CO2:** familiarize students with factors like exchange rate, exchange rate systems, variation in tax laws among countries that make differences between domestic company and multinational company in decision making;
- CO3:** provide them adequate understanding on application of different multinational capital budgeting techniques;
- CO4:** make students enable to evaluate cross border investment opportunities in forms of FDI or portfolio investment and describe a multinational firm's decision making process for long term investment.

Course Code: FIN 4471
Course Title: Corporate Finance
Course Type: Major
Year/Semester: 4th Year, 8th Semester
Prerequisite: FIN 3429

Rationale

This course is designed to enable the students in making strategic financial decisions of the modern corporate world from the view point of corporate value creation. It will help them to explore the concepts, theories, tools, and the techniques for capital investments in projects that can increase the long term profitability and sustainability of the company.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with basic financial decisions that are helpful to achieve the value creation of a corporation;
- CO2:** make them understand the investing and financing criteria so that they can choose an optimal investment and financing decision;
- CO3:** develop their analytical skill of determining the cost of capital and understand the effect of capital structure while evaluating the firm;
- CO4:** synthesize them with the knowledge of corporate payout ratio and its impact on owners' wealth;
- CO5:** enhance their understanding on corporate restructuring by analyzing the global business situation;
- CO6:** construct available knowledge for the students about the theoretical aspects of Corporate Governance and the firm value.

6.6 Major Courses: Marketing [in detail]

Course Code: MKT 3351

Course Title: Consumer Behaviour

Course Type: Major

Year/Semester: 3rd Year, 2nd Semester

Prerequisite: PSY 1312

Rationale

This course discusses the basic and advanced concepts and theories to comprehend the process of consumer decision making in psychological, social, and cultural contexts. It will develop the knowledge and skills essential for setting successful marketing strategies by analyzing the psychological, socio-cultural, and other situational factors influencing consumer decision making.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with consumer behaviour concepts and reveal the significance of these concepts in the context of marketing;
- CO2:** enable students to apply the knowledge of consumer behaviour theories to real-world marketing situations by profiling and identifying marketing segments;
- CO3:** develop necessary knowledge of students about relevant psychological and sociological theories and their applications in marketing decisions;
- CO4:** foster the analytical and critical skills of students for making marketing decisions.

Course Code: MKT 3455

Course Title: Integrated Marketing Communication

Course Type: Major

Year/Semester: 3rd Year, 6th Semester

Prerequisite: MKT 2330

Rationale

Integrated Marketing Communication (IMC) provides students with an in-depth understanding of the key concepts and methods of marketing communications in both traditional and digital media. This course has been designed to help the students understand the concepts and practices of marketing communications tools such as advertising, sales promotion, public relations, publicity, event marketing, personal selling, direct marketing, interactive marketing, and others. Students will learn an analytical approach to integrate all of the marketing communication elements to develop and implement an effective integrated marketing communications program.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint the students with the theoretical and practical aspects of integrated marketing communications (IMC) in today's business environment;
- CO2:** develop skills in setting marketing communications objectives and establishing promotional budgets;
- CO3:** help the students in creating and implementing effective advertisement strategies and constructing a media plan;
- CO4:** provide knowledge of strategic integration of sales promotion, public relations, direct marketing, digital and social media, and personal selling of marketing communication program;
- CO5:** enhance students' ability to apply creatively marketing communication concepts and techniques in developing an integrated marketing communication plan;
- CO6:** develop an understanding of the social and ethical issues in IMC practices.

Course Code: MKT 4462
Course Title: Marketing Channels
Course Type: Major
Year/Semester: 4th Year, 7th Semester
Prerequisite: Principles of Marketing

Rationale

This course will help students understand the aspects of marketing channels and how to manage them. Students will comprehend the behaviors and motives of channel members as well as effective approaches to manage a firm's connections with its channel members by understanding the appropriate theoretical frameworks. Students will also learn how to make channel management decisions and how organizations efficiently and effectively transfer anything of value to its point of consumption.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** familiarize the students with an in- depth, integrated picture of marketing channels;
- CO2:** provide knowledge on marketing techniques to identify and solve channel problems;
- CO3:** acquaint students with the concept of disintermediation and reintermediation of channel structure as a result of electronic marketing networks;
- CO4:** equip students with an in-depth knowledge of channel design and channel management.

Course Code: MKT 4467
Course Title: Strategic Brand Management
Course Type: Major
Year/Semester: 4th Year, 7th Semester
Prerequisite: Integrated Marketing Communication

Rationale

This course will enrich students to develop their understanding of branding and its prominence in today's increasingly competitive world. It will also equip detailed knowledge, guidelines, and strategies for planning, building, measuring, and sustaining a creative brand in a hypercompetitive arena. Additionally, this course aims to advance students' understanding of the significance of brand equity and how to construct, measure, and achieve brand equity locally and globally in any organization as well as their entrepreneurial initiatives.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** familiarize the students with the basic concepts and theories in building and maintaining brand management;
- CO2:** provide knowledge to the students how to apply brand equity, brand positioning knowledge, and criteria to choose brand elements of crafting brand strategy;
- CO3:** acquaint the students with the secondary associations of brand elements to leverage brand equity;
- CO4:** provide exposure to the learners about brand architecture, brand portfolio strategies, and sustaining brand over time;
- CO5:** deliver required knowledge to the students regarding brand extension as well as to manage the brand over geographic boundaries.

Course Code: MKT 4675
Course Title: Service Marketing
Course Type: Major
Year/ Semester: 4th Year, 8th Semester
Prerequisite: MKT 2330

Rationale

This course is to acquaint students with the unique characteristics of services and their marketing implications. The course deals with developing and marketing service products, brands, encounters, positioning and marketing mix, and service process; it also deals with managing demand and supply capacity, long-term relationships, complaint handling system, service quality Gap, and developing world-class service organization. Students will understand the problems and challenges facing a services marketer, the frameworks for developing services marketing strategies, and the applications of these frameworks and concepts in the emerging country.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with the nature and scope of service marketing from local and global perspectives;
- CO2:** facilitate necessary knowledge about service consumer, encounter, positioning, service product, and brands;
- CO3:** help students familiarize with the nature of the service marketing mix;
- CO4:** make students understand the service blueprint and balancing between demand and supply capacity;
- CO5:** conceptualize students with customer loyalty, complaint handling, and service recovery system; and
- CO6:** facilitate students with the service quality gap and world-class service organization.

Course Code: MKT 4471
Course Title: Personal Selling and Sales Management
Course Type: Major
Year/Semester: 4th Year, 8th Semester
Prerequisite: MKT 2330

Rationale

This course aims to provide the theoretical and practical concepts of personal selling and sales management. The knowledge of Personal Selling will help students to know about the tactics for developing and maintaining successful relationships with customers. Sales Management will help students to learn about various tasks that are applied to the management of sales force which supports the organization to sustain competition in the long run as well as continuing the growth of the organization.

Course Objectives (COs)

The objectives of the course are to:

- CO1:** acquaint students about the relationship between marketing strategy and management of personal selling as a part of promotional program;
- CO2:** provide the necessary knowledge about the basic steps related to the personal selling process;
- CO3:** make the students understand about indispensable functions of sales management such as recruiting, selecting, training, motivating, compensating, and controlling salespeople;
- CO4:** help students conceptualize the establishment of well-designed sales territories.

6.7 Major Courses: Human Resource Management [in detail]

Course Code: HRM 4451

Course Title: Employee Training and Development

Course Type: Major

Year/Semester: 3rd Year, 6th Semester

Prerequisite: HRM 3327

Rationale

This course aims to offer the students to the concepts, practices, and needs for training and development in modern organizational settings. It deals with the process of training and developing people in organizations and covers a variety of approaches to instruct, learn, and contrast these with their practical application.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with the principles, strategies, procedures, and other basic concepts of training and development;
- CO2:** facilitate students with the necessary skills to be a competent human resource manager;
- CO3:** enable students to understand the process of training and development;
- CO4:** help students to learn the reasons and process of evaluating a training program;
- CO5:** familiarize students with the necessary knowledge about the responsibilities of employees and organization in the career development of employees.

Course Code: HRM 4355

Course Title: Industrial Relations

Course Type: Major

Year/Semester: 3rd Year, 6th Semester

Prerequisite: LAW 2321

Rationale

This course offers the students a theoretical, multidisciplinary, and practical introduction to key concepts, processes, and practices associated with employment relationships in organizations. This course will also assist the students in understanding and participating in the industrial relations processes in an informed and ethical manner.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide core concepts of the economic, legal, political and social aspects of union-management relations;
- CO2:** focus on contemporary issues in labor relations and examine union organization and structure, labor legislation;
- CO3:** demonstrate how collective agreements are negotiated and administered;
- CO4:** make the students understand about the nature of employment and the key theoretical perspectives that inform the study of labor relations.

Course Code: HRM 4462
Course Title: Compensation Management
Course Type: Major
Year/Semester: 4thYear, 7th Semester
Prerequisite: HRM 3327

Rationale

This course is designed to make students understand the theories, issues, techniques used in compensation management, and their application in business and industry. It will also assist the students in developing and administering a compensation system.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** facilitate students' necessary knowledge about the principles, strategies, procedures, and other basic concepts of compensation management;
- CO2:** help students develop a proper pay structure;
- CO3:** familiarize the students with different types of reward system;
- CO4:** help students criticize the benefit issues for contingent worker;
- CO5:** facilitate students' necessary knowledge of pay administration and relate it with quality of work life;
- CO6:** enable students to compare the wages and salaries of different countries;
- CO7:** develop students' knowledge about the ethical aspects of compensation management.

Course Code: HRM 4467
Course Title: Organization Design and Development
Course Type: Major
Year/Semester: 4th Year, 7th Semester
Prerequisite: MGT 2326, MGT 4320

Rationale

This course will help the students to understand the impact of organizational structure. In particular, the course will assist the students in learning the need for interventions, in making relevant decisions about the structure, and in implementing the changes in a reasonable manner.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** make the students understand the organization's ability to assess its current functioning and to achieve goals;
- CO2:** help them conceptualize the strategy, technology, organizational culture, change, size, and inter-organizational relationship;
- CO3:** foster the analytical skills to design an organizational structure;
- CO4:** provide the knowledge of behavioral science to the planned development that leads to organizational effectiveness;
- CO5:** accumulate basic ideas of decision-making hierarchies, bureaucracy, power and politics, and the importance of values, ethics, and social responsibility in organizational development;
- CO6:** acquaint the students with the tools of OD interventions to bring about a change effectively.

Course Code: HRM 4475
Course Title: Strategic Staffing
Course Type: Major
Year/Semester: 3rd Year, 6th Semester
Prerequisite: HRM 3327

Rationale

This course is offered to explore staffing related issues in more depth and focus on the application of staffing theories and research to real-world staffing situations. In addition, this course addresses the strategic roles and skills needed to assess how organizations create value to align staffing to execute the organizations' strategy.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with knowledge of the contemporary issues and techniques related to attracting, selecting, and retaining employees;
- CO2:** provide core concepts of applied philosophies, practices, techniques, and policies relating to strategic staffing;
- CO3:** relate knowledge of applicable legislation and case studies to recruitment and staffing decisions, including the choice and administration of selection procedures.

Course Code: ECO 3812
Course Title: Labor Economics
Course Type: Major
Year/Semester: 4th Year, 8th Semester
Prerequisite: ECO 1307

Rationale

This course offers students a theoretical understanding and empirical explanation of the dynamics and functions of the labor market. In particular, this course aims to make the students understand the resulting pattern of income, employment and wages by looking at the workers or employees and the employers.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** make the students understand the factors in the labor market that influence wages and employment;
- CO2:** show students the empirical evidence of the relationships among various factors in the labor market;
- CO3:** enable students to understand the outcomes from the labor market that can be affected by economic policy.

6.8 Minor Courses: Management [in detail]

Course Code: MGT 4562

Course Title: Operations Management

Course Type: Major

Year/Semester: 4th Year, 7th Semester

Prerequisite: MGT 2326

Rationale

This course aims at introducing the students to the fundamentals of operations management and its practices. It will help the students to understand the concepts, functions and techniques of operations management and their applications in both profit and non-profit oriented organizations.

Course Objectives (COs)

The objectives of this course are to:

CO1: help the students to interpret the concepts, principles, problems and practices of operations management;

CO2: acquaint students with the process of developing an operations strategy to achieve competitive advantages;

CO3: provide an understanding regarding the methods applied to develop location strategies and review the importance of developing layout strategy;

CO4: facilitate necessary knowledge about the importance of productivity and competitiveness to both organizational and national level;

CO5: accumulate basic ideas of quality management practice in organization;

CO6: enable students to apply different inventory control techniques used by organizations in real world.

Course Code: MGT 4367

Course Title: Managing Innovation

Course Type: Major

Year/Semester: 4th Year, 7th Semester

Prerequisite: MGT 2326, MGT 3435

Rationale

This course helps students to understand how to develop and design innovative products and services in an organization and shows how these products and services can be configured and managed well in the organization and entrepreneurial start-ups.

Course Objectives (COs)

The objectives of this course are to:

CO1: familiarize the students with necessary knowledge about innovation procedure of an organization;

CO2: enable the students interpret the basic ideas or process of bringing “uniqueness” into an organization—through internal innovation and external strategic alliances;

CO3: help students develop necessary skills to design, build, and manage networks and communities of innovators;

CO4: enhance students’ capabilities to integrate customers and new technologies into service development processes.

Course Code: MGT 4371
Course Title: Organization Development
Course Type: Major
Year/Semester: 4th Year, 8th Semester
Prerequisite: MGT 4320

Rationale

This course is designed to familiarize students with theories and applications of organization development for improving organizational effectiveness. In this course, students will learn the fundamental theories of Organization Development (OD), explore the dimensions of OD interventions at the organizational, team and individual levels, and apply OD approaches to diagnose and enable change effectively.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** facilitate necessary knowledge about theories and applications associated with organization development;
- CO2:** help students to identify organizational situations that would benefit from OD interventions;
- CO3:** familiarize students with different tools and techniques of OD interventions;
- CO4:** provide an understanding of design and planning activities for the implementation of OD interventions.

Course Code: MGT 4475
Course Title: Organization Structure and Design
Course Type: Major
Year/Semester: 4th Year, 8th Semester
Prerequisite: MGT 4320

Rationale

The course is developed to orient the students with the major challenges in the design of an effective organizational structure. It will also help them to design new structures for different organizational setting in competitive business arena.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** help the students interpret the principles of organization structure and design;
- CO2:** enable students to apply the analytical skills to design an organizational structure;
- CO3:** acquaint students with the global business strategies, technologies and culture of inter-organizational relationships;
- CO4:** provide students with necessary knowledge regarding the management of conflicts, power and politics;
- CO5:** help students explain the decision-making hierarchies, bureaucracy and organization life cycle;
- CO6:** facilitate students with knowledge on the importance of values, ethics and social responsibility in organizational development.

6.9 Minor Courses: Accounting [in detail]

Course Code: ACC 4551

Course Title: Advanced Financial Accounting I

Course Type: Major

Year/ Semester: 3rd Year, 6th Semester

Prerequisite: ACC 2532

Rationale

The course is designed to provide students with sound and in-depth technical and conceptual knowledge of different forms and functions of the business. This course not only develops students understanding about different types of bond and stock, their issuing procedure, valuation method, and their impact on earning calculation but also train students to apply concepts to practical situation.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide the knowledge of formal procedures associated with issuing and recording long-term debt;
- CO2:** acquaint students with the basic tools for the issuance, conversion, and retirement of convertible securities by using stock warrant and option;
- CO3:** make students able to apply the accounting procedures for partly or fully acquisition or absorption of the company;
- CO4:** develop skills to prepare necessary accounting documents while restructuring of a company;
- CO5:** help the students to identify and evaluate the key terms of share valuation;
- CO6:** foster the analytical knowledge of admission and retirement aspect of partnership business.

Course Code: ACC 4455

Course Title: Tax Accounting

Course Type: Major

Year/Semester: 4th Year, 8th Semester

Prerequisite: ACC 3433

Rationale

The course is designed to provide better understand the basic concepts related to various tax laws such as Income Tax Ordinance, 1984, Gift Tax Act, 1990, Customs Act, 1969 and Value Added Tax Act, 1991. This course enables students to perform assessment procedures for different entities.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** help students to identify income tax authorities and their roles in tax administration;
- CO2:** enable students to understand the basic provision and procedure of tax assessment system;
- CO3:** provide the basic idea about set-off and carry forward of losses;
- CO4:** familiarize students with tax offenses, penalties, tax evasion, tax avoidance, and its consequences;
- CO5:** foster the analytical and critical skills regarding the valuation of imported goods for duty assessment;
- CO6:** help students to apply appropriate assessment procedure to compute gift tax, Value Added Tax and installment of advance tax payment;
- CO7:** develop students' capacity for income tax assessment of various business concerns based on respective laws.

Course Code: ACC 4467
Course Title: Advanced Cost Accounting
Course Type: Major
Year/Semester: 4th Year, 7th Semester
Prerequisite: ACC 4436

Rationale

This course involves in-depth learning of the techniques and theories used in cost accounting. Various concepts and methods needed for managers for performing functions like costing for different products or services, costing for joint-products and by-products, variance analysis etc., will be discussed here. This course will develop the skill of applying different costing strategies and procedures which will help the decision-makers in a very lifelike way.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** enhance the ability of the students to use the techniques of calculating costs for different service organizations;
- CO2:** enable the students to learn application of various methods of contract costing;
- CO3:** help students to gain knowledge of process costs with the concept of normal and abnormal loss and equivalent units;
- CO4:** equip students with an understanding of allocating costs to joint products and by-products;
- CO5:** familiarize the students with various techniques of standard costing and variance analysis;
- CO6:** acquaint the students with a comprehensive idea of various concepts of quality costing.

Course Code: ACC 4475
Course Title: Accounting for Managerial Control
Course Type: Major
Year/Semester: 4th Year, 8th Semester
Prerequisite: ACC 4436

Rationale

The course is designed to provide the students with an understanding of the management control systems as the prime system for the functioning of the organizations that serve the role of coordination, control, decision- making as well. The students will learn to integrate performance measurement, evaluation, and control systems to influence the organizational action and behavior which will increase goal congruence and achievement of objectives.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** help students to comprehend different dimensions of strategic management accounting as well as control systems for the functioning of the organizations;
- CO2:** enable students to recognize how the management control system is to aid management, for steering an organization toward its objectives;
- CO3:** familiarize students about different types of responsibility centers and required metrics for the evaluation of the performance of organizational subunits and their managers;
- CO4:** develop the ability for using relevant concepts in the context of control systems and provide an assessment on these control solutions;
- CO5:** assist students to learn how to formulate product price with the determinants of pricing, pricing policies, and strategies;
- CO6:** enhance the skill of preparing an integrated business plan for effective planning and decision making;
- CO7:** help students to understand basic idea about the impact of accounting information on

human behavior in an organization.

6.10 Minor Courses: Finance [in detail]

Course Code: FIN 4451

Course Title: Portfolio Management

Course Type: Major

Year/Semester: 3rd Year, 6th Semester

Prerequisite: FIN 3429

Rationale

This course has been designed to make the learners oriented with investment fundamentals. It will help the students to learn the methods and techniques by which securities are analyzed and portfolios are managed.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** familiarize students with the basic knowledge of investment and portfolio management;
- CO2:** help them to develop necessary skills for conducting fundamental and technical analysis;
- CO3:** make them able to examine the determinants and behavior of asset pricing;
- CO4:** provide them knowledge about the financial theory and the analytical tools needed to make good investment decisions;
- CO5:** make them understand the relationship between risk and return, optimal portfolio selection, asset pricing models, market efficiency, portfolio performance evaluation, and the theory of active portfolio management.

Course Code: FIN 4355

Course Title: Insurance and Risk Management

Course Type: Major

Year/Semester: 4th Year, 7th Semester

Prerequisite: FIN 2428

Rationale

This course is designed to familiarize students with different categories of risks and help them to block out a structured methodology for identification, analysis and management of risks for business as well as in personal life. It will also familiarize students with a framework of insurance as an effective tool to deal with uncertainties.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with the identification of different form of risk, risk management methods and process;
- CO2:** develop students' capacity to minimize the cost of risk, maximizing business value;
- CO3:** help students to understand the different factors affecting demand for insurance in business as well as in individuals' life;
- CO4:** enable students how to apply mathematical tools to understand the severity and frequency of losses;
- CO5:** familiarize students with the use of different types of insurance like life, marine and fire insurance.

Course Code: FIN 4462
Course Title: Financial Statement Analysis and Valuation
Course Type: Major
Year/ Semester: 3rd Year, 7th Semester
Prerequisite: FIN 2428, ACC 2532

Rationale

This course has been designed to facilitate the students with the application of tools and techniques used to analyze and interpret the financial statements of manufacturing and service oriented companies. This will also provide them knowledge regarding valuation techniques applied to forecast the growth of a business based on financial information.

Course Objectives

The objectives of this course are to:

- CO1:** familiarize the students with the key financial statements;
- CO2:** make them understand the type of information that financial statements provide to different stakeholders;
- CO3:** enable them to apply different tools and techniques used to analyze and interpret the financial statements;
- CO4:** synthesize the students with the knowledge of different valuation approaches;
- CO5:** provide them idea regarding the models used to conduct financial distress analysis;
- CO6:** enhance students' aptitude to find and use practical information for future oriented decision making.

Course Code: FIN 4367
Course Title: Financial Markets & Institutions
Course Type: Major
Year/Semester: 4th Year, 8th Semester
Pre-requisite: FIN 2428

Rationale

This course has been designed to orient the students with the mechanism by which financial system works and different financial instruments are traded. It will help the students to achieve the skill necessary to manage the risks associated with the investments and financing held by the financial institutions.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide the knowledge to the students regarding the roles of financial markets and institutions;
- CO2:** explain the structure & mechanisms by which transactions are held in financial markets;
- CO3:** acquaint the students with the major types of financial markets;
- CO4:** familiarize students with different forms and characteristics of financial instruments;
- CO5:** make them understand the risk management processes used by different financial institutions;
- CO6:** help them to develop the forecasting and problem solving skills necessary to manage different bank and non- bank financial institutions.

6.11 Minor Courses: Marketing [in detail]

Course Code: MKT 3455

Course Title: Integrated Marketing Communication

Course Type: Major

Year/Semester: 3rd Year, 6th Semester

Prerequisite: MKT 2330

Rationale

Integrated Marketing Communication (IMC) provides students with an in-depth understanding of the key concepts and methods of marketing communications in both traditional and digital media. This course has been designed to help the students understand the concepts and practices of marketing communications tools such as advertising, sales promotion, public relations, publicity, event marketing, personal selling, direct marketing, interactive marketing, and others. Students will learn an analytical approach to integrate all of the marketing communication elements to develop and implement an effective integrated marketing communications program.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint the students with the theoretical and practical aspects of integrated marketing communications (IMC) in today's business environment;
- CO2:** develop skills in setting marketing communications objectives and establishing promotional budgets;
- CO3:** help the students in creating and implementing effective advertisement strategies and constructing a media plan;
- CO4:** provide knowledge of strategic integration of sales promotion, public relations, direct marketing, digital and social media, and personal selling of marketing communication program;
- CO5:** enhance students' ability to apply creatively marketing communication concepts and techniques in developing an integrated marketing communication plan;
- CO6:** develop an understanding of the social and ethical issues in IMC practices.

Course Code: MKT 4467

Course Title: Strategic Brand Management

Course Type: Major

Year/Semester: 4th Year, 7th Semester

Prerequisite: Integrated Marketing Communication

Rationale

This course will enrich students to develop their understanding of branding and its prominence in today's increasingly competitive world. It will also equip detailed knowledge, guidelines, and strategies for planning, building, measuring, and sustaining a creative brand in a hypercompetitive arena. Additionally, this course aims to advance students' understanding of the significance of brand equity and how to construct, measure, and achieve brand equity locally and globally in any organization as well as their entrepreneurial initiatives.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** familiarize the students with the basic concepts and theories in building and maintaining brand management;
- CO2:** provide knowledge to the students how to apply brand equity, brand positioning knowledge, and criteria to choose brand elements of crafting brand strategy;
- CO3:** acquaint the students with the secondary associations of brand elements to leverage brand equity;
- CO4:** provide exposure to the learners about brand architecture, brand portfolio strategies, and sustaining brand over time;
- CO5:** deliver required knowledge to the students regarding brand extension as well as to manage

the brand over geographic boundaries.

Course Code: MKT 4675

Course Title: Service Marketing

Course Type: Major

Year/ Semester: 4th Year, 8th Semester

Prerequisite: MKT 2330

Rationale

This course is to acquaint students with the unique characteristics of services and their marketing implications. The course deals with developing and marketing service products, brands, encounters, positioning and marketing mix, and service process; it also deals with managing demand and supply capacity, long-term relationships, complaint handling system, service quality Gap, and developing world-class service organization. Students will understand the problems and challenges facing a services marketer, the frameworks for developing services marketing strategies, and the applications of these frameworks and concepts in the emerging country.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint students with the nature and scope of service marketing from local and global perspectives;

CO2: facilitate necessary knowledge about service consumer, encounter, positioning, service product, and brands;

CO3: help students familiarize with the nature of the service marketing mix;

CO4: make students understand the service blueprint and balancing between demand and supply capacity;

CO5: conceptualize students with customer loyalty, complaint handling, and service recovery system; and

CO6: facilitate students with the service quality gap and world-class service organization.

Course Code: MKT 4471

Course Title: Personal Selling and Sales Management

Course Type: Major

Year/Semester: 4th Year, 8th Semester

Prerequisite: MKT 2330

Rationale

This course aims to provide the theoretical and practical concepts of personal selling and sales management. The knowledge of Personal Selling will help students to know about the tactics for developing and maintaining successful relationships with customers. Sales Management will help students to learn about various tasks that are applied to the management of sales force which supports the organization to sustain competition in the long run as well as continuing the growth of the organization.

Course Objectives (COs)

The objectives of the course are to:

CO1: acquaint students about the relationship between marketing strategy and management of personal selling as a part of promotional program;

CO2: provide the necessary knowledge about the basic steps related to the personal selling process;

CO3: make the students understand about indispensable functions of sales management such as recruiting, selecting, training, motivating, compensating, and controlling salespeople;

CO4: help students conceptualize the establishment of well-designed sales territories.

6.12 Minor Courses: Human Resource Management [in detail]

Course Code: HRM 4451

Course Title: Employee Training and Development

Course Type: Major

Year/Semester: 3rd Year, 6th Semester

Prerequisite: HRM 3327

Rationale

This course aims to offer the students to the concepts, practices, and needs for training and development in modern organizational settings. It deals with the process of training and developing people in organizations and covers a variety of approaches to instruct, learn, and contrast these with their practical application.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with the principles, strategies, procedures, and other basic concepts of training and development;
- CO2:** facilitate students with the necessary skills to be a competent human resource manager;
- CO3:** enable students to understand the process of training and development;
- CO4:** help students to learn the reasons and process of evaluating a training program;
- CO5:** familiarize students with the necessary knowledge about the responsibilities of employees and organization in the career development of employees.

Course Code: HRM 4462

Course Title: Compensation Management

Course Type: Major

Year/Semester: 4th Year, 7th Semester

Prerequisite: HRM 3327

Rationale

This course is designed to make students understand the theories, issues, techniques used in compensation management, and their application in business and industry. It will also assist the students in developing and administering a compensation system.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** facilitate students' necessary knowledge about the principles, strategies, procedures, and other basic concepts of compensation management;
- CO2:** help students develop a proper pay structure;
- CO3:** familiarize the students with different types of reward system;
- CO4:** help students criticize the benefit issues for contingent worker;
- CO5:** facilitate students' necessary knowledge of pay administration and relate it with quality of work life;
- CO6:** enable students to compare the wages and salaries of different countries;
- CO7:** develop students' knowledge about the ethical aspects of compensation management.

Course Code: HRM 4475
Course Title: Strategic Staffing
Course Type: Major
Year/Semester: 3rd Year, 6th Semester
Prerequisite: HRM 3327

Rationale

This course is offered to explore staffing related issues in more depth and focus on the application of staffing theories and research to real-world staffing situations. In addition, this course addresses the strategic roles and skills needed to assess how organizations create value to align staffing to execute the organizations' strategy.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with knowledge of the contemporary issues and techniques related to attracting, selecting, and retaining employees;
- CO2:** provide core concepts of applied philosophies, practices, techniques, and policies relating to strategic staffing;
- CO3:** relate knowledge of applicable legislation and case studies to recruitment and staffing decisions, including the choice and administration of selection procedures.

Course Code: ECO 3812
Course Title: Labor Economics
Course Type: Major
Year/Semester: 4th Year, 8th Semester
Prerequisite: ECO 1307

Rationale

This course offers students a theoretical understanding and empirical explanation of the dynamics and functions of the labor market. In particular, this course aims to make the students understand the resulting pattern of income, employment and wages by looking at the workers or employees and the employers.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** make the students understand the factors in the labor market that influence wages and employment;
- CO2:** show students the empirical evidence of the relationships among various factors in the labor market;
- CO3:** enable students to understand the outcomes from the labor market that can be affected by economic policy.

6.13 Capstone Courses [in detail]

Course Code: BUS 4421

Course Title: Business Research Methods

Course Type: Capstone

Year/ Semester: 3rd Year, 6th Semester

Prerequisite: STA 2513, MGT 2326, FIN 3429, HRM 3327, MKT 3331

Rationale

This course intends to develop a critical understanding of the role of research and equipping students with a comprehensive knowledge of how to undertake research in business. Students will have essential theoretical preparation for research through which they will have insights to solve business problems. Students will be engaged in collaborative as well as individual research learning process to prepare themselves to apply the acquired knowledge to support managerial decision making.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** help students to comprehend the value of research in business;
- CO2:** enable students to recognize and define business problems;
- CO3:** assist students to learn how to formulate research questions, develop hypothesis and construct theoretical framework;
- CO4:** teach students how to write a research proposal;
- CO5:** familiarize students with different research approaches and methodologies;
- CO6:** develop students' capacity to design questionnaire with appropriate measurement scales;
- CO7:** help students to understand different sampling methods.

Course Code: MGT 4797

Course Title: Strategic Management

Course Type: Capstone

Year/semester: 4th Year, 8th Semester

Prerequisite: FIN 3429, HRM 3327, MKT 3331, ACC 4436, MGT 4320, MGT 3435

Rationale

The course is intended to comprehend various strategic inputs, strategic actions, and strategic outcomes of the business organization to create employability for the students in any diversified organization. Also, it aims to assist the students to integrate and apply in-depth strategic knowledge in executing decision-making abilities in the unusual circumstances of the competitive business world to bring the long-term sustainability of the organization.

Course Objectives (COs)

The aims of this course are to:

- CO1:** acquaint students with the concepts of the strategic management process, principles, and activities;
- CO2:** help students in conceptualizing generic strategies, theories, and forecasting of business environment about the general, industry, and competitive environment;
- CO3:** make them able to apply the value-chain analysis, roots of competitive advantages, as well as the firm's various tangible and intangible resources;
- CO4:** develop students' knowledge of identification, indebtedness, and clarification of the efficiencies in different functional areas, challenges and opportunities before an organization;
- CO5:** assist students to accumulate the basic ideas of motivation, risks, merits, and demerits to international expansion associated with four basic international strategies;

C06: advance students' theoretical, diagnostic and conceptual skills in strategy formulation and execution in any kind of organizational set up.

6.14 Viva Voce and Project Work/Internship

Course Code: BBA 4798

Course Title: Viva Voce

Year/Semester: 4th Year / 8th semester

Viva Voce

The objective of the viva voce is to evaluate a student's understanding of the subjects he/she studied. Usually, questions are open in nature and targeted to check the depth and breadth of knowledge of the student in the subjects studied and his /her presence of mind in different situation as well. Students are required to get a passing grade in the viva voce.

Course Code: BBA 4799

Course Title: Project Work/Internship

Year/Semester: 4th Year / 8th semester

Project Work / Internship

The objective of project work or internship is to provide practical exposure of the working environment to the students. Usually, they are sent to business organizations, government enterprises and other research bodies where they get the opportunity to translate theoretical conception into a real-life situation. They are to work for 8 weeks in organizations and take another 3-4 weeks for the finalization of the report. Students are to prepare and submit a report and must get a passing grade.

6.14.1 Assessment Strategy

Forty percent (40%) of the total mark of each course shall be allotted for continuous assessment. This part consists of Class Attendance and Participation, Quiz, Assignment and Presentation and Class Test. The rest of the marks will be allotted for summative assessment which consists of Mid Term and Final Examination.

6.14.2 Marks Distribution

Distribution of marks for any given course is as follows:

Assessment Strategy	Marks	Assessment Type
Class Attendance and Participation	10%	Continuous Assessment
Quiz	10%	
Assignment and Presentation	10%	
Class Test	10%	
Mid Term	20%	Summative Assessment
Final Examination	40%	
Total	100%	

6.14.3 Make-up Procedure

If any student fails to appear in any assessment as scheduled, he or she will have to place an application to the respective course teacher with proper evidence to support his or her cause of absence. If the course teacher finds the cause reasonable, he or she may allow the student to sit for make-up. It is to be noted that decisions for make-up exams may vary on case-by-case basis.

Grading/Evaluation

1) Grading Scale: 4.00

2) Grades

The performance of a student in a given course is made through continuous and summative assessments. That comprises quizzes / in-course, class participation, attendance, home work/assignment, case study, class test, mid-term and semester final examinations. Letter grades and grade points are used to evaluate the performance of a student in a given course. A+, A, A-, B+, B, B-, C+, C and D are the passing grades while F is the failing grade. Letter grades and corresponding numerical grades used in calculating the GPA/CGPA (Cumulative Grade Point Average) are as follows:

Marks Range	Letter Grade		Grade Point
80% and above	A+	A Plus	4.00
75% to less than 80%	A	A Regular	3.75
70% to less than 75%	A-	A Minus	3.50
65% to less than 70%	B+	B Plus	3.25
60% to less than 65%	B	B Regular	3.00
55% to less than 60%	B-	B Minus	2.75
50% to less than 55%	C+	C Plus	2.50
45% to less than 50%	C	C Regular	2.25
40% to less than 45%	D	D Regular	2.00
Less than 40%	F		0.00

3) Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA)

Grade Point Average (GPA) is the weighted average of the grade points obtained in all the courses attempted by a student. The four-step procedure that will be followed to calculate the CGPA (Cumulative Grade Point Average) of a student is given below:

- Grade points earned in each course will be computed by multiplying the credit (C_i) and the individual grade point (G_i) earned in that course (i.e., $C_i * G_i$).
- The grade points (determined in step i) of all the attempted courses will be added to determine the total grade point earned (i.e., $\sum C_i * G_i$).
- Credits of all courses will be added together to determine the total credits ($\sum C_i$).
- CGPA will be determined by dividing the result of step (ii) by the result of step (iii). For example, if a student attempted n courses in a semester having credits C_1, C_2, \dots, C_n and his/her grade points in these courses are G_1, G_2, \dots, G_n respectively, then the CGPA can be calculated as follows:

$$\text{CGPA} = \frac{\sum (\text{Credit of the course attempted} \times \text{Grade point earned})}{\sum (\text{Credit of attempted course})} = \frac{\sum C_i * G_i}{\sum C_i}$$

A Numerical Example

Suppose a student has completed six courses in a semester and obtained the following grades:

Course	Credit C_i	Letter Grade	Grade Point G_i	$C_i * G_i$
MAT 1505	3.0	A+	4.00	12.00
BUS 1311	3.0	A	3.75	11.25
MGT 2326	3.0	A+	4.00	12.00
STA 1503	3.0	F	0.00	0.00

ENG 1403	3.0	A	3.75	11.25
LAW 1305	1.5	B	3.00	4.50
Total	$\sum C_i = 16.5$			$\sum C_i * G_i = 51.00$

$$\text{CGPA} = \frac{51.00}{16.5} = 3.09$$

Note: If the 3rd digit after decimal points is above '0', grade will be rounded (ceiling) into the second digit after decimal. For example, 2.990 will be counted as 2.99 while 2.991 will be counted as 3.00 in CGPA calculation.

4) Course Withdrawal

A student may withdraw from one or more courses with the approval of his/her Academic Advisor within 6 weeks of the commencement of the semester or else his/her grade in that course shall be recorded as 'F'.

A student should have a convincing reason to add/drop/withdraw a course.

In exceptional cases, (e.g. serious illness of students, death of parents etc.) a student may be allowed to withdraw a course after 6 weeks on recommendation of his/her advisor. Such request should be supported by proper documents and certificates.

5) Incomplete Courses

When a student is unable to sit for the final examination of a course, his/her grade in that course shall be recorded as 'F'. In such case, he/she has to retake/recourse the course.

6) Retake

A student getting an 'F' grade in a course may sit only for the final examination in that course, if he/she obtains 40% or above marks excluding the final examination. A course cannot be retaken more than twice.

7) Re-Course

A student getting an F grade in a course will be required to repeat the course if he/she obtains below 40% marks excluding the final examination.

8) Grade Improvement

A student may re-course one or more courses for improvement of grade and the best of the grades earned in a course on repeating will be counted for CGPA calculation.

A student may retake one or more courses for improvement of grade and the best of the grades earned in a course on retaking will be counted for CGPA calculation. Courses having less than 'B' grade will be allowed to register as 'Improvement'.

Note: For any retake, the students have to obtain 40% or above marks excluding the final examination.

9) Dropout

A student may dropout from the program by applying to the registrar of the university but he/she must have a convincing reason to do so.