

MBA PROGRAMS

MBA (1-Year) Program

The MBA (1-Year) Program seeks to provide an advanced level academic background to the BBA graduates and is aimed at accelerating the student's professional and/or managerial skills. It gives more impetus to the development of competency in a major functional area chosen by the students. The Premier University curriculum focuses on developing analytical and practical decision-making skills required for top and mid-level executives.

The MBA (1-Year) Program extends over a period of 12 months, divided into two semesters, each of 6 months duration. Each Semester consists of 15 weeks class work. A total of 39 lectures of 60 minutes per lecture are given for every course. The program calls for the completion of total 30 credits i.e. 10 courses and a research report or project work or internship of 3 credits. Each semester, students can enroll for maximum 5 courses of 15 credit hours.

Degree Requirements: MBA (1-Year) Program

The MBA degree requirements are:-

- a. Completion of minimum 30 credit hours,
- b. Passing of all courses individually,
- c. Successful completion of viva-voce,
- d. Completion of internship program.

MBA (2-Year) Program

The Regular MBA Program seeks to provide a solid academic foundation for professional careers in management and is aimed at accelerating their managerial skills. It gives more impetus to the development of competency in a major functional area chosen by the student. The Premier University curriculum focuses on developing analytical and practical decision-making skills.

The MBA (2-Year) Program extends over a period of 24 months, divided into four semesters, each of 6 months duration. Each Semester consists of 15 weeks class work. A total of 39 lectures of 60 minutes per lecture are given for every course. The program calls for the completion of total 60 credits i.e. 20 courses and a research report or project work or internship of 3 credits. Each semester, students can enroll for maximum 5 courses of 15 credit hours. Students may be exempted from a specific course if in the opinion of the authority; they have already covered the course materials in their BBA or previous studies.

Degree Requirements: MBA (2-Year) Program

The MBA degree requirements are:-

- a. Completion of minimum 60 credit hours,
- b. Passing of all courses individually,
- c. Successful completion of viva-voce,

- d. Completion of internship program.

MBA (Executive) Program:

The Executive MBA program of Premier University is a professional graduate program for those who are currently working and / or planning their career as managers and executives in business, industry and other organizations. The program is offered in the evening and on the weekends. Thus, working executives and adults, who could not pursue higher education due to unavoidable circumstances, can now enroll into the program easily.

The Executive MBA program extends over a period of 18 months, divided into three semesters, each of 6 months duration. Each Semester consists of 15 weeks class work. A total of 39 lectures of 60 minutes per lecture are given for every course. The program calls for the completion of total 45 credits i.e. 15 courses (core and elective) and a research report or project work or internship of 3 credits. Students are allowed to enroll for maximum 5 courses of 15 credit hours each semester. Students may be exempted from a specific course if in the opinion of the authority; they have already covered the course materials in their BBA or previous studies.

Degree Requirements: MBA (Executive) Program

The MBA degree requirements are:-

- a. Completion of minimum 45 credit hours,
- b. Passing of all courses individually,
- c. Successful completion of viva-voce,
- d. Completion of internship program.

Entry Requirements:

For admission into the MBA program, the faculty follows the guidelines provided by the University Grants Commission (UGC). For foreign certificates, the Equivalence Committee of the university determines the equivalences.

The Admission Committee of the Premier University MBA program uses the followings as basis for evaluating each applicant:

- a. A completed application form for admission.
- b. One year job experience (for Executive MBA Program),
- c. Official transcript of records,
- d. Non-refundable application fee,
- e. Test scores of the admission test administered by Premier University; and

f. Performance in the interview.

Application Procedure:

A candidate should apply for written admission test within the time limit in the prescribed application form available from Premier University Information desk, on payment. Information regarding admission can be obtained from the Information office, Premier University Building, 1/A O.R. Nizam Road, Panchlish, Chittagong.

Admission & Tuition Fees:

Although Premier University doesn't compromise with quality of education, fees and charges are very competitive as compared to other private universities.

List of Course: MBA (1-Year) Program

Core Courses:

Course Code	Course name
BUS 661	Business Case Analysis
MGT 641	Leadership
BUS 624	Supply Chain Management
BUS 626	Business Ethics
BUS 665	Corporate Governance
MGT 699	Corporate Strategy

Major / Concentration: MBA (1-Year) Program

Major in Accounting

Course Code	Course Name
ACC 685	Cost and Management Audit
ACC 655	International Accounting
ACC 651	Social & Environmental Accounting
ACC 654	Security Analysis & Portfolio Management

Major in Management

Course Code	Course Name
MGT 606	Corporate Social Responsibility
MGT 603	Risk & Insurance Management
MGT 609	Industrial Relations & Labor Management
MGT 608	Knowledge Management

Major in Human Resource Management

Course Code	Course Name
HRM 699	Strategic HRM
HRM 672	Performance Management
HRM 665	Safety Health and Environment Management
HRM 660	Conflict Management

Major in Marketing

Course Code	Course Name
MKT 699	Strategic Marketing
MKT 654	New Product Development
MKT 660	Business to Business Marketing
MKT 656	Marketing Research

Major in Finance

Course Code	Course Name
FIN 658	Public Finance
FIN 657	Credit Management
FIN 654	Investment Banking & Lease Financing
FIN 656	Financial Derivatives & Engineering

Brief Course Description: MBA (One Year) Program

MGT 641 Leadership

This course focuses on identifying and understanding the leadership aspects and political manifestations of managerial power and influence. Course topics include leadership behavior and practices; management and leadership; leadership models and styles; sources and types of power and influence within organization; power and influence dynamics; strategies for gaining power; organization as a political entity; advantages and disadvantages of organizational politics; political behavior in relation to organizational structure and intensity and manifestation of political behavior.

BUS 626 Business Ethics

The objective of this course is to introduce concept of business ethics to the business students. Topics include the concept of ethics and business ethics; value, morality and social responsiveness; theories of ethics; justice and market system; trade secrets and conflict of interest; privacy; ethics in marketing, finance, accounting; ethics and corporations; and ethics in international business.

BUS 624 Supply Chain Management

This course discusses strategic design of supply chains and provides a comprehensive view of supply chain management. Management of sourcing, operations, and logistics are presented as an integrated process. Modeling approaches such as optimization, and decision analysis are covered. The course also describes techniques for acquiring, storing, processing, and moving material inventory.

BUS 665 Corporate Governance

This course deals with the complex set of relationships between the corporation and its board of directors, management, shareholders, and other stakeholders. It also covers the intensity of regulatory and legislative bodies on the business operations so as to create a shape for new good governance structure and disclosure practices, which is advantageous for both the stakeholders and controllers.

BUS 661 Business Case Analysis

The main objective of this course is to familiarize students with business situations having unique aspects and requiring special diagnosis, judgment and tailor-made actions. Analysis of cases provides would-be managers a guideline to wrestle with practical problems in companies. This course will allow students to learn about practices that take place in real business world and increase students' understanding of what managers should and should not do to make a firm successful. It will also make the students skilled to analyze company strengths, weaknesses, opportunities, and threats to take effective decisions.

MGT 699 Corporate Strategy

This course provides the students with a conceptual framework of developing integrative decision in objectives, formulating strategies and implementing plans for corporations. The influences of the environment on business, the company's strengths and weaknesses and the values to the policy-makers on the firm's objective, strategies and policies are discussed in detail. Topics include corporate governance and ethical values of corporations, strategy of diversified companies, implementation and evaluation of corporate strategies, control and coordination system, and contemporary issues such as impact of globalization and e-commerce on strategy formulation and implementation.

Major in Human Resource Management

HRM 660 Conflict Management

This course analyzes and teaches how to apply conflict management concepts, principles, strategies and techniques in organizational setting. The course emphasizes on structure and dynamics of conflict, underlying motivational elements, escalation /de-escalation behaviors, integrative and distributive choices and behaviors, interventionist strategies and techniques, etc. to reduce conflict and foster trust in organization.

HRM 665 Safety, Health and Environment Management

This course provides an overview of the requirements of current legislation and standards pertaining to safety, health and environment management in the workplace. Topics include health and safety management systems, hazardous materials management, biological, physical and chemical hazards, environmental monitoring devices, ergonomics, safety and occupational hygiene, risk analysis and management, personal protective equipment, and safety training and HRD.

HRM 699 Strategic Human Resource Management

This course addresses the strategic roles that different human resource management functions play to create and sustain competitive advantage for firms. The discussion also includes the function of HRM to achieve goals of firm; how to integrate HR strategies with business strategies; different inputs of HR to strategic management process; HR outsourcing; HR strategy for merger and acquisition; HR strategy to manage workforce diversity and globalization; HR strategy in the face of technology change etc.

HRM 672 Performance Management

The course focuses on development of students' ability to plan, monitor and improve performance of employees. Topics include how to define and develop individual and organizational performance indicators, align individual and organizational performance goals and objectives, evaluate performance, detect performance deficiencies, and build up and execute individual and group performance improvement systems.

Major in Marketing**MKT 699 Strategic Marketing**

This course intends to develop analytical skills to formulate and implement market driven strategies for an organization. The focus is on strategic decision-making that has a long-term impact on the organization. Strategic marketing tends to teach students the process of creating satisfied customers through the integration of all business functions and through the continuous search for a sustainable competitive advantage through innovation.

MKT 654 New Product Development

This course aims to equip students with the theories and practices of new product development and management. Students will learn how to achieve competitive advantage in the business through innovation and creativity. The course covers relevant theories and models regarding the stages of new product development process such as opportunity identification and selection, concept generation, concept evaluation, product development, and product launch.

MKT 656 Marketing Research

The purpose of this course is to provide students with a conceptual framework of marketing research techniques and methods. It emphasizes on marketing research proposal, qualitative and quantitative research designs, measurement and scaling, sample design, questionnaire design and data collection, data preparation, data analysis, and report generation.

MKT 660 Business to Business Marketing

The course focuses on business-to-business marketing strategies, planning and implementation by identifying the distinctive characteristics of business market. After successful completion of this course students will be able to understand the nature and scope of business-to-business markets, business buyer behavior, product management, pricing, promotion, distribution, and sales force management.

Major in Accounting**ACC 654 Security Analysis & Portfolio Management**

The course is designed to provide a perspective on modern portfolio management of financial assets and derivatives. It acquaints the students with conventional and modern tools currently employed in the asset management industry. The course also discusses the risk management instruments which are used to handle the risk in equity market.

ACC 655 International Accounting

The purpose of the course is to introduce students to the international dimensions of accounting, financial reporting and financial control. The course will help them to have command over the global business and cross-border investment. Moreover, they will become conversant with knowledge of international accounting and financial data which are crucial for achieving proper understanding of financial communications.

ACC 651 Social and Environmental Accounting

This course aims at developing students' ability to evaluate the approaches of different firms to social and environmental accounting. After the successful completion of the course students will be able to explain social and environmental accounting in theory and practice. Students will also become aware of the current trends and future directions for social and environmental accounting in national and global circumstance.

ACC 685 Cost and Management Audit

This course focuses on cost and management audit which represents the verification of cost accounts check on the adherence to cost accounting. Moreover, it involves the review of managerial aspects like organizational objectives, policies, procedures, structures, controls and systems in order to check the efficiency of the management through the companies' activities. Cost Audit integrates with the principles, objectives, procedures and plans of cost accounting which determines the exactness of the records.

Major in Finance

FIN 658 Public Finance

The main objective of the course is to provide students with the theoretical and conceptual tools used in fiscal institutions, public choice and fiscal policies, public sector in economic accounts, economic role of government, fiscal functions, public provision for social goods and expenditures, and equity in distribution. This course also familiarizes students with taxation, approaches to tax equity, principles of tax incidence, individual income tax and taxable income, excess burden and efficient tax design.

FIN 654 Investment Banking & Lease financing

This course offers an introduction and general understanding of investment banking activities and gives the participants a comprehensive overview of lease financing, signifying the advantages of lease transactions for both the lease and lessor. At the end of this course students will be able to understand the necessary theoretical and conceptual tools used in investment banking and lease financing.

FIN 657 Credit Management

To provide students a basic understanding of the principles, concepts, techniques and processes which emphasize best practice across a range of credit environments. Students will be able to apply the level of knowledge gained from this course to work in the credit discipline up to credit controller and supervisory levels.

FIN 656 Financial Derivatives & Engineering

This course has been designed to introduce students with the conceptual and physical tools of financial engineering. The subject covers pricing and valuation of financial derivatives like forward and future, swap contracts and application of Black-Scholes Model for option pricing. This course also emphasizes on the way financial derivatives are traded in OTC and organized market.

Major in Management

MGT 608 Knowledge Management

This course focuses on how knowledge is created, captured, represented, stored and reused to fully leverage the intellectual assets of a firm. It will help students acquire the relevant skills for managing knowledge in organization. The course addresses topics such as the concepts, theories, and technologies of KM; the systems and structures of KM solutions; the processes for developing, deploying, and evaluating KM; application issues, global issues and contemporary development.

MGT 609 Industrial Relations and Labor Management

The fundamental concern of Industrial Relations and Labor Management as a field of study is investigating the nature of the employment relationship between an employer and his or her employees. The course aims at introducing students to the theories, institutions and practices of Industrial Relations and Labor Management. The module examines the role and objectives of the main actors, labor law and collective bargaining, state and employee involvement/participation, industrial disputes, labor court, ILO conventions ratified by Bangladesh, and case studies.

MGT 606 Corporate Social Responsibility

This course will enable students to understand the complexities of the contemporary issues and challenges about corporate social responsibility in local and global industries. It will explore the foundations and philosophy of CSR; contemporary trends in corporate citizenship; social and environmental responsibility and accountability; corporate responsibility management; CSR in developing countries; criticisms and future of corporate responsibility.

MGT 603 Risk and Insurance Management

The course aims at introducing students to the tools and techniques of risk and insurance management. It addresses objectives of risk management; risk identification and measurement; risk aversion and its management by individuals and corporations. This course will also expose the students to the principles and practices of insurance including life insurance, marine insurance, fire insurance and insurance scenario in Bangladesh.

List of Course: MBA (2-Year) & MBA (Executive) Program

Course Code	Course Name
BUS 511	Business Communication
BUS 551	Business Environment Analysis
STA 511	Business Statistics
MGT 641	Leadership
BUS 680	Organization Sustainability
MGT 632	Management & Organizational Behavior
ACC 555	Financial & Managerial Accounting
FIN 551	Financial Management

MKT 551	Marketing Management
HRM 551	Human Resource Management
MGT 626	Operations & Supply Chain Management
ECO 601	Managerial Economics
BUS 621	Quantitative Business Analysis
BUS 611	International Business
BUS 601	Project Management
MGT 698	Strategic Management

Major / Concentration: MBA (2-Year) & MBA (Executive) Program

Major in Accounting

Course Code	Course Name
ACC 661	Taxation: Theory and practice
ACC 655	Cost accounting
ACC 691	Auditing
ACC 654	Security analysis & portfolio management

Major in Management

Course Code	Course Name
MGT 607	Bank management
MGT 609	Industrial relations & labor management
MGT 603	Risk and insurance management
MGT 606	Corporate social responsibility

Major in Human Resource Management

Course Code	Course Name
HRM 643	Industrial Relations
HRM 669	Human Resource Acquisition & Development
HRM 673	Compensation Management
HRM 699	Strategic Human Resource Management

Major in Marketing

Course Code	Course Name
MKT 685	Strategic Brand Management
MKT 665	Service Marketing
MKT 655	Consumer Behavior
MKT 658	Integrated Marketing Communication

Major in Finance

Course Code	Course Name
FIN 651	Financial Markets & Institutions
FIN 654	Security analysis and portfolio management
FIN 650	Corporate Finance
FIN 652	International Financial Management

Brief Description of Courses: MBA (2-Year) & MBA (Executive) Program

BUS 511 Business Communication

This course aims at developing skills of students in handling effective communication tasks in business organizations. The course covers the techniques of expository writing such as business letters, e-mails, report, proposals and minutes. The use of computers, word processing and international communication methods and tools are covered as a response to evolving approaches and styles preferred by business organizations.

BUS 551 Business Environment Analysis

This course deals with different external environments such as political, legal, demographical, socio-cultural and technological, which are beyond the direct control of business organizations. The course teaches how these environments should be analyzed systematically to identify opportunities and threats for organization and how different elements of these environments can be incorporated into the decision making process.

STA 511 Business Statistics

This course covers the statistical tools and techniques mainly needed to serve the business purposes. The syllabus includes how to arrange data to convey meaning, measures of frequency distributions, measuring variability, probability, testing hypotheses, chi-square and analysis of variance, simple regression and correlation, multiple regression and modeling techniques, nonparametric methods, time series, index numbers etc.

MGT 641 Leadership

This course focuses on identifying and understanding the leadership aspects and political manifestations of managerial power and influence. Course topics includes leadership behavior and practices; management and leadership; leadership models and styles; sources and types of power and influence within organization; power and influence dynamics; strategies for gaining power; organization as a political entity; advantages and disadvantages of organizational politics; political behavior in relation to organizational structure and intensity and manifestation of political behavior.

BUS 680 Organization Sustainability

Organization Sustainability is the ability of organizations to secure and manage sufficient resources to fulfill its mission overtime with minimal external input. Its objective is to address issues that help enterprises remain afloat in the competitive business environment. This course focuses on how to reduce dependence on external resources, increase financial and managerial self-sufficiency, manage resources cost effectively, enhance flexibility in changing environment, sustain progress, maximize community benefits and minimize financial vulnerability.

FIN 551 Financial Management

This course focuses on the analysis of financial problems that a business firm faces and also develops an understanding of the current financial theories and their implications. The course covers financial management decisions, financial statements analysis, time value of money, capital budgeting techniques, cost of capital, capital structure and leverage, dividend policy etc.

MKT 551 Marketing Management

This course deals with strategies and techniques involved in the transfer of goods/ services from producers to customers. Topics covered are buyer behavior, target market selection, competitive positioning, product and service planning and management, pricing, distribution, and integrated communications: including advertising, public relations, marketing plan development, customer value, satisfaction and loyalty, competitive strategies and marketing mix strategies.

HRM 551 Human Resource Management

This course introduces major functions and issues to attract, retain, motivate and upgrade human assets in organizations effectively. The course examines HRM practices in Bangladesh using a comparative framework that considers multi-dimensional factors. It includes human resource planning (HRP), job analysis, staffing and organization, performance appraisal, wage and salary administration, training and development, employee motivation, collective bargaining and unionism, HRM research and appraisal etc.

ACC 555 Financial and Managerial Accounting

This course provides an in depth coverage of financial statements and managerial aspects. It includes how to record and analyze the transactions of a business. This course also enables the students to acquire the skills necessary to use, interpret and analyze accounting data which will ultimately help them become better managers. It includes behavioral pattern of costs, cost-volume-profit relationship, variable and absorption costing approaches and profit planning tools.

MGT 632 Management and Organizational Behavior

This course will enable students to understand the basics of management and organization behavior. It deals with concepts, principles and theories & functions of management; behavioral concepts such as perception, motivation, leadership, communications, organization design, organization development and change. Issues like social responsibility, culture & ethics will also be discussed in this course.

ECO 601 Managerial Economics

This course focuses on economic theories and their managerial practice. It helps to cover the gap between the problems of logic and those of policy. The subject offers tools and techniques for managerial rule & decision making. The course deals with economic optimization; demand analysis; demand estimation and forecasting; cost analysis; production analysis; market structure and pricing practice.

BUS 621 Quantitative Business Analysis

This course discusses mathematical techniques applied to business situations. The topics include mathematics of finance, linear equations and functions, graphs of functions, systems of linear equations, inequalities, linear programming, and non-linear models, decision theory, Markov analysis, integer programming and dynamic programming. Specially, this course studies the application of quantitative methods for business analysis and decision making.

BUS 611 International Business

The course focuses on the analysis of the major business management functions in international business environment like policies and strategies of multinational companies. Topics include trade and investment theories, various environments, foreign exchange, finance and accounting, operations management, marketing, human resource management and information technology in the context of international business.

BUS 601 Project Management

This course develops basic skills necessary to organize projects effectively and efficiently. The course focuses on productivity improvement, project life cycle, converting stakeholders' needs into realistic objectives, establishing dependable monitoring techniques, estimating project costs and realistic time schedules, etc.

MGT 626 Operations & Supply Chain Management

This course aims at providing the students with the concepts and techniques that are applied to the design, planning, control and improvement of manufacturing and service operating systems. It will also expand on the components of logistics systems and further develop the importance of the supply chain in a firm's success. This course includes facility location; material handling; operations strategy; inventory

management; quality management; forecasting and demand management; procurement and purchasing and benchmarking.

MGT 698 Strategic Management

The course is designed to acquaint the students with the methods & practices that are used to make top-level managerial decisions. It explores in depth knowledge of how to administer systematic analysis to understand opportunities/problems of environment, making policies and rules that may guide the whole organization, how to measure business opportunities and threats, formulate strategies and alternatives. Cases, group discussions and selected outside readings are mainly used to conduct the course. The core areas discussed in this course are formulation of company mission, external environment, business environment forecasting, internal analysis, strategic analysis and choice, implementation of strategies, strategic control process etc.

Major in Finance

FIN 652 International Financial Management

This course focuses on the theoretical and practical knowledge required for the management of financial and investment functions of multinational corporations. Students will discover how the international capital markets, foreign exchange markets, and the derivatives market can be used to manage transactions and operate risks faced by multinational firms. The course covers issues such as the determination of exchange rate and cost of capital, international diversification, and foreign exchange market, long term investment in multinational country, quantification & hedging of economic exposure.

FIN 650 Corporate Finance

This course introduces the students to the corporate world over the financial decision-making areas. The course will develop the upgraded framework for managerial decision making and students will investigate the different decision areas of corporate finance, the analytical techniques used their inside, analyze mergers and acquisitions and understand how such transactions can create value including various aspects of the financial markets.

FIN 654 Security Analysis and Portfolio Management

This course acquaints students with the theoretical and more practical aspects of investment analysis for security selection and portfolio management purposes. The goal of the course is to become familiar with the theory and empirical evidence relating to investment management. Topics will include fundamentals of security valuation, the functioning of capital markets, optimal portfolio construction, elements of investor psychology, performance evaluation, and risk measurement.

FIN 651 Financial Markets and Institutions

This course examines the forms, functions and interactions of various financial markets and the manner in which financial managers use these markets to accomplish strategic corporate objectives. Focus is given on the attitude of major financial institutions; their activities in the changeable process and the functions of specific financial markets.

Major in Human Resource Management**HRM 643 Industrial Relations**

The course provides a conceptual understanding of industrial relations and human resource management to the students. It also delivers contemporary knowledge of industrial relations in the classroom setting. After completion of this course, students will be equipped with practical knowledge to manage workplace conflict and resolve other industrial relations and human resource problems.

HRM 669 Human Resource Acquisition & Development

The objective of this course is to let students know how to conduct organizational staffing & employee development process. The course includes discussion on HR planning, job analysis & job design, employee recruitment process, selection techniques, placement of employees, legal issues of staffing etc. The course also includes discussions of different programs to develop employee knowledge, skills and abilities that are relevant to organizational strategies.

HRM 673 Compensation Management

This course aims to clarify the principles, strategies, procedures and other basic concepts of compensation management that help the human resource department to attract and retain talented employees. After completion of this course, students will know about the basic concepts of compensation and the context of compensation practices, how to motivate employees through pay and benefits, the difficulties of designing an effective pay structure, the benefit issues for contingent worker, the legal aspects of compensation management etc.

HRM 699 Strategic Human Resource Management

This course addresses the strategic roles that different human resource management functions play to create and sustain competitive advantage for firms. The discussion also includes the role of human resource management to achieve goals of firm; how to integrate HR strategies with business strategies; different inputs of HR to strategic management process; HR outsourcing; HR strategy for merger and acquisition; HR strategy to manage workforce diversity and globalization; HR strategy in the face of technology change etc.

Major in Marketing

MKT 665 Services Marketing

This course explores the management of marketing efforts for service businesses. The focus is on the strategies and concepts to minimize the gap between service expectation and service experience by customers. The course investigates service design and delivery according to customers' expectation, role of employees and customers in service delivery, service recovery, pricing and marketing communication of services.

MKT 685 Strategic Brand Management

This course orients the students to the theories and models of the strategic brand management process that includes building customer based brand equity; determining brand positioning and brand values; selecting appropriate brand elements; planning and implementing integrated marketing programs to build brand equity; measuring brand performance; & finally devising a sustainable branding strategy.

MKT 655 Consumer Behavior

This course focuses on consumption process of buyer and the internal and external factors that affect the process. The objective of this course is to analyze and facilitate the understanding of the individual consumer behavior, consumer decision-making process, consumer adoption and diffusion process, purchase and post purchase behavior and the like.

MKT 658 Integrated Marketing Communication

The course provides students with a framework to devise and implement an integrated marketing communication campaign for a business. Topics include planning, development, implementation and evaluation of various communication tools such as advertising, sales promotion, direct marketing, public relations and their respective media strategy.

Major in Accounting

ACC 661 Taxation: Theory & Practice

This course aims at developing students' ability to critically evaluate the taxation procedures of different firms and also the importance of taxation in the economy of Bangladesh. This course focuses on comprehensive analysis of taxation theory, tax regulations, various types of taxes, tax approval authorities. It will help the student to have a strong foundational understanding of the underlying framework and basic principles and concepts of Bangladesh income tax law, converting assessment procedure, income and tax computation of different entities and VAT.

ACC 654 Security Analysis & Portfolio Management

This course aims at developing an understanding of the changing domestic and global investment scenario in local and national capital market. It provides an in-depth knowledge of portfolio management discussing important theories, techniques, regulations and certain advancements in theory of investment which help the participants make sound investment decisions in the context of portfolio investment.

ACC 655 Cost Accounting

The course explains the role of standard costing within organizations and prepares and interprets standard costs and variance statements. The course also covers how to explain target costing, quality costing, service costing, operations costing and its accounting system and control. After successful completion of this course students will be able to demonstrate costing methods and techniques appropriate for different businesses.

ACC 691 Auditing

The course is designed to explain the nature, purpose and scope of assurance engagements & professional ethics of auditors. It explains the nature, purpose and scope of an audit and review of financial statements in compliance with national laws and regulations. It will help the students to understand theoretical and regulatory auditing frameworks and auditing guidelines.

Major in Management**MGT 606 Corporate Social Responsibility**

This course will enable students to understand the complexities of the contemporary issues and challenges about corporate social responsibility in local and global industries. It will explore the foundations and philosophy of CSR; major contemporary trends in corporate citizenship; social and environmental responsibility and accountability; corporate responsibility management; CSR in developing countries; criticisms and future of corporate responsibility.

MGT 603 Risk and Insurance Management

The course aims at introducing students to the tools and techniques of risk and insurance management. It addresses objectives of risk management; risk identification and measurement; risk aversion and its management by individuals and corporations. This course will also expose the students to the principles and practices of insurance including life insurance, marine insurance, fire insurance and insurance scenario in Bangladesh.

MGT 609 Industrial Relations & Labor Management

The fundamental concern of Industrial Relations and Labor Management as a field of study is to investigate the nature of the employment relationship between an employer and his or her employees. The main aim of this course is to introduce the students to the theories, institutions and practices of industrial relations and labor management. The module examines the role and objectives of the main actors, labor law and their interactions in collective bargaining, state and employee involvement/participation, industrial disputes, labor court, ILO conventions ratified by Bangladesh and case studies.

MGT 607 Bank Management

The objective of this course is to build an organic and optimal system of interaction between the elements of banking mechanism & risk management with a view to making profit. Topics to be discussed in this course are asset & deposit management; measuring returns and risks in banking; measuring and managing liquidity; measuring and using the cost of funds; management of capital fund; management of loans and advances; management of default loans and Islamic banking.