



# CHITTAGONG INDEPENDENT UNIVERSITY

## MBA OBE Curricula Synopsis

### Effective From Spring - 2023

### Part A

#### DESCRIPTION OF THE PROGRAM:

Sl. No	Category of Courses	Distribution of Credits
1.	General Education/Foundation Courses	24 Credits
2.	Advanced Courses	21 Credits
3.	Integrative Course	3 Credits
4.	Focus/ Major Courses	12 Credits
5.	Thesis/Internship	6 Credits
<i>Total requirement for the degree</i>		<i>66 credits</i>

### Part B

## Structure of the Curriculum

### MBA PROGRAM

- a) Duration of the program: Years: 2 (*Four*) Years; Semesters: 4 (*Four*);
- b) Admission Requirements:
  - i. 3 years of Bachelor Degree from a reputed university and at least 1 year of work experience in a managerial/executive position or 4 years of Bachelor Degree from a reputed university. Some work experience after graduation in a managerial/executive position is preferable.
  - ii. CGPA of at least 2.50 at undergraduate or graduate level with no 3rd Division/ Class in any previous public examination.
  - iii. Acceptable score in the CIU Admission Test OR Score of 500+in GMAT.
- c) Total minimum credit requirement to complete the program: According to BNQF (Part B): *69 Credits*;
- d) Total class weeks in a Year/semester: *12 Weeks/Semester*;
- e) Minimum CGPA requirements for graduation: *CGPA 2.75 on the scale of 4.00*;
- f) Maximum academic years of completion: *04 (Four) Years*.



g) *Category of Courses:*

### **General Education/ Foundation Courses:**

<b>Foundation Courses</b>		<b>24 Credits</b>
<b>MBA-0413-521</b>	Principles of Management	3
<b>MBA -0400-522</b>	Legal Environment of Business	3
<b>MBA-0411-523</b>	Principles of Accounting	3
<b>MBA-0542- 524</b>	Business Statistics	3
<b>MBA -0311-525</b>	Micro Economics	3
<b>MBA-0414-526</b>	Principles of Marketing	3
<b>MBA -0031-527</b>	Business Communication	3
<b>MBA-0612- 528</b>	Fundamentals of MIS	3

### **Advanced Courses:**

<b>Advanced Courses</b>		<b>21 Credits</b>
<b>MBA-0413-529</b>	Human Resources Management	3
<b>MBA-0311- 530</b>	Macro Economics	3
<b>MBA-0412-531</b>	Financial Management	3
<b>MBA-0413-532</b>	Supply Chain Management	3
<b>MBA-0411-533</b>	Management Accounting	3
<b>MBA -0410-534</b>	International Business	3
<b>MBA-0414-535</b>	Advanced Marketing Management	3

### **Integrative Course:**

<b>Integrative Course</b>		<b>03 Credits</b>
<b>MBA-0413-650</b>	Strategic Management	3

### **Major Courses:**

<b>Any four courses from the following</b>		<b>12 Credits</b>
<b>FIN-0412-561</b>	Applications of Corporate Finance Theory	3
<b>FIN-0412-562</b>	Investment Strategy & Portfolio Management	3
<b>FIN-0412-563</b>	Financial Planning, Control and Analysis	3
<b>FIN-0412-564</b>	Risk Management in Financial Institutions	3
<b>FIN-0412-565</b>	Financial Engineering & Derivatives	3
<b>FIN-0412-566</b>	Global Financial Markets	3
<b>FIN-0412-567</b>	Corporate Governance	3
<b>FIN-0412-568</b>	Restructuring Firms and Industries	3
<b>FIN-0412-569</b>	Entrepreneurial Finance	3
<b>FIN-0412-570</b>	Project Finance and Infrastructure Investment	3



### Major Courses of Marketing:

Any four courses from the following		12 Credits
MKT-0414-561	Consumer Behavior	3
MKT-0414-562	Marketing Communication	3
MKT-0414-563	Brand Management	3
MKT-0414-564	Strategic Marketing Management	3
MKT-0414-565	Hospitality and Tourism Marketing	3
MKT-0414-566	International Marketing	3
MKT-0414-567	Marketing Research	3
MKT-0414-568	Distribution Management	3
MKT-0414-569	Internet Marketing	3
MKT-0414-570	Service Marketing	3
MKT-0414-571	Special Topics in Marketing	3

### Major Courses of Human Resources Management:

Any four courses from the following		12 Credits
HRM-0413-561	Talent Acquisition Management	3
HRM-0413-562	Industrial Relations and Compliance	3
HRM-0413-563	Negotiations and Conflict Management	3
HRM-0413-564	Leadership Development	3
HRM-0413-565	Human Capital Development	3
HRM-0413-566	Strategic Human Resource Management	3
HRM-0413-567	Human Resources Information System and HR Analytics	3
HRM-0413-568	Innovation, Organization Development and Change Management	3
HRM-0413-569	Office Management and Communications	3
HRM-0413-570	Green HRM and Sustainable Development Goals	3
HRM-0413-571	Total Reward Management	3
HRM-0413-572	Cases in HRM	3
HRM-0413-573	Advance Seminar in HRM	3

### Major Courses of Banking:

Any four courses from the following		12 Credits
BAN-0412-561	Management of Commercial Banks	3
BAN-0412-562	Central Banking Systems and Regulations	3
BAN-0412-563	Comparative Banking Systems	3
BAN-0412-564	Merchant Banking & Investment Banking	3
BAN-0412-565	E-Banking & E-Commerce	3
BAN-0412-566	Credit Risk Management	3
BAN-0412-567	International Financial Management	3
BAN-0412-568	Investment & Portfolio Management	3
BAN-0412-569	Social Responsibility and Ethics in Banking	3



<b>BAN-0412-570</b>	Rural Banking & SME Financing	3
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### **Thesis/Internship:**

<b>Mandatory</b>		<b>6 Credits</b>
<b>MBA-0111-670</b>	Thesis Report	6
<b>MBA-0111-671</b>	Internship*	6

\*In exceptional situation, a student will be allowed to opt for Internship as an alternative to the Thesis.

## **Part-D** **Grading Policy**

### **Grading Scale & Grades:**

Chittagong Independent University has been following the UGC prescribed grading system as per the UGC Circular NO/ Sha/464/04/2690-100, dated:13.6.2006 which is furnished below:

<b>Numerical Grade</b>	<b>Letter Grade</b>		<b>Grade Point</b>
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	Fail	0.00

### **Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA) and their calculation procedures:**

The Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA) are calculated by Total Grade points divided by Total Credits for GPA.

