



Outcome-Based Education (OBE) Curriculum

CHITTAGONG INDEPENDENT UNIVERSITY

DEPARTMENT OF MARKETING

MASTER OF BUSINESS ADMINISTRATION (MBA)

IN

MARKETING PROGRAM

Part A

VISION OF CHITTAGONG INDEPENDENT UNIVERSITY

Chittagong Independent University aspires to become a premier institution delivering transformative higher education and research to support sustainable economic growth in the country while ensuring a mutualist relationship with local, national, and global communities.

MISSION OF CHITTAGONG INDEPENDENT UNIVERSITY

- 1) To produce graduates of global standards by infusing essential knowledge, skills, values and creativity through innovative education and scholarship.
- 2) To encourage, support and conduct valuable research responsive to the diverse needs of society, economy and industry.
- 3) To create a collaborative relationship with outside communities stimulating exchange of ideas and productive endeavors.

DEPARTMENT OF MARKETING

VISION:

To create value for students, business, and society through the advancement of knowledge in marketing and relevant research.

MISSION:

M1	To produce the marketing graduates with sufficient knowledge and skills in marketing and its practices.
M2	To advance the knowledge of marketing through relevant and contextual research.
M3	To integrate Sustainable Development Goals (SDGs) in all aspects of teaching, learning, and research with regard to the marketing.
M4	To foster the culture of innovation and entrepreneurship in line with The Fourth Industrial Revolution (IR 4.0).
M5	To engage with community, alumni, industry, and all other stakeholders.

NAME OF THE DEGREE:

Master of Business Administration (MBA) in Marketing.

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>

GRADUATE ATTRIBUTES

- Knowledgeable in contemporary issues of marketing as well as integrated business;
- Innovative, collaborative, analytical, creative, and research-oriented;
- Having critical and strategic thinking ability as well as passion for development, lifelong learning, and acquiring business acumen;
- Having emotional intelligence, professionalism, adaptability, flexibility as well as skills in decision making, planning, and problem solving;
- Characterized by the mindset of a leader, an entrepreneur and a global citizen while possessing cross cultural awareness;
- Having team working ability, interpersonal and effective communication skills and awareness of the ethical responsibilities.



Program Education Objectives (PEO):

PE01	Integrative knowledge in Marketing and different functional areas of business within the context of sustainability: The students are expected to be able to exhibit an appropriate blend of knowledge in the field of marketing as well as to integrate knowledge of different functional areas of business in order to solve the complex and ambiguous problems.
PE02	Strategic planning and problem solving skills: The students are expected to be able to evaluate business environment and devise strategies for responding threats and opportunities.
PE03	Ability to motivate and build high-performing teams: The students are expected to be able to motivate and work with colleagues, partners, and other stakeholders to achieve the organizational objectives. They will be able to build and sustain high-performing teams by infusing a variety of perspectives, talents, and skills. They should also be able to foster collaboration, communication and adaptability in helping organization excels in a changing landscape.
PE04	Assessing and creating entrepreneurial opportunities: The students are expected to be able to recognize entrepreneurial avenues for new business ventures and evaluate their potential for business success. They will also be able to understand the salient issues including financial, legal, operational and administrative procedures involved in starting a new business venture.
PE05	Social responsibility and ethical leadership: The students are expected to be able to understand and analyze the corporate social responsibilities and apply legal and ethical reasoning in decision making.

Program Learning Outcomes (PLO):

PL01	The students will be able to develop in-depth theoretical and practical knowledge of marketing in light of sustainable development as well as they will be able to develop the ability to use core and advanced knowledge supported by critical and analytical thinking to identify organizational problems and to analyze, justify, initiate and implement credible actions in an uncertain world.
PL02	The students will be able to develop the capacity to see the bigger picture of business and society in evaluating viable options that can create values for organizations as well as their stakeholders while upholding sustainability.
PL03	The students will be able to develop the capacity to recognize entrepreneurial opportunities and evaluate their potentials for success considering the underlying complexity, uncertainty and dynamics by dint of leadership and collaborative skills.
PL04	The students will be able to develop the ability to understand the effects of globalization, multiculturalism, and diversity on the organizational performance, employee behavior, and efficacy.
PL05	The students will be able to develop the capacity to communicate effectively and professionally through physical or virtual presence, and to exhibit the awareness of ethical dimensions, and professional standards.

Mapping Mission of the University with PEOs:

PEOs	Mission 1	Mission 2	Mission 3
PEO1	3	3	1
PEO2	3	3	2
PEO3	3	1	3
PEO4	3	3	2
PEO5	3	2	2

Mapping PLOs with the PEOs:

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

Mapping Courses with the PLOs:

Sl No.	Courses	PLO1	PLO2	PLO3	PLO4	PLO5
1	MBA-0413-521	3	3	3	3	1
2	MBA -0400-522	2.5	1.5	3	2	2.5
3	MBA-0411-523	2.5	2.5	2	1.5	1.5
4	MBA-0542- 524	3	2.5	1.5	2	1.5
5	MBA -0311-525	3	2.5	3	2	1
6	MBA-0414-526	3	3	2.5	3	1.5
7	MBA -0031-527	3	3	2.5	3	1.5
8	MBA-0612- 528	3	3	3	2.5	2
9	MBA-0413-529	3	3	2.5	2.5	2.5
10	MBA-0311- 530	3	3	3	3	1.5
11	MBA-0412-531	3	2	3	2.5	2
12	MBA-0413-532	3	3	2.5	2	2
13	MBA-0411-533	3	3	3	2.5	2.5
14	MBA -0410-534	2.5	3	3	3	2.5
15	MBA-0414-535	2	3	2	2	2
16	MBA-0413-650	2.5	2.5	3	2.5	2.5
17	MKT-0414-561	3	3	2.5	2.5	1.5
18	MKT-0414-562	3	3	2	2	1.5
19	MKT-0414-563	3	2.5	2	2	2
20	MKT-0414-564	2	2	2	3	2
21	MKT-0414-565	2	2	2	3	2
22	MKT-0414-566	2.5	3	3	3	2
23	MKT-0414-567	3	2	3	2.5	2

24	MKT-0414-568		3	3	2.5	1.5	2
25	MKT-0414-569		3	3	2	1.5	2
26	MKT-0414-570		2	2	2	2.6	2
27	MBA-0111-670		3	3	2.5	2	3
28	MBA-0111-671		3	3	3	2	2

Part B **Structure of the Curriculum**

MBA IN MARKETING PROGRAM

- a) Duration of the program: 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): 40 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: 05 (Five) Years.
- g) Category of Courses:

i. General Education/ Foundation Courses:

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

ii. Advanced Courses:

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

iii. Integrative Course:

Integrative Course		03 Credits
MBA-0413-650	Strategic Management	3

iv. 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

v. Thesis/Internship:

Mandatory		6 Credits
MBA-0111-670	Thesis Report	6
MBA-0111-671	Internship*	6

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

SEMESTER- WISE DISTRUBUTION OF THE COURSES

First Semester- MBA in Marketing:

Sl No.	Course Code	Course	PoE	Credits	Marks
1	MBA-0413-521	Principles of Management	MBA	3	100
2	MBA -0400-522	Legal Environment of Business	MBA	3	100
3	MBA-0411-523	Principles of Accounting	MBA	3	100
4	MBA -0311-525	Micro Economics	MBA	3	100
5	MBA-0414-526	Principles of Marketing	MBA	3	100
6	MBA -0031-527	Business Communication	MBA	3	100

Second Semester- MBA in Marketing:

Sl No.	Course Code	Course	PoE	Credits	Marks
1	MBA-0542- 524	Business Statistics	MBA	3	100
2	MBA-0612- 528	Fundamentals of MIS	MBA	3	100
3	MBA-0413-529	Human Resources Management	MBA	3	100
4	MBA-0311- 530	Macro Economics	MBA	3	100
5	MBA-0412-531	Financial Management	MBA	3	100
6	MBA -0410-534	International Business	MBA	3	100

Third Semester- MBA in Marketing:

Sl No.	Course Code	Course	PoE	Credits	Marks
1	MBA-0413-532	Supply Chain Management	MBA	3	100
2	MBA-0411-533	Management Accounting	MBA	3	100
3	MBA-0414-535	Advanced Marketing Management	MBA	3	100
4	Major 1		MBA	3	100
5	Major 2		MBA	3	100



6	Major 3		MBA	3	100
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Fourth Semester- MBA in Marketing:

Sl No.	Course Code	Course	PoE	Credits	Marks
1	MBA-0413-650	Strategic Management	MBA	3	100
2	Major 4		MBA	3	100
3	MBA-0111-670 Or MBA-0111-671	Thesis Or Internship	MBA	6	100

Part C

Description of the Courses

MBA IN MARKETING

GENERAL EDUCATION/FOUNDATION COURSES

MBA-0413-521: PRINCIPLES OF MANAGEMENT

Credit Hours: 3

Course Rationale:

This course is intended to teach the students the most valuable principles of management so that they can be applied to the multifunctional approach in alignment with organizational objectives. Additionally, some explicit descriptions and resolutions will be taught based on situational analysis from the lens of principles of Management so that as Managers can prepare themselves to be successful Managers.

Course Description:

This course is designed to provide a basic framework for understanding the roles and functions of a manager and to explain the principles, concepts, and techniques that can be used in carrying out these functions.

Course Learning Outcomes (CLO):

After completing the course, the student should be able to:

CLO1	Understand the importance of management in every aspect of organization;
CLO2	Understand the different stages of planning and how to develop plan in different condition;
CLO3	Understand the way of organizing and leading people in the organization
CLO4	Identify the techniques of controlling the people and activities of organization.



Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs

Topic	Hrs	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. Overview of Management: Management, Management Functions, Mintzberg's Managerial Roles, Management Skills, Management Levels, Evolution of Management Thought, Organization and the Environmental Factors, Trends and Challenges of Management in Global Scenario.	8	Lecture	Test	1
2.Planning Nature and Purpose of Planning, Planning process, Types of plans, Goals and Plans, Objectives, Types of Strategies, Policies, Decision Making, Types of Decision, Decision Making Process, Rational Decision Making Process, Decision Making Under Different Conditions, The Strategic Management Process, Corporate Strategies, Competitive Strategies, Techniques for Assessing the Environment, Techniques for Allocating Resources, Contemporary Planning Techniques.	10	Lecture & group discussion	Test and case analysis	2
3. Organizing Nature and Purpose of Organizing, Organization Structure, Work Specialization, Departmentalization, Chain of Command, Span of control, Centralization and Decentralization, Delegation of authority, Staffing, Selection and Recruitment, Career Development, Career stages, Training, Performance Appraisal, Managing Teams.	9	Lecture & Group Discussion	Assignment & Test	3
4. Leading Creativity and Innovation, Motivation and Satisfaction, Motivation Theories, Current	10	Lecture & Group Discussion	Test & Case analysis	3

Issues in Motivation, Leadership Styles, Leadership Theories , Leadership Issues in The Twenty, First Century, Communication, Barriers to Effective Communication, Organization Culture, Elements and Types of Culture, Managing Cultural Diversity.				
5. Controlling Process of Controlling, Types of Control, Budgetary and Non-budgetary Control Techniques, Managing Productivity, Cost Control, Purchase Control, Maintenance Control, Quality Control, Managing Operations, Value Chain Management.	8	Lecture	Test& Quiz	4

Textbook(s)

Stephen P. Robbins and Mary Coulter. Management. Prentice Hall of India.

Reference(s)

1. Ricky W. Griffin. Management. Cengage Learning.
2. Thomas S. Bateman and Scott A. Snell. Management. McGraw,Hill Education.
3. Charles W. L. Hill and Steven L. McShane. Principles of Management. Tata McGraw Hill.
4. Heinz Wehrich and Harold Koontz. Management: A Global and Entrepreneurial Perspective. Tata McGraw Hill.
5. Samuel C. Certo and Tervis Certo. Modern Management: Concepts and Skills. Pearson Education Limited.

Assessment Procedure:

Bloom's Category	Class test (10)	Quizzes (10)	Case Analysis (10)	Assignment and presentation (20)	Mid-term (Test) (20)	Final-term (Test) (30)	Total (100)
Remember		10			05	05	20
Understand	05		5		05	05	20
Apply			5		05	05	15
Analyze				10	05	05	20
Evaluate	05			5		05	15
Create				5		05	10

Grading System: As per UGC recommendation

MBA-0400-522: LEGAL ENVIRONMENT OF BUSINESS

Credit Hours: 3

Course Rationale:

The role of legal agendas in managerial decisions will be taught in this course. The limits and boundaries of each business, resolution of disputes through the legal system will be elaborated based on some noteworthy global cases. Employment law, including laws



prohibiting certain forms of employment discrimination, ethics and corporate social responsibility will be a part of the syllabus. Finally, students will be taught how competitive advantage can be earned by reducing legal risk and how to create economic value through it based on legal framework.

COURSE OBJECTIVES:

The objective of the course is to provide the students with an initial orientation with basic areas of Law which regulates the Business World. As Managers we must be familiar with certain legal matters like how to make a contract, how a partnership business is done, how the company should run, what are the legal requirements to establish and run a factory, how to deal with our workers, how they will be employed, how they will be paid, the basic rights of a worker etc. This particular course will help the students understand these basics of Business Law.

Module specific outcomes:

CLO1	To understand the Importance of Law in the Business World.
CLO2	To understand the Formation of Contract & Partnership & other legal requirements.
CLO3	To understand the Labor Law.
CLO4	Regulatory compliances in different business sectors and status of the industry in Bangladesh.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs

Topic	Hrs	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. An Orientation	3	Lecture	Class Test	1
2. Introduction to Business Law	3	Lecture	Class Test	1
3. The Law of Contract	3	Lecture & Case Analysis	Assignment & Presentation	2
4. The Law of Contract	6	Lecture & Case Analysis	Midterm	2
5. The Law of Partnership	3	Lecture & Case Analysis	Midterm	2
6. The Law of Partnership	3	Lecture	Midterm	2
7. Contract of Sale of Goods	6	Lecture &	Class test	2

		Presentation.		
8. Contract of Sale of Goods	3	Lecture & Presentation.	Assignment & Presentation	2
9. The Companies Act 1994	6	Lecture	Final	2
10. The Companies Act 1994	3	Lecture	Final	2
11. The Bangladesh Labour Act 2006	3	Lecture	Final	3
12. Regulatory Compliances in Different Business Sector	3	Lecture	Final	4

TEXT BOOKS:

1. Commercial Law Including Company Law and Industrial Law - 22nd Edition or the latest-by Arun Kumar Sen and Jitendra Kumar Mitra
2. A Text Book of the Bangladesh Labour Act, 2014 - Dr. Zulfiqar Ahmed.

Evaluation Procedure:

Bloom's Category	Assignments & Case analysis (20)	Quizzes (30)	Mid-term (Test) (20)	Final-term (Test) (30)	Total (100)
Remember	0	15	0	0	15
Understand	5	5	5	5	20
Apply	5	10	5	10	30
Analyze	10		5	5	20
Evaluate			5	5	10
Create				5	5

Grading System: As per UGC recommendation

MBA-0411-523: PRINCIPLES OF ACCOUNTING

Credit Hours: 3

Rationale of the Course

This course focuses on the basic concepts, principles and techniques of financial accounting. Students will be able to prepare financial statements using the double entry system.

Course Description:

The course is designed to give the students detailed idea about the basic principles of Accounting.

Course Learning Outcomes (CLO):

After completing the course, the student should be able to:

CL01	Record business transactions of any business enterprise;
CL02	Prepare financial statements of any business enterprise;
CL03	Interpret financial statements;

CLO4	Participate in financial decision making;
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Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs:

Topic	Hrs	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. Introduction to General Accounting: Double entry system, data processing, accounting cycle. accounting equation. Financial statements of different types of business enterprises.	6	Lecture	Test	1 & 2
2. Conceptual Framework: Definition–The need for conceptual framework–National and international bodies entrusted to frame conceptual framework- Generally Accepted Accounting principles (GAAP).	9	Lecture & Class Participation	Assignment & Test	1 & 2
3. Preparation of Financial Statements: Types of financial statement-Types of preparation of financial statement-Cash basis of accounting-Accrual basis of accounting-Revenue recognition-Preparation of financial statements through work sheet-Preparation of financial statements from incomplete records (Single entry system)- Statement of cash flows.	12	Lecture & Problem Solving	Assignment, Test & quiz	1,2 &3
4. Accounting for short term assets: Bank reconciliation statement- Different methods of Bank reconciliation-Reconciliation of the Bank balance to the Book balance- Reconciliation of Bank and Book balances to the corrected balance; Accounting for accounts receivable;	6	Lecture & Problem solving	Test & Quiz	3 & 4

Accounting for Notes receivable- Discounting of notes receivable- Dishonor of notes receivable-Interest on notes receivable.				
5. Inventory valuation: Inventory defined-Importance of an accurate valuation of inventory-Different methods of inventory valuation.	6	Lecture & Problem Solving	Test & Quiz	1,2,3 &4
6. Accounting for property, Plant, Equipment and Intangible assets: Classification of plant and intangible assets-depreciation-Depletion- Amortization-Methods of Depreciation.	6	Lecture	Test, Assignment & Quiz	1,2 3 & 4

Text and Reference:

Principles of Accounting: Accounting Principles- Weygandt, Kieso and Kimmel

Assessment Procedure:

Bloom's Category	Assignments (10)	Quizzes (10)	Mid-term (Test) (30)	Final-term (Test) (50)	Total (100)
Remember		10	05	05	20
Understand	05		05	10	20
Apply			05	15	20
Analyze			05	10	15
Evaluate			05	05	10
Create	05		05	05	15

Grading System: As per UGC recommendation

MBA-0542-524: Business Statistics

Credit Hours: 3

Rationale of the Course

The course aims at introducing the statistics to the students from the business context which will help them to get acquainted with basic statistical functions widely used in business operations.

Course Description

This course will introduce post graduate level business students with basic statistical concepts and methods in business applications. It will orient the business students with a new way of looking into data and appreciate its importance. Besides students will also learn to perform rudimentary statistical functions; interpret and communicate the statistical results.

Course Learning Outcomes (CLOs):

After completing the course students should be able to:



CL01	Have idea about primary business statistics concepts.
CL02	Have some rudimentary concept regarding how to design a questionnaire and/or interview guide.
CL03	Have some simple idea regarding ensuring the quality of data.
CL04	Have some basic concept regarding presentation of data.
CL05	Get acquainted with some fundamental statistical data analysis and interpretation.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1/Business Statistic-What and Why: Statistics Defined-Statistical Data, Method and Functions-Limitations and Distrusts of Statistics	6	Lecture and Class Participation	Viva	1
2/Collection of Data: Sources of Data-Tests of Reliability-Designing the Questionnaire-Variety Types of Questionnaire-Key Points of Designing a Questionnaire-Pre-testing the Questionnaire-Editing Primary Data	6	Lecture and Class Participation	Test	2, 3
3/Presentation of Data: Classification of Data-Types of Classification-Formation of Frequency Distribution-Classification according to Class Interval-Exclusive and Inclusive Methods-Principles of Classification	6	Lecture and Class Participation -Practice	Test	4

4/Measures of Central Tendency: Objectives of Averaging- Characteristics of a Good Average- Arithmetic Mean-Median-Mode	6	Lecture and Class Participation -Practice	Test	5
5/Measures of Variations: Significance of Measuring Variation-Range-Interquartile Range-Average Deviation-Standard Deviation	6	Lecture and Class Participation -Practice	Test	5
6/Correlation Analysis: Scatter Diagram Method-Karl Pearson's Coefficient of Correlation-Rank Correlation Coefficient-Method of Least Squares	6	Lecture and Class Participation -Practice	Test	5
7/Regression Analysis: Difference between Correlation and Regression-Linear Bivariate Regression Model	9	Lecture and Class Participation -Practice	Test	5

Basic Text:

Gupta, S. P., & Gupta, M. P. Business statistics. Sultan Chand & Sons. (19th Edition)

Assessment Procedure:

Bloom's Category	Quiz 1/Viva (20)	Quiz 2 (20)	Mid Exam (30)	Final Exam (30)	Total (100)
Remember	5				5
Understand	5	5	10	10	30
Apply	5	5	8	8	26
Analyze		10	7	7	24
Evaluate			5	5	10
Create	5				5

Grading System: As per UGC recommendation

MBA-0311-525: Microeconomics

Credit Hours: 3

Rationale of the Course:

Microeconomics can also help a business to guide their daily choices on how they spend their money and why, as well as dictating whether, and why or why not, their target audience patronizes their business. By learning to make systematic analysis of the economic behavior of individual stakeholders, the students can thus contribute to a greater extent for the business.

Course Description

A microeconomic course focused on combining theory and quantitative methods as a tool for managerial decisions and also aimed at teaching students the application of concepts and techniques to practical managerial problems.

Course learning outcomes (CLO):

After completing the course, the student should be able to:

CLO1	Introduce key microeconomics concepts and techniques applicable as tools for rational economic decision making
CLO2	Understand the concepts of demand and supply, the price determination in the market, firm behavior and the structure of the markets
CLO3	Demonstrate the relevance and usefulness of economic analysis to real world business situations

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs:

Topic	Hrs	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. The Market Economy, Overview and Application: 1. Microeconomics: a way of thinking about business	3	Lecture	Quiz	1
2. Competitive product markets and firm decisions, Principles of rational behavior in society and business	3	Lecture	Quiz	1&3
3. Applications of the economic way of thinking: domestic government and management policies, Applications of the economic way of thinking: international and environmental economics	6	Lecture & Class Participation	Test	1&3
4. Demand and Production Theory: Consumer choice and demand in traditional and network markets	6	Lecture & Group discussion	Test	2
5. Production costs and the theory of the firm, Production costs in the short run and long run	6	Lecture & class participation	Quiz & test	2
6. Competitive and Monopoly Market	6	Lecture,	Test &	2& 3

Structures: Firm production under idealized competitive conditions		Problem solving	Assignment	
7. Monopoly power and firm pricing decisions, Firm strategy under imperfectly competitive market conditions, Competitive and monopsonistic labor markets	9	Lecture	Quiz	2 & 3
8. Government: Public Goods and the Tragedy of the Commons, 20. Political Economy and Public Choice, Economics, Ethics, and Public Policy	6	Lecture and group discussion	Test & Assignment	2 & 3

Textbook(s)

Microeconomics for MBAs: The Economic Way of Thinking for Managers by Richard B.

McKenzie and Dwight R. Lee, Cambridge University Press

Reference(s):

Modern Principles of Economics by Tyler Cowen and Alex Tabarrok

Assessment Procedure:

Bloom's Category	Assignments (20)	Quizzes (15)	Mid-term (Test) (30)	Final-term (Test) (35)	Total (100)
Remember		05	05	05	15
Understand	05	05	05	05	20
Apply		05	05	10	20
Analyze	05		05	10	20
Evaluate	05		05	05	15
Create	05		05		10

Grading System: As per UGC recommendation

MBA-0414-526: Principles of Marketing

Credit Hours: 3

Rationale of the Course:

The rationale to study this course is to introduce the students towards the fundamental concepts of marketing to make them a more knowledgeable consumer by heightening their awareness of marketing activities and customer behavior.

Course Description:

Principles of Marketing is an introductory course that is designed to give the students a clear idea regarding general marketing principles and practices.

Course Learning Outcomes (CLO):

After completing the course, the student should be able to:

CL01	Demonstrate understanding of marketing terminology and concepts.
CL02	Demonstrate an understanding of how marketing fits with the other business disciplines within an organization
CL03	Understanding marketer's role in the strategic orientation of the business decision making through developing comprehensive marketing plan.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs:

Topic	Hrs	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. Marketing: Introduction.	6	Lecture	Test	1
2. Company & Marketing Strategy:	6	Lecture	Assignment & Test	2
3. Analyzing the Marketing Environment	6	Lecture & Group Discussion	Assignment & Test	3
4. Marketing in the Digital Age	6	Lecture	Test & Quiz	3
5. Consumer Markets and Consumer Buying Behavior	3	Lecture	Test & Quiz	3
6. Business Markets and Business Buyer Behavior	3	Lecture	Quiz & Presentation	3
7. Market Segmentation, Target Marketing and Market Positioning	6	Lecture	Quiz & Presentation	3
8. Product, Service & Brand Strategy Decisions	3	Lecture and Group Discussion	Test	3
9. New-Product Development and Product Life-Cycle Strategies	3	Lecture	Test	3
10. Integrated Marketing Communication Strategy	3	Lecture	Test	3

Text and Reference:

- 1) Text Book: Principles of Marketing, Philip Kotler & Gray Armstrong 13th Edition
- 2) Marketing, 5th edition by Druv Grewal and Michael Levy, McGraw-Hill Irwin.

Assessment and Examination Preparation:



Bloom's Category	Assignments/Presentation (10)	Quizzes (10)	Mid-term (Test) (30)	Final-term (Test) (50)	Total (100)
Remember		10	05	05	20
Understand	05		05	15	20
Apply			05	10	15
Analyze			05	15	20
Evaluate			05	05	10
Create	05		05	05	15

Grading System: As per UGC recommendation

MBA-0031-527: Business Communication

Credit Hours: 3

Rationale of the Course:

The rationale to study this course is to help students build the proficiency needed to succeed in today's technologically enhanced workplace by focusing on the development of professional oral and written communication skills.

Course Description:

This course aims to help develop the proficiency needed to succeed in today's technologically enhanced workplace by focusing on the development of professional oral and written communication skills.

Course Learning Outcomes (CLO):

After completing the course, the student should be able to:

CLO1	To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
CLO2	To draft effective business correspondence with brevity and clarity.
CLO3	To stimulate the Critical thinking by designing and developing clean and lucid writing skills and demonstrate the verbal and non-verbal communication ability through presentations.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs:

Topic	Hrs	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. Communicating in the Digital-Age Workplace	3	Lecture	Test	1



2. Planning Business Messages	6	Lecture	Assignment & Test	2
3. Organizing and Drafting Business Messages	3	Lecture & Group Discussion	Assignment & Test	3
4. Revising Business Messages	3	Lecture	Test & Quiz	3
5. Short Workplace Messages and Digital Media	3	Lecture	Test & Quiz	3
6. Positive Messages	3	Lecture	Quiz & Presentation	3
7. Negative Messages	3	Lecture	Quiz & Presentation	3
8. Persuasive Messages	3	Lecture and Group Discussion	Test	3
9. Informal Reports	3	Lecture	Test	3
10. Proposals and Formal Reports	3	Lecture	Test	3
11. Professionalism at Work	3	Lecture and Group Discussion	Test	3
12. Business Presentations	3	Lecture	Presentation	3
13. The Job Search and Resumes in the Digital Age	3	Lecture	Group Discussion	3
14. Interviewing and Following Up	3	Lecture	Group Discussion	3

Textbook(s)

Guffey, M. E., & Loewy, D. (2016). *Essentials of Business Communication*. Boston, MA: Cengage Learning.

Reference(s)

Khan, A. A., & Taher, M. A. (2018). *Business Communication and Report Writing*. Dhaka: Abir Publication.

Assessment and Examination Preparation:

Bloom's Category	Assignments/Presentation (10)	Quizzes (10)	Mid-term (Test) (30)	Final-term (Test) (50)	Total (100)
Remember		10	05	05	20
Understand	05		05	15	20
Apply			05	10	15
Analyze			05	15	20
Evaluate			05	05	10
Create	05		05	05	15

Grading System: As per UGC recommendation

MBA-0612-528: Fundamentals of MIS

Credit Hours: 3



Rationale of the Course:

Informational systems have become a pivotal feature in contemporary business. Understanding the management practices associated with informational technology can make you an instant commodity for innovative companies. In today's world, it is essential to manage the storage, transmission and analysis of information. Studying the management of informational systems allows you to understand the demands put on employees and practical ethical challenges that may arise in the future.

Course Description:

This course aimed at teaching students the basic knowledge and skills needed to effectively utilize information systems and technology in support of organizational strategy.

Course Learning Outcomes (CLO):

After completing the course, the student should be able to:

CLO1	Analyze different managerial models and implement proper Information technology to achieve better profitability for the organization
CLO2	Use Management Information Systems in operational and strategic management level
CLO3	Know how Information System is developed and the problems and solutions associated with the development.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes

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

(PLOs):

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs:

Topic	Hrs	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. Information Systems in Global Business Today: Information System; Dimensions of Information System; Contemporary Approaches to Information System; the Role of Information System in Businesses Today- Transforming Business by Information Systems Management Information Systems, The Emerging Digital Firm; Strategic Business Objectives of Information	5	Lecture, Case – study Discussion, Video session on the topic	Test, Quiz, Assignment	1

Systems, Business Information Value Chain, Complementary Asset.				
2. Global E-Business and Collaboration Business Processes and Information Systems; Types of Information Systems- Systems for Different Management Groups Systems for Linking the Enterprise, Systems for Collaboration and Teamwork; Business Benefits of Collaboration and Teamwork; Tools and Technologies for Collaboration and Teamwork	5	Lecture, Case – study Discussion, Video session on the topic	Test, Quiz, Assignment	2
3. Information Systems, Organizations, and Strategy: Organizations and Information Systems; Economic Impacts Organizational and Behavioral Impacts of Information System over Organizations and business firm Implications for the Design and Understanding of Information Systems; Using Information Systems to Achieve Competitive Advantage; Value web, Synergies.	5	Lecture, Case – study Discussion, Video session on the topic	Test, Quiz, Assignment	4
4. Ethical & social issues related to systems Key technology trends that raise ethical issues, Professional codes of conduct Property rights: Intellectual property, Challenges to intellectual property rights.	5	Lecture, Case – study Discussion, Video session on the topic	Test, Quiz, Assignment	2
1. IT infrastructure and emerging technology: Evolution of IT infrastructure, Infrastructure components: Computer hardware platform, Operating system platform. Data management & Storage, Telecommunication platform, Internet platform. Grid Computing, Cloud Computing. Linux, Java,	5	Lecture, Case – study Discussion, Video session on the topic	Test, Quiz, Assignment	2

Mashups& Widgets. Software Outsourcing.				
2. Databases & Information Management DBMS, Relational DBMS, Object-Oriented DBMS, Querying, Reporting Normalization, Entity-Relationship Diagram, Data Warehouses, Data Marts, OLAP. Data Mining, Databases & the web.	5	Lecture, Case – study Discussion, Video session on the topic	Test, Quiz, Assignment	5
3. Telecommunication, the internet & wireless technology Telecommunication & networking in today’s business world, Internet Addressing & Architecture Domain Name System, IPV 6, Wireless technologies and VOIP.	5	Lecture, Case – study Discussion, Video session on the topic	Test, Quiz, Assignment	3
4. Securing Information Systems System Vulnerability and Abuse; Business Value of Security and Control; Establishing a Framework for Security and Control; Technologies and Tools for Protecting Information Resources	4	Lecture, Case – study Discussion, Video session on the topic	Test, Quiz, Assignment	3
5. Achieving Operational Excellence and Customer Intimacy: Enterprise Applications Enterprise Systems; Business Value of Enterprise Systems; Information Systems and Supply Chain Management; Global Supply Chains and the Internet; Business Value of Supply Chain Management Systems Customer Relationship Management Systems; Business Value of Customer Relationship Management Systems; Enterprise Applications: New Opportunities and Challenges	3	Lecture, Case – study Discussion, Video session on the topic	Test, Quiz, Assignment	5

6. Building Information Systems Business Process Reengineering, Completing Systems development process, Computer aided software engineering, Prototyping.	3	Lecture, Case – study Discussion, Video session on the topic	Test, Quiz, Assignment	5
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Text Book:

1. Laudon, K.C. & Laudon, P., *Management information systems: Managing the digital firm*, 11th international edition, Pearson Education
2. O'Brien, J.A., *Management information systems: Managing information technology in the networked enterprise*, 8th ed, McGraw-Hill.

Assessment Procedure:

Bloom's Category	Assignments (20)	Quizzes (15)	Lab(15)	Mid-term (Test) (20)	Final-term (Test) (30)	Total (100)
Remember		05		04	05	14
Understand	04	05	05	04	05	23
Apply	04	05	05	04	05	23
Analyze	04		05	04	05	18
Evaluate	04			04	05	13
Create	04				05	09

ADVANCED COURSES

MBA-0413-529: HUMAN RESOURCE MANAGEMENT

Credit Hours: 3

Course Rationale:

This course has been designed to create a pathway to help future Managers to take effective HR decisions focusing on the foundation of the HR cycle and how the company growth is strongly aligned with each of the elements of the HR cycle. The students will be further acquainted to the HR practices that are vital for embracing the competitive value of human capital. Contemporary issues linked with workforce management will be also highlighted and also, how the company HR strategic approach can be aligned with the company strategy on a global scale will be discussed.

Course Description

The course is designed to give the students a clear idea about the fundamentals of Human Resources Management. Aim is to help students to develop critical understanding of the role and functions of the various human resource activities in an organisation. This course is structured in such a way so that the students can understand easily how Human Resource Management links people-related activities to business strategy.

Course Learning Outcomes (CLO)

After completing the course, the student should be able to:

CLO-1	Understand the importance of human resources and their effective management in
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	organizations.
CLO-2	Understand how to manage the human elements such as motivation, compensation & reward, HR budgeting, HR planning, performance appraisal, career planning & designing, change management, T & D and employee engagement.
CLO-3	Understand how Human Resource Management activities can add values to business strategy.

Mapping of CLOs to PLOs

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. Introduction HR & HRM-Scope-Function of HR Manager- Functions of HRM-Objectives of HRM -Mega trends in HRM practices- HRM as career-HRM process model	6	Lecture	Quiz	1
2. HR Strategy & Planning Recruitment & selection process-HR planning & forecasting-Succession planning basic- HR Strategy-Determining workforce demand (Practical case)- Strategic workforce planning-HR planning process-Importance of HRP	6	Lecture & Class Participation for practical case	Assignment & Test	1, 2, 3
3. Job Analysis Job Analysis-Job Description-Job specification-purpose of job analysis-Job analysis process-Methods of collecting job analysis information-Practical job description development- Job-Job Enlargement-Job Enrichment	6	Lecture & Group task	Test	2
4. Recruitment & Talent Acquisition Recruitment-Talent Acquisition-Diff. between recruitment & talent acquisition-Relationships among Job Analysis, Human Resource Planning, Recruitment, and Selection-Factors governing recruitment-Sources of recruitment.	6	Lecture	Quiz	2, 3
5. Selection & Talent Management Selection- selection process- Interview-Basic testing concepts—Talent & Talent Management-Purpose and benefits of talent management-TM approach-TM process-Retention strategy-TRM-Trends	3	Lecture	Test	2, 3

in TM.				
6. Training & Development Employee Orientation-Training-Training & Development-LNA/TNA-Training & development process-T&D Methods-Management Development-Training evaluation.	3	Lecture & Practical training session development	Test & Assignment	2, 3
7. Performance Management Performance appraisal-performance management-Objectives-Appraisal tool designing-Methods of performance appraisal.	6	Lecture & Situational case	Test	2, 3
8. Reward Management Reward-Designing Reward-Linking performance with reward-Compensation-Factors-Job evaluation--Nature-Compensation issues- Components	4.5	Lecture	Test	2, 3
8. Employee Engagement Employee Engagement-Why we need engaged employees-Categories-Engagement Model-Engagement Drivers-Modern employee engagement programs	4.5	Lecture & Video	Test	3

Textbook(s)

1. Gary Dessler, *Human Resources Management*, Pearson, New Delhi.
2. K. Aswathappa, *Human Resource Management*, Tata-McGraw Hill Publishing Company Ltd., New Delhi.

Reference(s)

1. David A DeCenzo, Stephen P. Robbins and Susan L. Verhulst. *Fundamentals of Human Resource Management*, John Wiley & Sons, New Delhi.
2. John M. Ivancevich, Robert Konopaske. *Human Resource Management*, McGraw-Hill/Irwin, New York.

Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	10	05	05	20
Understand	10	10	05	05	30
Apply	0	0	05	05	10
Analyze	0	0	05	05	10
Evaluate	0	0	05	05	10
Create	10	0	05	05	20
Total	20	20	30	30	100

MBA-0311-530: Macroeconomics

Credit Hours: 3

Rationale of the Course:



The purpose of this Macroeconomics course is to train students to think systematically about the current state of the economy and macroeconomic policy, and to be able to evaluate the economic environment within which business and financial decisions are made at both private and public levels. This will enable the students to make better judgments and proper execution of plans.

Course Description

Macroeconomics provides a powerful and coherent framework for monitoring and understanding the regional, national, and international forces that drive cycles and trends in the overall economic environment. Such forces can have important impacts on businesses and often play a crucial role in managerial decisions. The lectures are designed to provide a logical structure for the topics that make up the course; to emphasize the important concepts and methods of each topic and to provide relevant examples to which the concepts and methods are applied.

Course learning outcomes (CLO)

After completing the course, the student should be able to:

CLO-1	Enhance their knowledge and understanding of various Macroeconomic issues that are relevant for business decision making
CLO-2	Apply the macroeconomic models to interpret and analyze real life problems in global economy and provide policy prescriptions
CLO-3	Demonstrate a firm knowledge of the interrelationships among consumers, government, business and the rest of the world in the macro economy.

Mapping of CLOs to PLOs

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. Aggregate Output GDP, Value Added, and Income, Nominal and Real GDP, The Other Major Macroeconomic Variables, Macroeconomic Policy.	6	Lecture	Quiz	1
2. The Goods Market The Composition of GDP, The Demand for Goods, The Determination of Equilibrium Output.	3	Lecture & Class Participation	Quiz	1 & 3
3. Financial Markets The Demand for Money, The Determination of the Interest Rate,	6	Lecture & Class Participation	Quiz	1 & 3



Monetary Policy and Open Market Operations, The Supply and Demand for Central Bank Money.				
4. Goods and Financial Markets The IS-LM Model, The Goods Market and the IS Relation, Financial Markets and the LM Relation , Fiscal Policy, Activity, and the Interest rate, Monetary Policy, Activity, and the Interest Rate, Using a Policy Mix.	6	Lecture & Group discussion	Test	2 & 3
5. The Labor Market Movements in Unemployment, Wage Determination and Price Determination, The Natural Rate of Unemployment.	3	Lecture & class participation	Quiz	1 & 3
6. All Markets Together: The AS-AD Model Aggregate Supply, Aggregate Demand, Equilibrium Output in the Short Run and the Medium Run, The Dynamics of Output and the Price.	6	Lecture, Problem solving	Test	2 & 3
7. The Phillips Curve, the Natural Rate of Unemployment, and Inflation Inflation, Expected Inflation, and Unemployment, The Phillips Curve, The Natural Rate of Unemployment, Money Growth, and Inflation.	3	Lecture	Quiz	2 & 3
8. Saving, Capital Accumulation, and Growth Interactions between Output, Implications of Alternative Saving Rates , The Effects of the Saving Rate on Steady-State Output, The Dynamic Effects of an Increase in the Saving Rate , Technological Progress and the Rate of Growth.	3	Lecture and group discussion	Assignment	2 & 3
9. Expectations Expectations: The Basic Tools, Nominal versus Real Interest, Expected Present Discounted Values, Risk, bubbles and Asset prices, The volatility of consumption and investment.	3	Lecture	Assignment	2 & 3
10. Openness in Goods and Financial Markets Openness in Goods Markets, Openness in Financial Markets, The Balance of Payments, The Choice between	6	Lecture and class participation	Test	2 & 3

Domestic and Foreign Assets.				
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Textbook(s)

Blanchard, Olivier. *Macroeconomics*. 7th ed., Prentice Hall.

Reference(s):

1. Abel, Bernanke, and Croushore, *Macroeconomics*, Addison-Wesley.
2. Michael K. Evans, *Macroeconomics for Managers*, Wiley-Blackwell.
3. Alan Griffiths, Stuart Wall, *Applied Economics*, Pearson.
4. Stanley Fischer, Richard Startz, Rudiger Dornbusch, *Macroeconomics*, McGraw Hill.

Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	10	05	05	20
Understand	05	0	05	05	15
Apply	0	05	05	05	15
Analyze	05	0	05	10	20
Evaluate	05	0	05	05	15
Create	05	0	05	05	15
Total	20	15	30	35	100

MBA-0412-531: Financial Management

Credit Hours: 3

Rationale of the course:

This course introduces students to the principles and theories of financial management that are main concern to the corporate executives, and all the considerations needed to make financial decisions both inside and outside of the organizations.

Course Description

An overview of current theory and practice of financial administration with emphasis on the development of decision-making criteria. Major topics to be covered include financial statement analysis, time value of money, cost of capital, security valuation, risk and return, capital budgeting decisions, and the cost of capital.

Course Learning Outcomes (CLO)

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

CLO-1	Integrate the legal and economic role of financial management with the values of a diverse, global, and ever-changing marketplace
CLO-2	Apply different quantitative techniques to take financial decisions
CLO-3	Communicate effectively using standard business terminology

Mapping of CLOs to PLOs

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



CLO-2	2	3	3	2	1
CLO-3	3	1	3	3	2

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. The Role of Financial Management Introduction, What is Financial Management, The Goal of the Firm, Corporate Governance, Organization of the Financial Management Function.	5	Lecture	Test & Viva	1 & 3
2. The Business, Tax, and Financial Environments The Business Environment, The Tax Environment, The Financial Environment.	3	Lecture	Test & Viva	1 & 3
3. The Time Value of Money The Interest Rate, Simple Interest, Compound Interest, Compounding More Than Once a Year, Amortizing a Loan, Summary Table of Key Compound Interest Formulas.	4	Lecture and Problem Solving	Test & Viva	2
4. The Valuation of Long-Term Securities Distinctions among Valuation Concepts, Bond Valuation, Preferred Stock Valuation, Common Stock Valuation, Rates of Return (or Yields).	5	Lecture and Problem Solving	Test & Viva	2 & 3
5. Risk and Return Defining Risk and Return, Using Probability Distributions to Measure Risk, Attitudes Toward Risk, Risk and Return in a Portfolio Context, Diversification, The Capital-Asset Pricing Model (CAPM), Efficient Financial Markets.	4	Lecture and Problem Solving	Test & Viva	2
6. Financial Statement Analysis Financial Statements, A Possible Framework for Analysis, Balance Sheet Ratios, Income Statement and Income Statement/Balance Sheet Ratios, Common-Size and Index Analysis.	5	Lecture and Problem Solving	Test & Assignment	2
7. Funds Analysis, Cash-Flow Analysis, and Financial Planning Flow of Funds (Sources and Uses) Statement, Accounting Statement of Cash Flows, Cash-Flow Forecasting, Range of Cash-Flow Estimates, Forecasting	4	Lecture and Problem Solving	Test & Viva	2



Financial Statements.				
8. Working Capital Management Working Capital Issues, Financing Current Assets: Short-Term and Long-Term Mix, Combining Liability Structure and Current Asset Decisions.	4	Lecture and Problem Solving	Test & Viva	2
9. Capital Budgeting Techniques Project Evaluation and Selection: Alternative Methods, Potential Difficulties, Project Monitoring: Progress Reviews and Post-Completion Audits	5	Lecture and Problem Solving	Test & Viva	2
10. Operating and Financial Leverage Operating Leverage, Financial Leverage, Total Leverage, Cash-Flow Ability to Service Debt, Other Methods of Analysis, Combination of Methods.	3	Lecture and Problem Solving	Test & Viva	2
11. Capital Structure Determination The Total-Value Principle, Presence of Market Imperfections and Incentive Issues, The Effect of Taxes, Taxes and Market Imperfections Combined, Financial Signaling Timing and Financial Flexibility.	3	Lecture and Problem Solving	Test & Case Study	3

Textbook(s)

James C. Van Horne, John M. Wachowicz, Jr, *Fundamentals of Financial Management*, Prentice-Hall.

Reference(s)

1. L. J. Gitman & C. J. Zutter, *Principles of Managerial Finance*, Prentice Hall.
2. Brealey Myers. *Principles of Corporate Finance*, Tata McGraw Hill.
3. Ross, Westerfield, Jordan, *Fundamentals of Corporate Finance*, Tata McGraw Hill.

Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	10	05	05	20
Understand	05	0	05	10	20
Apply	0	0	05	15	20
Analyze	0	0	05	10	15
Evaluate	0	0	05	05	10
Create	05	0	05	05	15
Total	10	10	30	50	100

MBA-0413-532: Supply Chain Management

Credit Hours: 3

Course Rationale:



The course is aimed at providing a solution-oriented learning style addressing the strategic economic and process oriented technical problems in industry, administration and commerce. Students will be trained in class to guide them specialize in management functions like logistics, supply chain management, enterprise resource planning production planning, controlling, and procurement or material management in industrial, manufacturing and service enterprises.

Course Description

Operations Management activities are at the core of all business organizations. Activates in all of the other areas of business organizations, such as Finance, Accounting, Human Resources, Logistics, Marketing, Purchasing and Supply Chain Management are interrelated with operations management activities. So it is essential for the business students to have a basic understanding of operations management activities and to learn the strategic importance of good supply chain design, planning and operation for every firm. The course will focus to develop a framework for supply chain strategies. Within the strategic framework student should be able to identify that facilities, inventory, transportation, information, sourcing and pricing as the key drivers may be used on a conceptual and practical level during supply chain performance. This course is designed to make the students understand the fundamental concepts and techniques necessary for attaining world class performance in Supply Chain Management and Operations.

Course Learning Outcomes (CLO)

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

CLO-1	Basic understanding of Operations Management activities.
CLO-2	Understand the basics of Supply Chain and Inventory Management.
CLO-3	Analysis of Project Management.
CLO-4	To understand the Location, Planning and Quantitative Analysis tools.

Mapping of CLOs to PLOs

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. Introduction & Overview of Operations Management Defining Operations Management, Importance of Operations Management, Functions within the business organization, Operating Production System, Operations	6	Lecture	Class Test	1



Manager and Management Process, Nature of Operations Management, Scope of Operations Management.				
2. Supply Chain Management Definition of Supply Chain; Historical perspective, Objective of a Supply Chain; the importance of Supply Chain Decision; Process views of Supply Chain.	9	Lecture	Assignment & Presentation	2
3. Demand Forecasting in a Supply Chain The Role of Supply Chain in a Supply Chain; Characteristics of Forecast; Components of a forecast and Forecasting Methods; Basic approach to Demand Forecast; Time-series Forecasting Method; Measures of Forecasting error; Selecting the best smoothing Constant; The Role of IT in Forecasting.	6		Assignment & Presentation	2
4. Network Design in Supply Chain The role of Network Design in the Supply Chain; Factors influencing Network Design Decisions; Framework for Network Design Decisions; Models for Facility Location and Capacity Allocation; Making Network Design Decisions in Practice; The Impact of Uncertainty on Network Design.	6	Lecture	Assignment & Presentation	2
5. Inventory Management Define the term Inventory and list the major reasons for holding inventories, list the main requirements for effective inventory management, discuss Periodic and Perpetual Review Systems, discuss the objectives of inventory management, discuss the A-B-C Approach and its usefulness, describe the basic EOQ Model and its assumptions and solve typical problems, describe Economic Production Quantity Model and solve typical problems, describe the Quantity Discount Model and solve typical problems, describe Reorder	3	Lecture	Midterm	2

Point Model and solve typical problems and describe the situations in which the Single-Period Model would be appropriate, and solve typical problem.				
5. Management of Quality Introduction; The Evolution of Quality Management, The Foundation of Modern Quality Management, Insights on Quality Management; Quality Awards; Quality Certification; Total Quality Management; Problem Solving; Process Improvement; Quality Tools.	3	Lecture & Presentation	Assignment & Presentation	3
6. Location Planning and Analysis	6	Lecture & Presentation	Final	4
7. Quantitative Analysis	6	Lecture	Final	4

Textbook(s)

1. William J. Stevenson, *Operations Management*, McGraw-Hill.
2. Sunil Chopra, Peter Meindl and D.V Kalra, *Supply Chain Management Strategy, Planning and Operation*, Pearson.

Reference(s)

Lee Karjewski, Larry Ritzman and Manoj Malhotra, *Operations Management: Process and Value Chains*, Pearson.

Assessment and Evaluation

Bloom's Category	Assignments & Presentation	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	0	0	5	5
Understand	5	5	5	5	20
Apply	5	5	5	5	20
Analyze	5	5	5	5	20
Evaluate	5	5	5	5	20
Create	0	5	5	5	15
Total	20	25	25	30	100

MBA-0411-533: Management Accounting

Credit Hours: 3

Rationale of the Course

This course will help students to take important business decisions by using appropriate information and techniques.

Course Description

The course is designed to develop knowledge and understanding of information generation for managerial decision-making.

Course Learning Outcomes (CLO)

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

CLO-1	Generate accounting information from accounting and non-accounting records;
CLO-2	Analyze accounting information;
CLO-3	Explain and apply costing methods;
CLO-4	Prepare budgets for planning and control;
CLO-5	Compare actual costs with standard costs and analyze any variances; and
CLO-6	Participate in other various managerial decisions making.

Mapping of CLOs to PLOs

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. An overview of Managerial Accounting Definition of Managerial Accounting, why does Managerial Accounting matter? Managerial accounting: beyond the numbers- An Ethics Perspective, A Strategic Management Perspective, An Enterprise Risk Management perspective, A Corporate Social Responsibility Perspective, A Process Management Perspective, A Leadership Perspective, Corporate Governance	3	Lecture	Test	1 & 2
2. Managerial Accounting and Cost Concepts Cost Classifications for assigning Costs to Cost Objects, Cost Classifications for Manufacturing Companies, Cost Classifications for Preparing Financial Statements, Cost Classification for Predicting Cost Behavior, The Analysis of Mixed Costs, Traditional and Contribution Format Income Statements, Cost	3	Lecture & Class Participation	Assignment & Test	1 & 2

classification for decision making.				
3. Cost-Volume-Profit Relationships The Basics of Cost-Volume-Profit (CVP) Analysis, Break-Even and target Profit Analysis, CVP Consideration in Choosing a Cost Structure, Structuring Sales Commissions, Sales Mix, Assumptions of CVP Analysis.	6	Lecture & Problem Solving	Assignment, Test & quiz	1 & 2
4. Variable Costing and Segment Reporting Tools For Management: Overview Of variable And Absorption Costing, Reconciliation Of Variable Costing With Absorption Costing Income, Advantages Of Variable Costing And The Contribution Approach, segmented Income Statements And The Contribution Approach, Segmented Income statement- Decision Making And Break-Even Analysis, Segmented Income Statements-Common Mistakes, Income Statements- An External Reporting Perspective.	6	Lecture & Problem solving	Test & Quiz	2
5. Budgeting Definition, The Master Budget: An Overview, Preparing The Master Budget, The Budgeted Income Statement, Balance Sheet and Cash Budget. Flexible Budgets and Performance Analysis.	6	Lecture & Problem Solving	Test & Quiz	4
6. Standard Costs and Variances Standard Costs-Setting the Stage, A General Model for Standard Cost Variance Analysis, Using Standards Costs-Direct Materials Variances, Using Standard Costs-Direct Labor Variances, Using Standard Costs- Variable Manufacturing Overheads Variances, Standard Costs- Managerial Implications.	6	Lecture	Test, Assignment & Quiz	5
7. Differential Analysis The Key to Decision Making: Cost Concepts for Decision Making, Adding and Dropping Product Lines and Other Segments, The Make or Buy Decision, Opportunity Cost, Special Orders, Utilization of a Constrained Resources, Joint Product: Costs and the Contribution Approach.	6	Lecture and Problem solving	Test and Quiz	6
8. Costing methods Procedure and practices of job costing, process costing and service costing.	9	Lecture and Problem Solving	Test and quiz	3

Textbook(s)



Charles T. Horngren, George foster and Srikant M. Datar, *Cost Accounting- A Managerial Emphasis*. Pearson.

Reference(s)

Ray H. Garrison and Eric W. Noreen, *Managerial Accounting*. McGraw Hill.

Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	10	05	05	20
Understand	05	0	05	10	20
Apply	0	0	05	15	20
Analyze	0	0	05	10	15
Evaluate	0	0	05	05	10
Create	05	0	05	05	15
Total	10	10	30	50	100

MBA 534: International Business

Credit Hours: 3

Rationale of the Course:

The world today is interconnected politically, socially and economically due to rapid globalization. Therefore, this integration course on international business can help future managers to understand the internationalization that businesses have undergone in the past few decades and also to grasp the potential benefits from contemporary innovations, strengthening competitive advantages and securing existing market and expanding it further.

Course Description

The aim of this course is to develop knowledge of business in an international context; attributes to contribute to the global business strategy of organizations and resolve international business problems.

Course learning outcomes (CLO)

After completing the course, the student should be able to:

CLO-1	Explain business expansion abroad and key issues related to their operations in other countries.
CLO-2	Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.
CLO-3	Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.

Mapping of CLOs to PLOs

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

(Level of integration: 3-High, 2-Medium, 1-Low)



Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. Introduction Need for international business- History-Rational and goals for trade and investment policies- Global trade regulation-Changes in global policy environment-Policy response to changing condition.	6	Lecture	Quiz	1
2. Environment Cultural-Differences in culture- Implication for managers-Political, economic and legal systems- Implications for management practice.	3	Lecture & Class Participation	Quiz	2
3. Theory of Trade and Investment Classical trade theory- New trade theory-Porter's theory of national competitive advantage-Theory of international investment.	6	Lecture & Class Participation	Quiz	1
4. Global Financial Market Market for currencies-Evolution of the Global Monetary System-Global capital markets-Financial crisis of 2007-2009.	6	Lecture & Group discussion	Test	1
5. Economic Integration and Emerging Market Levels of economic integration- Regional groupings-Emerging markets-Developing markets- Implication for international managers.	3	Lecture & class participation	Quiz	3
6. Planning, Organization, Implementation and Control Strategic planning process- Formulating global strategy- Implementing global programs- Localizing global moves- Organization structure-Meaning of organization architecture-Different organizational choices in international context-Matching organization with strategy.	6	Lecture and problem solving	Test	3



7. Entry Strategy and Strategic Alliances Different modes of entering foreign markets- Factors that influence the choice of an entry mode- Pros and cons of acquisition-Greenfield venture & strategic alliances.	3	Lecture and group discussion	Assignment	3
8. Marketing and Services Target market selection-Marketing management-Differences between services and goods-Problems in service trade-Services and E-commerce	3	Lecture and group discussion	Assignment	2 & 3
9. Logistics and Supply Chain Management International logistics-Supply-chain management-New Dimensions of International Logistics-International inventory issues-Management of international logistics.	3	Lecture	Test	2 & 3
10. Financial Management Global financial goals-Import-export trade financing-Multinational investing-International cash flow management-Foreign exchange exposure-Economic exposure.	6	Lecture	Test	2 & 3

Textbook(s)

1. Michael Czinkota, Iikka A. Ronkainen, Michael H. Moffett, *International Business*, Wiley.
2. John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan, *International Business: Environments and Operations*, Pearson Education

Reference(s)

1. Ricky W, Griffin and Michael W. Putsay, *International Business*, Addition-Wesley Publishing Company.
2. VyuptakeshSharan, *International business: Concepts, Environment and Strategy*, Pearson Education.

Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	05	05	05	15
Understand	0	05	05	05	15
Apply	05	05	05	05	20
Analyze	05	05	05	10	25
Evaluate	05	0	05	05	15

Create	0	0	05	05	10
Total	15	20	30	35	100

MBA-0414-535: Advance Marketing Management

Credit Hours: 3

Rationale of the Course:

The rationale to study this course is to introduce the students with the concepts, analysis, and activities related to marketing management for implementing the business decision with superior customer value.

Course Description

Marketing Management is a course that examines the role and importance of marketing in the firm and other organizations. Students acquire the knowledge and skills required to develop, implement, and control successful marketing strategies. It develops advanced professional thinking, analysis and marketing management skills. This course is the ideal next step for marketing or business management graduates who want to uncover deeper marketing insights.

Course Learning Outcomes (CLO)

After completing the course, the student should be able to:

CLO-1	Evaluate and critique contemporary marketing practices and understand the best methods of implementation to maximize business performance;
CLO-2	Provide the students with opportunities to analyze marketing activities within the firm;
CLO-3	Demonstrate independent thought and strong conceptual skills.

Mapping of CLOs to PLOs

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. Defining Marketing for the 21ST Century Definition, Core Concepts of Marketing, Demand States, Marketing Management Orientations, Building Customer Relationships, Capturing Value from Customers, The New Marketing Landscape.	6	Lecture	Test	1

2. Company and Marketing Strategy Partnering to Build Customer Relationships, Developing Marketing Strategies and Plans, Defining a Market-Oriented Mission, Setting Company Objectives and Goals, Designing the Business Portfolio, Planning & marketing other functional strategies.	6	Lecture	Assignment & Test	2
3. Adapting Marketing to the New Economy The major drivers of the new economy, How business practices Are changing, How marketing practices are changing: setting up web sites, How marketing practices are changing.	6	Lecture & Group Discussion	Assignment & Test	3
4. Creating Customer Value, Satisfaction and Loyalty Definition of Customer Perceived Value, Steps in a Customer Value Analysis, Value Proposition, Measuring Satisfaction, Customer-Product Profitability Analysis, Framework for CRM, CRM Strategies, Customer Retention, Using the Database.	6	Lecture	Test & Quiz	3
5. Gathering Information and Measuring Market Demand The marketing intelligence system, marketing decision support system, forecasting and demand measurement.	3	Lecture	Test & Quiz	3
6. Analyzing Consumer markets and Buyer Behavior Influencing buyer behavior, the buying decision process, stage of the buyer decision process	3	Lecture	Quiz & Presentation	3
7. Dealing with Competition Identifying Competitors, Industry Concept of Competition, market Leader, Market Challenger, Market Follower, Market Niche, Setting Product and Brand Strategy.	6	Lecture	Quiz & Presentation	3
8. Setting Product and Brand Strategy Product-Line & Brand Decisions, Packaging and Labeling, Nature and Characteristics of a Service.	6	Lecture and Group Discussion	Test	3
9. Developing New Market Offerings Challenges in new-product development, managing the development process: ideas, managing the development process: concept to strategy, managing the development process: development, The consumer-adoption process.	3	Lecture	Test	3

Textbook(s)



Philip Kotler, *Marketing Management*, Pearson.

Reference(s)

1. Philip Kotler and Ronald E. Turner, *Marketing Management; Analysis, Planning, Implementation, and Control*, Prentice-Hall.
2. Paul Baines, Chris Fill, Kelly Page & Piyush Kumar Sinha, *Marketing*, Oxford University Press.

Assessment and Examination Preparation:

Bloom's Category	Assignments/Presentation	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	10	05	05	20
Understand	05	0	05	15	20
Apply	0	0	05	10	15
Analyze	0	0	05	15	20
Evaluate	0	0	05	05	10
Create	05	0	05	05	15
Total	10	10	30	50	100

INTEGRATIVE COURSE

MBA-0413-650: Strategic Management

Credit Hours: 3

Course Rationale

The course has been designed to make students familiar with the key issues of strategy formulation and implementation. This capstone course will enable students to strategically lead their organizations in creating sustainable competitive advantage in a rapidly changing environment.

Course Description

This course offers the key concepts, tools, policies, and principles of strategy formulation and strategy implementation. It deals with managerial decisions and actions that affect the performance and survival of organizations. Strategic Management is an integrative and interdisciplinary course. It assumes a broad view of the environment that includes employees, customers, suppliers, competitors, technology, the economy, capital markets, local and foreign governments, global forces, and views the external environment as dynamic and characterized by uncertainty. In studying strategic management, the course draws together and builds on all the ideas, concepts, and theories from other functional courses such as Accounting, Human Resources, Economics, Supply Chain, Finance, Sales, Marketing, Organizational Behavior, and Statistics. The course takes a general management perspective, viewing the firm as a whole, and examining how policies in each functional area are integrated into an overall competitive strategy.



Course Learning Outcomes (CLO)

After completion of the course, students should be able to:

CLO-1	Understand the key concepts of strategic management and strategic leadership.
CLO-2	Know the techniques of creating sustainable competitive advantage for long-term success of an organization.
CLO-3	Evaluate the internal and external environment of an organization to frame proper strategies at functional, business, global, and corporate level.
CLO-4	Implement the appropriate strategies for different levels of an organization.

Mapping of CLOs to PLOs

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. Basic concepts of strategic management (SM) The study of strategic management, globalization, innovation, and sustainability: challenges to SM, theories of organizational adaptation, creating a learning organization, basic model of SM, initiation of strategy: triggering events, strategic decision making, the strategic audit.	9	Lecture, Case Analysis	Assignment & Quiz	1
2. Social responsibility and ethics in strategic management Social responsibilities of strategic decision makers, sustainability, stakeholder analysis, ethical decision making, views on ethical behavior.	6	Lecture, Case Analysis	Assignment	1, 2
3. Environmental scanning and industry analysis Aspects of environmental scanning, strategic importance of the external environment, industry analysis, industry	6	Lecture, Class Participation, Case Analysis	Assignment, Presentation & Test	2, 3



evolution, scanning the macro environment, competitive intelligence, forecasting, synthesis of external factors.				
4. Organizational analysis and competitive advantage A resource-based approach to organizational analysis: VRIO, business models, value chain analysis, basic organizational structures, cultures.	6	Lecture, Group Discussion, Case Analysis	Assignment & Test	2, 3
5. Strategy formulation at functional level Designing strategies in different functional areas of a business such as human resources, finance, supply chain, marketing, research and development, etc.; strategy formulation at business level: cost leadership, differentiation, and focus strategies; designing global strategies; strategy formulation at corporate level: corporate, growth, and directional strategies, portfolio analysis, corporate parenting.	9	Lecture, Group Discussion, Case Analysis	Test & Quiz	2, 3
6. Strategy implementation and control organizing and structure, staffing and directing, evaluation and control.	9	Lecture, Case Analysis, Group presentation	Test, Quiz & Assignment	1, 2, 3, 4

Basic Text:

Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E., *Strategic management and business policy: Globalization, innovation, and sustainability*, Pearson.

Reference Text:

- Hill, C. W. L., & Jones, G. R., *Strategic Management: An Integrative Approach*, Cengage Learning.
- Hitt, M. A., Ireland, R. D., Hoskisson, R. E., & Manikuttu, S., *Strategic Management: A South-Asian Perspective*, Cengage Learning.

Assessment and Evaluation

Bloom's Category	Class attendance and	Assignments/ Case Analysis/	Quizzes	Mid-Term (Test)	Final-Term (Test)	Total
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	participation	Presentation				
Remember	10	0	05	0	0	15
Understand	10	0	05	0	0	15
Apply	0	05	0	05	05	15
Analyze	0	05	10	05	05	25
Evaluate	0	05	0	05	05	15
Create	0	05	0	05	05	15
Total	20	20	20	20	20	100

Major Courses of Marketing

MKT-0414-561: CONSUMER BEHAVIOR

Credit Hours: 3

Rationale of the Course:

The rationale to study this course is to provide the students with theory about consumer behavior and create an understanding of how consumer behavior concepts can be applied to marketing management.

Course Description:

Consumer Behavior is designed to give the students a clear idea regarding the theoretical and conceptual concepts of buyer behavior and apply them to real life marketing situations and practices.

Course Learning Outcomes (CLO):

After completing the course, the student should be able to:

CLO1	Identify the key terms, concepts, and theories of consumer behavior
CLO2	Apply consumer behavior concepts to real world marketing problems and develop better marketing programs and strategies to influence those behaviors
CLO3	To acquire an understanding of the psychological processes that underlie the effectiveness of marketing strategy in terms of impact on consumer

behavior.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs:

Topic	Hrs	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. The Impact of the Digital Revolution on Consumer Behavior: Definition of consumer behavior, Changes in the Business Environment, Segmentation, Targeting, and Positioning, Successful Relationships, Types of Customers, Customer Profitability-Focused Marketing.	6	Lecture	Test	1
2. Consumer Research: Quantitative Research, Qualitative Research, The Consumer Research Process, Observational Research, Validity, Reliability, Focus Group, Projective Techniques, Non-probability Sampling Designs.	6	Lecture	Assignment & Test	2
3. Market Segmentation: Three Phases of Marketing Strategy, Bases for Segmentation, Criteria for Effective Targeting of Market Segments.	6	Lecture & Group Discussion	Assignment & Test	3
4. The Consumer as an Individual: Types of Needs, Goals, Changing Consumer Needs, frustration, Defense Mechanism, Motivational Research.	6	Lecture	Test & Quiz	2
5. Personality and Consumer Behavior: The Nature of Personality, Theories of Personality, Personality Traits and Consumer Innovators, Fixated Consumption Behavior, Consumer Ethnocentrism.	3	Lecture	Test & Quiz	3
6. Consumer Perception: Definition, Elements, aspects of Consumer Perception, positioning and repositioning.	6	Lecture	Quiz & Presentation	3
7. Consumers in their Social and	3	Lecture	Quiz &	3



Cultural: Settings: Definition of Reference Group, Factors , Selected Consumer-Related Reference Groups, Types of Celebrity Appeals, Consumer Socialization, Functions & role of the Family.			Presentation	
8. Consumer Learning: Importance of Learning, Learning Theories, Learning Processes, Elements of Learning Theories, Measures of Consumer Learning.	3	Lecture and Group Discussion	Test	3
9. Cross-Cultural Consumer Behavior: An International Perspective: An International Perspective, Importance of Country of Origin Effects, Issues in Cross-Cultural Consumer Analysis, Alternative Multinational Strategies: Global Versus Local.	3	Lecture	Test & Quiz	3
10. The Influence of Culture on Consumer Behavior: Culture, Beliefs, Values, Culture and Advertising, The Measurement of Culture.	3	Lecture	Test & Quiz	3

Textbook(s)

3) Consumer Behavior, Leon G. Schiffman & Leslie Lazar Kanuk

Reference(s)

4) Consumer Behavior, Building Marketing Strategy by Mothersbaugh, Hawkins, & Kleiser 14th edition, McGraw Hill Publishers.

Assessment and Evaluation:

Bloom's Category	Assignments/ Presentation (10)	Quizzes (10)	Mid-term (Test) (30)	Final-term (Test) (50)	Total (100)
Remember		10	05	05	20
Understand	05		05	15	20
Apply	05			10	15
Analyze			05	15	20
Evaluate			05	05	10
Create	05		05	05	15

Grading System: As per UGC recommendation

MKT-0414-562: Marketing Communication
Credit Hours: 3

Rationale of the Course:

The rationale to study this course is to help the students to understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning.

Course Description:

This course is aimed at giving the student a basic working knowledge of the role of Marketing Communications within the marketing process also in the context of strategic marketing planning. Marketing communication is studied from an integrated marketing communication (IMC) perspective that emphasizes a thorough understanding of the customer. Marketing communication strategy and planning are studied in the context of the overall marketing function. An in-depth, hands-on understanding of marketing tools and techniques is also provided. At the end of the course, the students will be able to apply the expertise to real business cases and be competent in developing marketing communication strategies as well as planning and execution (implementation).

Course Learning Outcomes (CLO):

After completing the course, the student should be able to:

CLO1	Examine how integrated marketing communications help to build brand identity and brand relationship, and create brand equity through brand synergy.
CLO2	Choose a marketing communications mix to achieve the communications and behavioral objectives of the IMC campaign plan.
CLO3	Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs:

Topic	Hrs	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. The Communication Process: The Nature of Communication-Basic Model of Communication-Source Encoding, Message, Channel, Receiver/Decoding, Noise, Response/Feedback-Analysing the Receiver-Identifying the Target Audience- The Response Process-Traditional Response Hierarchy Models-	6	Lecture	Test	1

Alternative Response Hierarchies- Implications of the Alternative Response Models-The Social Consumer Decision Journey-Cognitive Processing of Communications-The Cognitive Response Approach				
2. Integrated Marketing Communication: Integrated Marketing Communications-The Evolution of IMC- A Contemporary Perspective of IMC- Reasons for the Growing Importance of IMC-The Role of IMC in Branding	6	Lecture	Assignment & Test	2
3. The Promotional Mix: The Tools for IMC-Advertising-Direct Marketing-Digital/Internet Marketing-Sales Promotion-Publicity/Public Relations-Personal Selling	6	Lecture & Group Discussion	Assignment & Test	3
4. The IMC Planning Process: Review of the Marketing Plan-Promotional Program Situation Analysis-Analysis of the Communication Process-Budget Determination-Developing the Integrated Marketing Communications Program-Monitoring, Evaluation, and Control- The Role of IMC in the Marketing Process-Marketing Strategy and Analysis- Opportunity Analysis- Competitive, Analysis-Target Market Selection-The Target Marketing Process-Identifying Markets-Market Segmentation-Selecting a Target Market-Market Positioning	6	Lecture	Test & Quiz	3
5. Developing The Integrated Marketing Communication Program: Creative Strategy-Planning and Development-The Importance of Creativity in Advertising-Advertising Creativity-Different Perspectives on Advertising Creativity-Determinants of Creativity-Planning Creative Strategy-The Creative Challenge-Taking Creative Risks-The Perpetual Debate: Creative versus Hard-Sell Advertising-Creative Personnel	6	Lecture	Test & Quiz	3
6. Media Planning and Strategy: An Overview of Media Planning-Some Basic Terms and Concepts-The Media Plan-Problems in Media Planning- Developing the Media Plan-Market Analysis and Target Market Identification-To Whom	3	Lecture & Test	Test & Quiz	2

Will We Advertise? What Internal and External Factors Are Operating? Where to Promote?- Establishing Media Objectives-Developing and Implementing Media Strategies-The Media Mix-Target Market Coverage- Geographic Coverage- Scheduling-Reach versus Frequency-Creative Aspects and Mood-Flexibility-Budget Considerations				
7. Advertising Design: Message Strategies- Cognitive Message Strategies- Affective Message Strategies-Conative Message Strategy-Types of Advertising Appeals: Fear Appeals, Humor Appeals, Music Appeals, Rational Appeals, Emotional Appeals, Scarcity Appeals- Executional Frameworks- Animation Executions-Slice-of-Life Executions- Storytelling Executions-Testimonial Executions-Authoritative Executions	3	Lecture & Test	Test & Quiz	3
8. Evaluation of Media: Television and Radio-Magazines and Newspapers-The Way we Watch TV is Changing: Thanks to Social Media	3	Lecture	Quiz & Presentation	3

Basic Text:

- Advertising and Promotion- An Integrated Marketing Communications Perspective; George E. Belch and Michael A. Belch (Current edition, McGraw Hill)
- Integrated Advertising, Promotion, and Marketing Communications; Kenneth E. Clow and Donald Baack(Current edition, Pearson Education Limited)

Assessment and Evaluation

Bloom's Category	Assignments/ Presentation (15)	Quizzes (15)	Mid-term (Test) (20)	Final-term (Test) (50)	Total (100)
Remember		15	05	05	25
Understand			05	15	20
Apply	05			10	15
Analyze				15	15
Evaluate			05	05	10
Create	05		05	05	15

Grading System: As per UGC recommendation

MKT-0414-563: Brand Management
Credit Hours: 3

Rationale of the Course

The course will facilitate marketing students to learn important lessons regarding managing a brand – from creating to managing and from elements to strategies. Various cases and real-life examples will help the learners to actualize the concepts and the practices.

COURSE DESCRIPTION

The course focuses on understanding of brand; and differentiates brand asset from brand value. The purpose is to prepare students implement the concepts of branding and practice brand management. Students will learn how brands create value for the customers and the company along with its various dimensions. The course also covers strategic implications of brand, brand diversity, brand types and challenges of modern markets. Students will be acquainted with the concepts like brand identity, positioning and how brands are managed in a competitive market.

Course Learning Outcomes (CLOs):

After successfully completing the course, students will be able:

CLO1	To describe necessary branding concepts and applications.
CLO2	To demonstrate analytical, creative skills and a systematic understanding of brand management including contemporary debates, developments and theories.
CLO3	To explain brand-product strategies and financial evaluations.
CLO4	To carry out analysis to establish and exploit brand identity.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Basic Text:

Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.

Course Plan:

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. What is Brand-Why Do Brand Matter-Can Everything	9	Lecture and Class Participation	Case	1

be Branded- What are the Strongest Brands- Branding Challenges and Opportunities- The Brand Equity Concept- Strategic Brand Management Process				
2.Customer- Based Brand Equity-Making a Brand Strong- Sources of Brand Equity- Building a Strong Brand- Creating Customer Value	9	Lecture and Class Participation	Test	1
3. Identifying and Establishing Brand Positioning- Positioning Guidelines- Defining and Establishing Brand Mantras- Internal Branding- Brand Audits	9	Lecture and Class Participation	Test	2
4.Criteria for Choosing Brand Elements- Options and Tactics for Brand Elements	6	Lecture and Class Participation	Case	2
5.New Perspectives on Marketing- Product	6	Lecture and Class Participation	Test	3



Strategy- Pricing Strategy- Channel Strategy				
6.The New Media Environment- Overview of Marketing Communication Options- Establishing a Brand Equity Management System	6	Lecture and Class Participation	Test	4

Assessment and Evaluation:

Bloom's Category	Case 1 (20)	Exam 1 (30)	Case 2 (20)	Exam 2 (30)	Total (100)
Remember		3		3	6
Understand	4	3	4	3	14
Apply	4	6	4	6	20
Analyze	7	6	7	6	26
Evaluate		6		6	12
Create	5	6	5	6	22

Grading System: As per UGC recommendation

**MKT-0414-564: Strategic Marketing Management
Credit Hours: 3**

Rationale of the Course:

The rationale to study this course is to emphasize the role of the strategic marketing plan as the framework for the internal organization of the company's marketing activities and decisions and to evaluate strategic options and programs.

Course Description:

The course examines the development and implementation of marketing strategy by providing a framework from which to identify and evaluate strategic options and programs. This course aims to provide detailed discussion of the marketing strategy formulation process and the management and implementation of the marketing mix strategies.

Course Learning Outcomes (CLO):

After completing the course, the student should be able to:

CLO1	Comprehend and demonstrate a clear understanding of the components and construction of a strategic marketing plan;
CLO2	Engage in strategic thinking including projecting future outcomes, setting goals, and reflecting on the implementation process to reach those goals;
CLO3	Assess relevant strategy options to multiple marketing challenges and recognize trade-offs.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs:

Topic	Hrs	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. Market-driven Strategy: Market-driven strategy, Market Orientation, Capabilities, Creating value for customers, Becoming market driven.	6	Lecture	Test	1
2. Business and Marketing Strategies: Corporate Strategy, Business and marketing strategy, marketing strategy process, preparing the marketing plan.	6	Lecture	Assignment & Test	2
3. Market vision, Structure, and Analysis: Market and strategies, Mapping product-markets, Describing and analyzing end-users, Market size estimation.	6	Lecture & Group Discussion	Assignment & Test	3
4. Segmenting Markets: Segmentation and market-driven strategy, Forming segments, Finer segmentation strategies.	6	Lecture	Test & Quiz	3
5. Continuous Learning about Markets: Market orientation and organization organizational learning, Marketing research information, computerized information systems, Issues in collecting and using information.	3	Lecture	Test & Quiz	3

6. Market Targeting and Strategic Positioning: Market targeting strategy, Targeting in different market environments, The position process, Determining positioning effectiveness.	3	Lecture	Quiz & Presentation	3
7. Relationship Strategies: The rationale for international relationships, Types of organizational relationships, developing effective relationships between organizations.	6	Lecture	Quiz & Presentation	3
8. Planning for New Products: Steps in new product planning, Idea generation, Product and process development, developing marketing strategy and market testing, Commercialization.	6	Lecture and Group Discussion	Test	3
9.Strategy brand management: Product management issues, Analyzing product performance, strategies for product/brands, strategy brand management	3	Lecture	Test	3
10.Managing Value-Chain Relationships: Strategic role of distribution, Channel of distribution strategy, Managing the channel, Legal and ethical considerations.	3	Lecture	Test	3

Textbook(s)

Tony Proctor. Strategic Marketing: An Introduction. Routledge.

Reference(s)

Paul Smith, Chris Berry, Alan Pulford. Strategic Marketing Communications: New Ways to Build and Integrate. Kogan Page.

Assessment and Evaluation

Bloom's Category	Assignments/ Presentation (10)	Quizzes (10)	Mid-term (Test) (30)	Final-term (Test) (50)	Total (100)
Remember		10	05	05	20
Understand	05		05	15	20
Apply			05	10	15
Analyze			05	15	20
Evaluate			05	05	10
Create	05		05	05	15

Grading System: As per UGC recommendation

MKT-0414-565: Hospitality & Tourism Marketing



Credit Hours: 3

Rationale of the Course: The rationale of this course is to cover the key branding and marketing principles, practices, and strategies as applied in the tourism and hospitality industry and to provide knowledge and application for developing powerful tourism and hospitality brands.

Course Description:

This program is designed to provide students with technical knowledge, skills and proper work habits/attitudes necessary for employment in this field. The program prepares students to work and advance in their careers in positions or management in the areas of Tour Services, Food and Beverage Operations, Hotel Operations, and Hospitality Management.

Course Learning Outcomes (CLO):

After completing the course, the student should be able to:

CLO1	I. Recognize the roles of service marketing in the hospitality and tourism industry.
CLO2	Examine the consumer and organizational buyers' behavior and their influences to market the hospitality and tourism products.
CLO3	Explain the roles of various channels of distribution channels in the hospitality and tourism industry.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs:

Topic	Hrs	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. Introduction to Hospitality Management: History, current practices, future of the industry, restaurant/food service operations, hotel/motel management, travel/tourism, managing in the service industry, operations management and personnel leadership	6	Lecture	Test	1
2. Tourism and Travel: Knowledge of Tourism and Travel by examining how the different sectors of Tourism and Travel work separately and in unison. Some of the aspects covered will include the economics,	6	Lecture	Assignment & Test	2

psychology and sustainability of travel and tourism.				
3. Food & Beverage Control Systems: Food preparation to restaurant success, food history, kitchen and restaurant cost controls, menu development, purchasing, receiving, equipment operation and maintenance, and basic food preparation and presentation. Overall Planning and supervising food and beverage service operations in a hospitality establishment	6	Lecture & Group Discussion	Assignment & Test	3
4. Facilities & Guest Services: In-depth study of operations of food and rooms divisions in the hospitality industry. Topics will include hiring, staff development, quality services, and ethics.	6	Lecture	Test & Quiz	3
5. Menu Planning and Food Safety: Comprehensive exploration of the basic functions in contemporary food service management. The course examines menu management and food safety within the modern food service industry.	3	Lecture	Test & Quiz	3
6. Economics of Tourism: The student will learn how to create value in tourism, who are the consumers of tourism and the impact of tourism on GDP. The student will visit a convention and visitors bureau and will prepare an impact project on an aspect on tourism on the local economy	3	Lecture	Quiz & Presentation	3
7. Hotel Operations: Creating and managing hospitality properties including building, design and operations of room and food operations. In this course students will write a business plan for a hospitality property.	6	Lecture	Quiz & Presentation	3
8. Event Planning and Management: Fundamentals of event management. Students will learn that gatherings, meetings and events have been occurring for centuries. The student will visit an event center and will plan an event either actual or simulated from start to finish.	6	Lecture and Group Discussion	Test	3
9. Destination Management and Marketing: Marketing of Tourism and Travel. Industry uses destination marketing and management to guide the consumer to make more efficient use of their leisure time.	3	Lecture	Test	3
10. Sustainable Tourism: Understanding of	3	Lecture	Test	3



the concepts and principles of the marketing and management of ecotourism activities and the development of sustainable growth in tourism sectors.				
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Textbook(s)

Marketing for Hospitality and Tourism (6th Edition) by [Philip T. Kotler](#) (Author), [John T. Bowen](#) (Author), [James Makens Ph.D.](#) (Author), Newyork.

Reference(s)

1. Sustainable Tourism: Theory and practice, 2007, [David Weaver](#), Butterworth Heinemann Publications, Newyork
2. Management of Food and Beverage Operations. 3rd ed., NINEMEIER, J.D, The Educational Institute of the American Hotel and Motel Association, 2000,
3. Hospitality Strategic Management: Concepts and Cases 2nd Edition, by [Cathy A. Enz](#), Newyork
4. The Lodging and Foodservice Industry, 6th ed, LATTIN, G. W, The Educational Institute of the American Hotel and Motel Association, 2005, Newyork.

Assessment and Evaluation:

Bloom's Category	Assignments/ Presentation (10)	Quizzes (10)	Mid-term (Test) (30)	Final-term (Test) (50)	Total (100)
Remember		10	05	05	20
Understand	05		05	15	20
Apply			05	10	15
Analyze			05	15	20
Evaluate			05	05	10
Create	05		05	05	15

Grading System: As per UGC recommendation

MKT-0414-566: International Marketing Credit Hours: 3

Rational of the Course

The course will equip students with marketing policies and strategies from a cross-border perspective. Students will be engaged in case solutions and classroom discussions which will amplify their learning.

Course Description:

This is a higher level so that I can expect you to know the basic theories, concepts and Marketing definitions from earlier courses you took throughout your semesters. This course will basically give you the better understanding of all the issues and decisions related to Domestic and International Markets. This unit will help you as an International



Marketer to find out the right direction or adaptation if needed for your company. We need to develop an ability to apply Marketing principles to problems facing marketers in international markets. Also you will be able to come up with right strategic orientation for a firm based on uncontrollable environment and uncertainties faced in different countries.

In addition, Students explore all aspects of marketing from a global perspective to better respond to international opportunities and competitive situations.

Course Objectives :

Upon completion of this course, students should be able to:

CL01	Apply the key terms, definitions, and concepts used in marketing with an international perspective.
CL02	Compare the value of developing global awareness vs. a local perspective in marketing.
CL03	Evaluate different cultural, political, and legal environments influencing international trade.
CL04	Distinguish the advantages and disadvantages of exporting Bangladeshi products and services in both emerging markets and mature markets.
CL05	Explain the impact of global and regional influences on products and services for consumers and businesses.
CL06	Apply basic internationally oriented marketing strategies (total product concept, pricing, place, and promotion).
CL07	Develop creative international market entry strategies.
CL08	Understand the importance of the Internet for global business.
CL09	Explain the differences in negotiating with marketing partners from different countries and the implications for the marketing strategies (4Ps).

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	2	1	3	3	1
CLO-2	2	3	3	3	1
CLO-3	2	3	3	3	2
CLO-4	3	3	2	2	2
CLO-5	2	3	3	3	1
CLO-6	3	3	3	2	1
CLO-7	3	3	3	2	2
CLO-8	2	1	2	2	2
CLO-9	2	3	2	3	2

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan :

Topic	Hours	Teaching-Lecturing Strategy	Assessment Strategy	Corresponding CLOs

Introduction to Domestic Marketing and International Marketing	3	Lecture	Test (Quiz 1)	1
Export Process	3	Lecture and Class Participation	Test (Quiz 1)	2, 5, 8
International Trade vs International Marketing	3	Lecture	Test (Quiz 1)	1, 5
International Marketing Entry Methods- International Marketing Research	1,5	Lecture	Test (Mid)	7, 5
International Organizations Related to International Trade and Marketing	1.5	Lecture and Class Participation	Test (Mid)	3
Cultural Environment	3	Lecture	Test (Mid), Assignment	3, 5
Political Environment	1.5	Lecture and Class Participation	Test (Mid), Assignment	3
Economical and financial Environment	1.5	Lecture and Class Participation	Test (Mid), Assignment	3
International Product Policy	3	Lecture	Test (Quiz 2 and Final)	5, 6, 9
International Pricing policy	3	Lecture and Class Participation	Test (Quiz 2 and Final)	6, 9
International Advertising and Policy -Cases	3	Lecture	Test (Quiz 2 and Final)	6, 8, 9
Global Branding	3	Lecture and Class Participation	Test (Quiz 2 and Final)	4, 6, 9
International Marketing management process	3	Lectures and class	Test	4,5,7
Nature, importance and scope of International Marketing	3	Class lectures	Test quiz (2)	1,2
Scanning and monitoring global marketing environment	3	lectures	Test quiz	5.6& 8
Global distribution strategy	3	lectures	test	5,6&9
Country report and case studies.	3	lectures	Assignment and presentation	3,4,7 & 8

Textbook(s)



1. Czinkota M. R. & Ronkainen I. A., *International Marketing*, 5th edition, 1993, The Dryden Press, New York.
2. Cateora, P. R., Gilly, M. C., Graham, J. L., & Money, R. B. (2016). *International Marketing*. (17th ed.). New York, NY: McGraw-Hill Education. Textbook, ISBN-13: 978-0-07-784216-1 / ISBN-10: 0-07-784216-2

References(s)

- "International Marketing - An Asia Pacific Perspective"; Fletcher R; Crawford H; 7th Ed (2016), Pearson.
- Course tutorial booklet will be provided in the class.
- Case Studies for each chapter will be provided during the class time.

Assessment and Evaluation

Bloom's Category	Assignments And Presentation (20+10)	Quizzes (10)	Mid-term (Test) (30)	Final (Test) (30)	Total (100)
Remember		2	10	10	22
Understand		3	5	5	13
Apply	10	3	10	10	33
Analyze	10		5	5	20
Evaluate			5	5	10
Create	10	2	5	5	22

Grading System: As per UGC recommendation

MKT-0414-567: Marketing Research Credit Hours: 3

Rationale of the Course:

The rationale of this course is to introduce the student to the theory and practice of marketing research and to develop the student's skills in qualitative and quantitative research methods in marketing.

Course Description:

This course will provide students with an in depth understanding of market research. Students will be involved in a practical application of market research via a group project which will focus on a real company situation. Students will write a research brief, determine the research methodology and conduct interviews and surveys as required.

Course Learning Outcomes (CLO):

After completing the course, the student should be able to:

CLO1	Understand fundamental principles, concepts, and measurement tools essential to planning, conducting, and evaluating marketing research activities.
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CLO2	Be able to utilize exploratory research and secondary information sources to formulate relevant research questions.
CLO3	Be able to operationalize concepts for the purpose of developing testable propositions

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs:

Topic	Hrs	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. Introduction to Marketing Research: Definition, Marketing Research Process, Types, When to Conduct Marketing Research	6	Lecture	Test	1
2. The Marketing Research Process: Major steps in marketing research process, The interrelationship among and interdependence of the process steps, Development of marketing research ethics	6	Lecture	Assignment & Test	2
3. Exploring Marketing Research Design: Components of a Research Design, Types of Research, Degree of Problem Definition, Exploratory Research, Descriptive Research, Causal Research	6	Lecture & Group Discussion	Assignment & Test	3
4. Research Design: Secondary Data: Primary vs. Secondary Data, Criteria for Evaluating Secondary Data, Published External Secondary Data, Computerized Databases	6	Lecture	Test & Quiz	3
5. Exploratory Research Design: Qualitative Research: Qualitative Vs. Quantitative Research, Focus Group, Depth Interview, Projective Techniques	3	Lecture	Test & Quiz	3
6. Descriptive Research Design Survey and Observation: Survey Methods, Classification, Observation Methods, Classification, Comparison of Survey and Observational Methods, International Marketing Research, Ethics in Marketing Research	3	Lecture	Quiz & Presentation	3
7. Causal Research Design:	6	Lecture	Quiz &	3

Experimentation: Concept of Causality, Conditions for Causality, Definition of Concepts, Validity in Experimentation, Extraneous Variables, Controlling Extraneous Variables, Laboratory Vs. Field Experiments			Presentation	
8. Measurement and Scaling: Fundamentals and Comparative Scaling: Measurement and Scaling, Primary Scales of Measurement, Comparative Scaling Techniques	3	Lecture and Group Discussion	Test	3
9. Measurement and Scaling: Non-comparative Scaling Techniques: Classification, Continuous Rating Scale, Itemized Rating Scales, Likert Scale, Semantic Differential Scale, Stapel Scale	3	Lecture	Test	3
10. Questionnaire & Form Design: Questionnaire Design Process, Precoded Questionnaire, Reproduction of the Questionnaire, Pretesting	3	Lecture	Test	3

Textbook(s)

Joseph F. Hair, Jr., Mary F. Woflinbarger, David J. Ortinau, and Robert P. Bush, Essentials of Marketing Research, 2nd edition, McGraw-Hill, 2010. [HF5415.2 Ese 2010]

Reference(s)

1. Marketing Research: An Applied Orientation, 5/E, Naresh K. Malhotra
2. Aaker, David, V. Kumar and George Day (1995), Marketing Research, 8th edition, John Wiley & Sons.

Assessment and Evaluation

Bloom's Category	Assignments/Presentation (10)	Quizzes (10)	Mid-term (Test) (30)	Final-term (Test) (50)	Total (100)
Remember		10	05	05	20
Understand	05		05	15	20
Apply			05	10	15
Analyze	05			15	20
Evaluate			05	05	10
Create	05		05	05	15

Grading System: As per UGC recommendation

MKT-0414-568: Distribution Management Credit Hours: 3

Rationale of the Course



The course will introduce marketing students to the practices and the strategies of distribution management. Students will learn through studying and analyzing real-life cases and engaging themselves in vibrant classroom discussions.

COURSE DESCRIPTION

We are living in a rapidly changing, highly competitive, diverse and globalized business environment. All the firms with close market offerings are fiercely competing each other to win the hearts and minds of the target consumers. To win that race, delivering superior value than the competition is of utmost importance. The efficient distribution management can play a huge role in this regard. It helps of ensure the quality, availability on just time. It is also a major cost center (and value as well) for the customers as well. So all the companies strive to set up and nurture a smooth distribution system in order to maximize the value generated by this. This course will orient students to distribution management and acquaint them with various theoretical and practical aspects of it.

Course Learning Outcomes (CLOs):

After successfully completing the course, the students will be able:

CLO1	To understand the basics of distribution management and its impact on customer service.
CLO2	To measure the cost and lead time of distribution management.
CLO3	To know about details of wholesaling and retailing.
CLO4	To understand details regarding warehouse and inventory management.
CLO5	To understand order processing and material management

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Basic Text:

1. Lambert, D. M., & Stock, J. R. (1982). *Strategic physical distribution management*. RD Irwin.
2. Bowersox, D. J., Smykay, E. W., & La Londe, B. J. (1968). *Physical distribution management: logistics problems of the firm*. New York: Macmillan.

Course Plan: (Subject to Change upon the Discretion of the Faculty)

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs

1.Introduction: Meaning of physical distribution-Logistics management-Network Management-Changing logistics	3	Lecture and Class Participation	Quiz	1
2.Logistics and Customer Service Dimension: Marketing and logistics interface-Customer service and customer retention-Service driven logistics system-Setting customer service priorities and service standards	3	Lecture and Class Participation	Quiz	1
3.Measuring Logistics Costs and Performance: Concept of total cost analysis-Principles of logistics costing-Logistics and the bottom line-Logistics and shareholder value-Customer profitability analysis-Direct product profitability-Cost driven and activity based costing	3	Lecture and Class Participation	Mid Exam and Assignment	2
4.Strategic Lead Time Management: Time based competition-The concept of lead time-Logistics pipeline management-Logistics value engineering—the lead time gap	3	Lecture and Class Participation	Mid Exam and Assignment	2
5.Just-in-Time and Quick Response Logistics: The Japanese philosophy-Implications for logistics-Quick response logistics-Vendor managed inventory-Logistics information systems-Logistics system dynamics-Production strategies for quick response	3	Lecture and Class Participation	Mid Exam and Assignment	2
6.Wholeselling: Nature and importance of whole selling-Whole selling functions-Types of whole sellers-Rationale for whole selling-Wholesale trade area-Strategic wholesale management decision-Product/service mix-Pricing by whole sellers-Strategies for success-Wholesale personnel-Financial planning and control-Whole selling in Bangladesh	6	Lecture and Class Participation	Quiz	3
7.Retailing: Nature and	6	Lecture and	Quiz	3

importance of retailing-The economics of retailing-Retailing mix-Social, economic and competitive forces of retailing structure-Retail methods of operation-Ways of classifying retail stores-Store location-Store building-Retail store design and interior layout-Retail trade area-Retail business plan-Merchandise management-Retail sales promotion-Retail credit-Retail personnel financial planning and control-Large scale retailing-Retailing in Bangladesh		Class Participation		
8.Warehousing: Nature and importance of warehousing in marketing-Types and functions of warehousing-Decision making strategies in warehousing-Distribution warehouse location patterns-Measurement and improvement of warehouse performance-Warehousing in Bangladesh-Virtual warehousing	6	Lecture and Class Participation	Final Exam and Assignment	4
9.Inventory: Costs and Financial Aspects of Inventory-Inventory Management Decisions-Classification of Inventory-EOQ-Determination of safety stock under certain and uncertain conditions-Symptoms of poor inventory materials handling	6	Lecture and Class Participation	Final Exam and Assignment	4
10.Order Processing: Materials requirement planning-Order processing cycle-Functions in order processing-Materials management-Purchasing and procurement	6	Lecture and Class Participation	Final Exam and Assignment	5

Assessment and Evaluation:

Bloom's Category	Quiz 1 (20)	Mid Exam (20)	Quiz 2 (20)	Final Exam (20)	Assignment x2 (20)	Total (100)
Remember	5	5	5	5		20
Understand	5	5	5	5	5	25

Apply	3	3	3	3	5	17
Analyze	4	4	4	4		16
Evaluate	3	3	3	3		12
Create					10	10

Grading System: As per UGC recommendation

MKT-0414-569: Internet Marketing
Credit Hours: 3

Rationale of the Course

The course will help the students to learn the uses of the internet as a means to achieve the organization's marketing objectives. They will also know about various complementary technologies which serve similar purposes as well.

Course Description

All the disciplines and practices in these days are technology driven. The discipline of Marketing is of no difference. Technological breakthroughs and innovations are steering the wheel of latest marketing practices. Technology is being used to reach customers, provide customized services and predict the future.

Marketers are now extensively using internet and supplementary technologies for direct marketing and other marketing communication purposes. Search engines, social media, emails, web displays etc. are being used to engage target audience-customers and to generate response efficiently. This course will try to acquaint marketing major students with this important concept and application.

Course Learning Outcomes (CLOs):

After successfully completing the course, the students will be able:

CL01	To understand the basics of internet marketing and online business.
CL02	To use online search and search engines to promote the business.
CL03	To exploit website and social media to attract and engage target customers.
CL04	To use mobile phones and emails to reach out and connect with leads and prospects.
CL05	To analyze online data using various analytics tools.
CL06	To learn the basics of setting up an online store.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Textbook(s)

3. Bailey, M. (2011). *Internet marketing: an hour a day*. John Wiley & Sons.
4. Kingsnorth, S. (2019). *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers.

Course Plan: (Subject to Change upon the Discretion of the Faculty)

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1.Introduction: The online opportunities-First step in the online success-Building online presence-Marketing online presence-	3	Lecture and Class Participation	Quiz	1
2.Planning Online Business Strategy: Benefits of online strategy-Taking a business online-Understanding customer behavior-Standing out from competitors-Goals to improve business performance-	6	Lecture and Class Participation	Quiz	1
3.Search: History-Modern search engines-How search engines work-How search engines see the web-Organic Search or SEO-Paid Search or SEM-Google search console	3	Lecture and Class Participation	Mid Exam and Assignment	2
4.SEO and SEM: Introduction-SEO process-SEO tips-SEO tools-Challenges of SEO-How to choose keywords-SEM Process-Challenges of SEM-SEM tools-SEM tips	3	Lecture and Class Participation	Mid Exam and Assignment	2
5.Building Web Presence: Online listing the business-Hosting space-Domain name-How website works-Key website ingredients-Landing page-Making website easy to use-Website advertising- Website Design Dos and Don'ts-	6		Mid Exam and Assignment	3
6.Social Media: Social media plan and strategy-Business profiles-Social media management tools-Social media advertising-Content	6	Lecture and Class Participation	Quiz	3

marketing-Blogs-Infographics-Social media analytics-Driving traffic-Continuous improvement				
7.Possibilities of Mobile: Mobile marketing-SMS marketing-Website's mobile friendliness-Mobile apps-Mobile apps advertisements-Self service mobile tools-Easy-to-type keywords-CTA	3	Lecture and Class Participation	Quiz	4
8.E-mail Marketing: Useful and engaging contents-Feedback and response-Email database-Email marketing tools-Designing the subject and the body-Email newsletter-Email analytics-	3	Lecture and Class Participation	Final Exam and Assignment	4
9.Turning Data into Insight: Data cycle-Google analytics-Adobe analytics-Web trends-Resonating the audience-"Easy to digit" way-Charts, bars, graphs and maps for presentation	6	Lecture and Class Participation	Final Exam and Assignment	5
10.Building Online Shop: E-commerce-Managing orders-Tracking shipping-Real shop like experience-Ratings and reviews-Multiple payment options-Online store design-Making navigation easy-Photos, videos and description of products-Easy checking out process-Cookie	6	Lecture and Class Participation	Final Exam and Assignment	6

Assessment and Evaluation:

Bloom's Category	Quiz 1 (20)	Mid Exam (20)	Quiz 2 (20)	Final Exam (20)	Assignmentx2 (20)	Total (100)
Remember	5	5	5	5		20
Understand	5	5	5	5	5	25
Apply	3	3	3	3	5	17
Analyze	4	4	4	4		16
Evaluate	3	3	3	3		12
Create					10	10

Grading System: As per UGC recommendation

MKT-0414-570: Service Marketing
Credit Hours: 3

Rationale of the Course:

Knowing products and services creates value by helping customers understand why the product or service stands out from others and how it can benefit them? Without effective service marketing, service providers would not attract and retain customers.

Course Description:

This course is aimed at understanding unique nature of services, service marketing mix, consumer behavior in services, service expectations and perceptions.

Course Learning Outcomes (CLO):

After completing the course, the student should be able to:

4. Explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people.
5. Describe how customer relationship marketing (CRM), including retention strategies, creates an environment that achieves excellence in customer service.
6. Design service quality measurements to build customer expectation, business ethics, and socially responsible marketing on services marketing.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	1	2	1	2	1
CLO-2	2	1	2	3	3
CLO-3	3	3	3	3	2
	2	2	2	2.6	2

1= Less correlated

2= Moderately correlated

3= Highly correlated

Course Plan: Teaching-Learning & Assessment Strategy mapped with CLOs:

Topic	Hrs	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1. Introduction to Service	6	Lecture	Test	1
2. Consumer Behavior in Service	6	Lecture	Assignment & Test	2
3. Consumer Expectation in Service	6	Lecture & Group Discussion	Assignment & Test	3
4. Customer Perceptions in Service	6	Lecture	Test & Quiz	3

5. Listening to Customer Requirements	3	Lecture	Test & Quiz	3
6. Building Customer Relationship	3	Lecture	Quiz & Presentation	3
7. Service Recovery	6	Lecture	Quiz & Presentation	3
8. Aligning strategy, Service Design & Standards	6	Lecture and Group Discussion	Test	3
9. Customer Defines Service Standards	3	Lecture	Test	3
10. Physical Evidence and Servicescape	3	Lecture	Test	3

Textbook(s)

Zeithmal A. Valarie & Bitner J. Mary, Services Marketing, 2nd edition, 2000, Mcgraw Hall, Boston.

Reference Books :

1. Helen Woodruffe, Services Marketing, 2000, Macmillan India Ltd.
2. Christian Gronroos, Services Management and Marketing, A customer relationship management Approach, 2nd edition, John Wiley & Sons Ltd.

Assessment and Examination Preparation:

Bloom's Category	Assignments/ Presentation (10)	Quizzes (10)	Mid-term (Test) (30)	Final-term (Test) (50)	Total (100)
Remember		10	05	05	20
Understand	05		05	15	20
Apply			05	10	15
Analyze			05	15	20
Evaluate			05	05	10
Create	05		05	05	15

Grading System: As per UGC recommendation

MKT-0414-571: Special Topics in Marketing Credit Hours: 3

Rationale of the Course



This capstone-like course will cover various aspects and strategies of marketing. The students will revisit the topics they have studied and look at marketing as a holistic function.

Course Description

Marketing is an interdisciplinary subject of business. The business process starts with market research and keeps going on endlessly through Customer Relationship Management which is part of the company's marketing effort as well. This capstone course will introduce and remind as well the graduate level marketing major students almost with all the important functions of marketing briefly.

Course Learning Outcomes (CLOs):

After successfully completing the course, the students will be able:

CL01	To understand various aspects of consumer behavior and designing effective marketing communication programs to influence those behavior.
CL02	To comprehend fundamentals of brand management and develop a customer driven marketing management strategy to create strong brand loyalty.
CL03	To know the basics of hospitality management and taking a business global.
CL04	To understand the rudimentary concepts of marketing research and distribution management.
CL05	To know about the fundamentals of internet marketing and starting an online business.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Course Plan: (Subject to Change upon the Discretion of the Faculty)

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
1.Consumer Behavior: Consumer research-Market segmentation-Consumer as an individual-Personality and consumer behavior-Consumer perception-Consumer learning-Cross cultural consumer behavior-Consumers in the social and cultural settings-The	6	Lecture and Class Participation	Quiz	1

influence of culture on consumer				
2. Marketing Communication: The communication process- Integrated marketing communication-IMC planning process-Developing IMC program-Media planning and strategy-Advertising design- Evaluation of media-Direct marketing-Digital marketing- Social media	6	Lecture and Class Participation	Quiz	1
3. Brand Management: Brands and brand management- Customer based brand equity- Brand positioning-Choosing brand elements to build brand equity-Designing marketing programs to build brand equity- IMC to build brand equity	6	Lecture and Class Participation	Mid Exam and Case Study	2
4. Strategic Marketing Management: Market driven strategy-Business and marketing strategies-Market vision, structure and analysis- Segmenting markets-Continuous learning about markets-Market targeting and strategic positioning-Relationship strategies and planning for new products-Managing value chain relationship	6	Lecture and Class Participation	Mid Exam and Case Study	2
5. Hospitality & Tourism Marketing: Introduction to hospitality management- Tourism and travel-Food and beverage control systems- Facilities and guest services- Menu planning and food safety- Economics of tourism-Hotel operations-Event planning and management-Destination management and marketing- Customer relationship management-Sustainable tourism	3	Lecture and Class Participation	Quiz	3
6. International Marketing: Domestic marketing vs.	6	Lecture and Class	Quiz	3

international marketing-Export process-International trade vs. international marketing-International market entry methods-International organizations related to international trade and marketing-Cultural environment-Political environment-Financial and economic environment-Product policy-Pricing policy-Advertising and distribution-Global branding		Participation		
7. Marketing Research: Introduction to marketing research-Marketing research process-Exploratory research design-Descriptive research design-Causal research design-Measurement and scaling	3		Final Exam and Case Study	4
8. Distribution Management: Introduction-Logistics and customer service dimension-Measuring logistics cost and performance-Strategic lead time management-Just in time and quick response logistics-Whole selling-Retailing-Warehousing-Inventory-Order processing	3		Final Exam and Case Study	4
9. Internet Marketing: Introduction-Planning online business strategy-Search Engine-SEO and SEM-Building web presence-Social media-Possibilities of mobile-Email marketing-Turning data into insights-Building online shop	3		Final Exam and Case Study	5
10. Service Marketing : Introduction to Service-Consumer Behavior in Service-Consumer Expectation in Service-Customer Perceptions in Service-Service Recovery-Aligning strategy, Service Design & Standards-Physical Evidence and Servicescape	3	Lecture and Class Participation	Quiz	1

Reference & Texts:

1. Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behavior*. New Jersey: Pearson.
2. Belch, G. E., & Belch, M. A. (2004). *Advertising and promotion: An integrated marketing communications perspective 6th*. New York: McGraw-Hill.
3. Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.
4. Proctor, T. (2014). *Strategic marketing: an introduction*. Routledge.
5. Weaver, D. (2007). *Sustainable tourism*. Routledge.
6. Cateora, P. R., Gilly, M. C., Graham, J. L., & Money, R. B. (2016). *International Marketing*. (17th ed.). New York, NY: McGraw-Hill Education.
Textbook, ISBN-13: 978-0-07-784216-1 / ISBN-10: 0-07-784216-2
7. Hair, J. F., Ortinau, D. J., & Harrison, D. E. (2010). *Essentials of marketing research* (Vol. 2). New York, NY: McGraw-Hill/Irwin.
8. Lambert, D. M., & Stock, J. R. (1982). *Strategic physical distribution management*. RD Irwin.
9. Bailey, M. (2011). *Internet marketing: an hour a day*. John Wiley & Sons.
10. Helen Woodruffe, *Services Marketing*, 2000, Macmillan India Ltd.

Assessment and Evaluation:

Bloom's Category	Quiz 1 (20)	Mid Exam (20)	Quiz 2 (20)	Final Exam (20)	Case Study x 2 (20)	Total (100)
Remember	5	5	5	5		20
Understand	5	5	5	5	4	24
Apply	3	3	3	3	4	16
Analyze	4	4	4	4	7	23
Evaluate	3	3	3	3		12
Create					5	5

Grading System: As per UGC recommendation

THESIS/INTERNSHIP

MBA-0111-670: Thesis

Credit Hours: 6

Course Rationale:

The course has been designed to make students familiar with the key issues of strategy formulation and implementation. This capstone course will enable students to strategically lead their organizations in creating sustainable competitive advantage in a rapidly changing environment.

Course Description:



This course is designed to provide the students an opportunity to get acquainted with the academic research.

Course Learning Outcomes (CLO):

After completing the course, the student should be able to:

CLO1	Know how to apply the classroom knowledge of research methods in doing academic research.
CLO2	Generate knowledge through research;
CLO3	Write a thesis.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Procedure of the research program:

The steps of the writing a thesis should be as follows;

1. The research topic should be selected in consultation with supervisor(s);
2. The precise research question(s) are to be addressed;
3. Hypothesis may be developed and tested;
4. Appropriate methodology to be used in conducting the research;
5. Data are to be collected from genuine sources;
6. Proper analysis and interpretation are to be made to draw the conclusions;
7. Implications of the research findings may be mentioned.

Students are required to present their research outcomes in front of a designated panel of judges.

Assessment and Evaluation

Bloom's Category	Assignments (100)	Quizzes (-)	Mid-term (Test) (-)	Final-term (Test) (-)	Total (100)
Remember	0				0
Understand	20				20
Apply	20				20
Analyze	30				30
Evaluate	20				20
Create	10				10

Grading System: As per UGC recommendation

MBA -0111-671: Internship*
Credit Hours: 6

Rationale of the Course:

This course allows students to gain direct experience, enhance their employability and develop network with professionals.

Course Description:

The internship aims to bridge the gap between the real-life business and academic institutions. It is a model of the business environment and helps students to experience the rigidities of a business organization. The objectives internship include:

Course Learning Outcomes (CLO):

After completing the course, the student should be able to:

CLO1	To provide students with opportunities to apply the concepts learnt in the class-room to real-life situations
CLO2	To sensitize students to the variations of a work place by assigning time-bound projects in a company
CLO3	To provide students a platform to network which will be useful to further their career prospects

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs):

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

(Level of integration: 3-High, 2-Medium, 1-Low)

Procedure of the program:

1. Students will submit a report on completion of their internship program and present it before the board.
2. There will be a starting date of internship program, report processing period and submission date of Internship report- all of which will be decided and declared by the business school. However tentative course of actions may be as follows:
 - a) Forwarding Letter (Issued by the business school): After completion of 60 credit hours.
 - b) Duration of Internship: Three Months (90 hours).
 - c) Internship Start: Within second week of each semester.
 - d) Report Preparation: One week before final submission, a draft copy must be submitted to the supervisor for proof reading and correction.
 - e) Report Submission and Presentation: During semester final examination.
3. A permission letter from the organization is needed to start Internship. A copy of permission letter must be submitted to the business school by the student or the organization.
4. A list of supervisors will be published at the beginning of the semester.
5. Students must keep in touch with their supervisor by their own on a regular basis. Supervisor will not be responsible to communicate with the student regarding internship.
6. Student evaluation shall be based on Organization’s Assessment, Internship Report, Internship Presentation, Attendance in Workshop and regular contact with supervisor and Viva-voce.

Assessment and Evaluation

Bloom’s	Assignments	Quizzes	Mid-term	Final-term	Total
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Category	(100)	(-)	(Test) (-)	(Test) (-)	(100)
Remember	0				0
Understand	10				10
Apply	20				20
Analyze	30				30
Evaluate	20				20
Create	20				20

*In exceptional situation, a student will be allowed to opt for Internship as an alternative for 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:

Numerical Grade	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	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.

Course Withdrawal Procedure:

A student may withdraw from a course by the deadline with the consent of the instructor and the Academic Advisor. Withdrawal from only one course in a semester is allowed but



the students should provide valid reasons along with documents while applying for the withdrawal. However, withdrawal from the whole semester may be permitted on a case-by-case basis provided the student has valid reasons for withdrawal from the semester along with valid documents. A grade of 'W' will be recorded on the transcript. Withdrawing from a course does not discharge a student from financial liability or responsibility for the course.

Course Add/Drop Procedure:

A student may add or drop a course by completion of an official Add/Drop form prior to the conclusion of the drop/add period. The signature of the academic advisor will be required for any drop/add/change of course. Students may add or drop a course within the stipulated period.

Incomplete (I) Grade Policy:

1. An 'I' grade is given to a student who has fulfilled 75% of a course but was unable to complete it due to illness or for any other acceptable reasons. The student should fulfill the remaining 25% before the end of the following semester in consultation with the course instructor.
2. The student is not required to register for the incomplete course in the next semester, however, assigning an incomplete or 'I' grades should be strongly discouraged. It will only be considered for the students who have a valid reason acceptable to the course instructor and the Dean of School.
3. In case if the instructor who assigned an incomplete grade to a student is not available for any valid reason to change the 'I' grade, the Dean of the School shall do it.
4. An 'I' grade must be replaced in the following term/semester when it was assigned. If a student failed to complete the course within the following term/semester, the grade may convert to "F" following the grade change procedure.
5. In a situation where the student is unable to complete the course due to unanticipated illness or family emergency and has not attended at least 75% of the classes held, he/ she will be asked to withdraw from that course and retake it.
6. A student whose internship/thesis or seminar paper/senior project is in progress, he/she will have the opportunity to obtain a 'Continuation grade' for the course under specific conditions and guidelines. The, symbol of 'Continuation grade', will be "CN". 'CN' grade can be given for maximum three semesters only.

Retake/Grade Improvement Policy:



1. Retake of a course shall be allowed only to the course with B- (minus) grades and below.
2. After the retake of a course the higher grade earned by the student will be considered towards counting of the CGPA.
3. Students will be allowed to retake any course twice before graduation.
4. A course must be re-taken in immediate successive enrolled semester if the grade is 'F'.
5. A course must be re-taken in immediate successive enrolled semester if the prerequisite grade is not achieved.