



## **Outcome-Based Education (OBE) Curriculum**

# **CHITTAGONG INDEPENDENT UNIVERSITY**

## **DEPARTMENT OF GENERAL MANAGEMENT**

### **BACHELOR OF BUSINESS ADMINISTRATION (BBA) IN GENERAL MANAGEMENT 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 GENERAL MANAGEMENT**

### **VISION:**

The department of general management aspires to evolve into the eminent center for management education and advancement of knowledge.

### **MISSION:**

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

### **NAME OF THE DEGREE:**

*Bachelor of Business Administration (BBA) in General Management.*

### **DESCRIPTION OF THE PROGRAM:**

<b>Sl. No</b>	<b>Category of Courses</b>	<b>Distribution of Credits</b>
1	General Education/Foundation Courses	36 Credits
2	Core Courses	57 Credits
3	Major Courses	23 Credits
4	Minor Courses	15 Credits
5	LFE (Live-in-Field Experience)	3 Credits
6	Internship/Research Project	6 Credits
<i>Total requirement for the degree</i>		<i>140 credits</i>

### **GRADUATE ATTRIBUTES:**

- 1) Knowledgeable in contemporary issues of the business and management;
- 2) Creative, innovative, conscientious;
- 3) Having business intelligence, leadership, professionalism, and problem-solving skills;
- 4) Having negotiation, communication, persuasiveness, critical thinking, and decision making ability;
- 5) Tendency to develop team working ability, intercultural competency, inquisitiveness, self-awareness, and lifelong learning habit.

### **Program Education Objectives (PEOs):**



<b>PE01</b>	<b>Understanding core concepts and principles of general management:</b> The students are expected to be able to exhibit an appropriate blend of knowledge in the field of management.
<b>PE02</b>	<b>Problem solving, critical thinking, and ethical reasoning:</b> The students are expected to develop critical thinking skills as well as develop the understanding of the ethical reasoning including the ability to describe, analyze, and link the context with concepts and theories, evaluate the situation, solve problems, and make and defend decisions.
<b>PE03</b>	<b>Effective communication skills:</b> The students are expected to develop effective reading, listening, writing, and speaking skills in the context of professional business communications.
<b>PE04</b>	<b>Team building, and networking:</b> The students are expected to be able to interact professionally and productively in small teams in a variety of social and business settings and demonstrate effective leadership and collaboration skills for making decisions and accomplishing the goals.
<b>PE05</b>	<b>Entrepreneurial competencies:</b> The students are expected to be able to start their own business ventures by having both theoretical knowledge and practical experience of certain period.

### Program Learning Outcomes (PLO):

<b>PLO1</b>	The students will be able to develop in-depth theoretical and practical knowledge of management in light of sustainable development and industrial revolutions.
<b>PLO2</b>	The students will be able to develop capacity to prepare and implement business plans through utilizing latest technology along with creativity, integrity, and entrepreneurial skills.
<b>PLO3</b>	The students will be able to develop ability to understand, predict, and manage the operational & environmental issues of business through strong leadership and professionalism.
<b>PLO4</b>	The students will be able to develop effective communication skills to present ideas, problems and solutions to all the stakeholders.
<b>PLO5</b>	The students will be able to develop adaptability to work in a diverse, dynamic and challenging environment through self-improvement, teamwork, and innovation.

### Mapping Mission of the University with PEOs:

<b>PEOs</b>	<b>Mission 1</b>	<b>Mission 2</b>	<b>Mission 3</b>
<b>PE01</b>	3	3	2
<b>PE02</b>	3	3	2
<b>PE03</b>	3	2	3
<b>PE04</b>	3	2	3
<b>PE05</b>	3	1	3

### Mapping PLOs with the PEOs:

<b>PLOs</b>	<b>PE01</b>	<b>PE02</b>	<b>PE03</b>	<b>PE04</b>	<b>PE05</b>
<b>PLO1</b>	3	3	1	2	3
<b>PLO2</b>	3	3	1	2	3
<b>PLO3</b>	3	3	2	3	3
<b>PLO4</b>	2	2	3	3	1
<b>PLO5</b>	1	2	3	3	3

### Mapping Courses with the PLOs:



SI No.	Courses		PL01	PL02	PL03	PL04	PL05
1	ENG-0114-101		1	1.5	2	3	2
2	ENG-0114-102		1.5	2.5	3	3	2.5
3	BUS-0114-105		2	2.5	3	3	1
4	ENG-0114-106		2.5	3	2	2.5	2.5
5	CAB- 0611-101		3	3	3	2	2
6	DTB-0613-101		3	2	2.5	2.5	1.5
7	BUS-0542-211		2	3	2	3	2
8	MAT-0021-101		1	2	1	1	1
9	ENV-0521-111		2	2	2.5	2	1
10	PHY-0533-111		2	2	2.5	2	1
11	PSY-0313-111		2	2	2.5	2	1
12	SOC-0314-111		3	3	3	3	1.5
13	HEA-0923-101		2	2	2	2	1
14	ANT-0314-111		1.5	2.5	2.5	2.5	3
15	SOC-0111-301		2	2.5	1.5	2	3
16	BUS-0114-201		3	2.5	2.5	3	2
17	ETH-0223-201		3	2	3	1.5	1.5
18	BDS-0114-101		3	2.5	3	2	2.5
19	BDS-0222-102		3	3	3	2.5	2
20	BLL-0232-101		2.5	2.5	2.5	2	2.5
21	ACN-0411-201		3	3	2.5	2.5	2
22	ACN-0411-204		2.5	2.5	3	2.5	2
23	ACN-0411-304		3	2	2.5	3	1.5
24	BUS-0114-202		3	2.5	3	2.5	3
25	BUS-0114-310		2.5	3	1	2.5	1
26	BUS-0421-361		2.5	1.5	3	2	2.5
27	BUS-0111-485		3	3	3	3	1.5
28	ECN-0311-211		3	3	2.5	2.5	1
29	ECN-0311-212		2.5	2.5	3	2	2
30	FIN-0412-211		3	3	2	3	2.5
31	FIN-0412-311		3	3	2	2	2.5
32	HRM-0413-301		3	3	3	3	2.5
33	HRM-0413-381		2.5	3	2.5	2.5	2
34	MGT-0413-201		3	2.5	2	2.5	2
35	MGT-0413-301		3	3	3	2.5	2
36	MGT-0413-305		2.5	3	2.5	2.5	2
37	MGT-0413-331		2.5	2.5	3	2	2
38	MGT-0413-490		2.5	2.5	3	2.5	2.5



39	MIS-0612-201		3	3	2	2.5	3
40	MKT-0414-201		3	3	2.5	3	1.5
41	MGT-0413-365		2.5	3	3	2.5	2.5
42	MGT -0413-415		3	2.5	3	2.5	2.5
43	MGT-0413-451		3	3	2.5	2.5	2
44	MGT-0413-461		3	3	3	2.5	2
45	MGT-0413-475		3	3	2.5	2.5	2
46	MGT-0413-340		3	3	3	2.5	2
47	MGT -0413-401		3	3	2.5	3	2.5
48	MGT-0413-410		3	3	3	2.5	1.5
49	MGT-0413-431		3	3	3	2.5	2.5
50	MGT-0412-440		3	3	3	2.5	2.5
51	MGT-0413-465		3	2.5	3	2.5	2.5
52	MGT-0413-471		3	2.5	2.5	2	2
53	MGT-0412-480		3	2.5	1.5	2	2.5
54	MGT-0413-481		3	3	2.5	2.5	2
55	MGT-0413-400L		3	3	3	3	2
56	LFE-0111-201		2.5	2	2	2.5	3
57	BBA-0111-496		3	3	2.5	2	3
58	BBA-0111-497		3	3	2.5	2	3

## **Part B**

### **Structure of the Curriculum**

#### **BBA IN GENERAL MANAGEMENT PROGRAM**

- a) Duration of the program: Years: 4 (*Four*) Years; Semesters: 8 (*Eight*);
- b) Admission Requirements:
  - i. Minimum GPA 2.5 both in SSC/Equivalent and HSC/Equivalent or GPA 6.00 (Combined) but the score should not be less than GPA 2.00 in any individual examination;
  - ii. O' Level in 5(Five) subjects and 'A' Level in 2(Two) subjects with a minimum 'B' Grade in four subjects and 'C' Grade in three subjects.
- c) Total minimum credit requirement to complete the program: According to BNQF (Part B): *140 Credits*;
- d) Total class weeks in a Year/semester: *15 Weeks/Semester*;
- e) Minimum CGPA requirements for graduation: *CGPA 2.00 on the scale of 4.00*;
- f) Maximum academic years of completion: *08 (Eight) Years*.
- g) *Category of Courses*:

#### **i. GENERAL EDUCATION/FOUNDATION COURSES:**

<b>General Education/Foundation Courses</b>	<b>36 Credits</b>
<b>Communication Skills</b>	<b>6</b>



1.	ENG-0114-101	Listening and Speaking Skills	3
2.	ENG-0114-102	English Reading Skills	3
3.	BUS-0114-105	Business Communication	3
4.	ENG-0114-106	Advanced English Skills	3
<b>Computer &amp; IT Skills</b>			<b>3</b>
1.	CAB- 0611-101	Computer Applications in Business	3
2.	DTB-0613-101	Digital Transformation in Business	3
<b>Numeracy</b>			<b>6</b>
1.	BUS-0542-211	Business Statistics	3
2.	MAT-0021-101	Intermediate Mathematics	3
<b>Natural Sciences</b>			<b>3</b>
1.	ENV-0521-111	Introduction to Environmental Science	3
2.	PHY-0533-111	Physics	3
3.	PSY-0313-111	Psychology	3
<b>Social Sciences</b>			<b>9</b>
1.	SOC-0314-111	Introduction to Sociology	3
2.	HEA-0923-101	Health and Society	3
3.	ANT-0314-111	Anthropology	3
4.	SOC-0111-301	Social Science Research Methods	3
5.	BUS-0114-201	Introduction to Business	3
6.	ETH-0223-201:	Ethics, Responsibility, and Sustainability in Business	3
<b>Humanities</b>			<b>9</b>
1.	BDS-0114-101	Bangladesh Studies	3
2.	BDS-0222-102	History of the Emergence of Bangladesh	3
3.	BLL-0232-101	Bangla Bhasha & Shahitto (বাংলা ভাষা এবং সাহিত্য)	3

**ii. CORE COURSES:**

<b>Core Courses</b>			<b>57 Credits</b>
1.	ACN-0411-201	Principles of Accounting	3
2.	ACN-0411-204	Cost and Management Accounting	3
3.	ACN-0411-304	Auditing and Taxation	3
4.	BUS-0114-202	Business Mathematics	3
5.	BUS-0114-310	Business Analytics	3



6.	BUS-0421-361	Legal Environment of Business	3
7.	BUS-0111-485	Business Research Methods	3
8.	ECN-0311-211	Microeconomics	3
9.	ECN-0311-212	Macroeconomics	3
10.	FIN-0412-211	Principles of Finance	3
11.	FIN-0412-311	Bank Management	3
12.	HRM-0413-301	Human Resource Management	3
13.	HRM-0413-381	Employment / Labour Law	3
14.	MGT-0413-201	Principles of Management	3
15.	MGT-0413-301	Organizational Behavior	3
16.	MGT-0413-305	Entrepreneurship Development & SME Management	3
17.	MGT-0413-331	Operations & Supply Chain Management	3
18.	MGT-0413-490	Strategic Management	3
19.	MIS-0612-201	Fundamentals of MIS	3
20.	MKT-0414-201	Principles of Marketing	3

**iii. MAJOR & MINOR COURSES OF GENERAL MANAGEMENT:**

Course requirements for Major in General Management:	23 Credits
Course requirements for Minor in General Management:	15 Credits

List of courses for both General Management Major & Minor			
Group: A (Mandatory)			Credit Hours
1.	MGT-0413-365	Office Management and Communications	3
2.	<b>MGT-0413-401</b>	<b>Business Ethics, CSR &amp; Governance</b>	3
3.	MGT-0413-451	Quality Management	3
4.	MGT-0413-461	Project Management	3
5.	MGT-0413-475	Diversity and Cross-Cultural Management	3
Group: B (Optional) Any Three including MGT-0413-400L			
1.	MGT-0413-340	Management Science	3
2.	<b>MGT-0413-415</b>	<b>Leadership</b>	3
3.	MGT-0413-410	Disaster & Environmental Management	3
4.	MGT-0413-431	Change Management	3
5.	MGT-0412-440	Insurance & Risk Management	3
6.	MGT-0413-465	International Human Resource Management	3
7.	MGT-0413-471	Seminar in Management	3



8.	MGT-0412-480	International Financial Management	3
9.	MGT-0413-481	Advanced Supply Chain Management	3
10.	MGT-0413-400L	Software Applications in Management (Compulsory for major)	2

**iv. LFE & INTERNSHIP/RESEARCH PROJECT:**

<b>Mandatory</b>			<b>9</b>
1.	LFE-0111-201	Live-in-Field Experience	3
2.	BBA-0111-496	Internship	6
3.	BBA-0111-497	Research Project**	6

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

## **SEMESTER- WISE DISTRUBUTION OF THE COURSES**

**First Semester- BBA in General Management Program:**

Sl No.	Course Code	Course	PoE	Credits	Marks
1	ENG-0114-101	Listening and Speaking Skills	BBA	3	100
2	CAB- 0611-101	Computer Applications in Business	BBA	3	100
3	BUS-0114-201	Introduction to Business	BBA	3	100
4	HEA-0923-101	Health and Society	BBA	3	100
5	MIS-0612-201	Fundamentals of MIS	BBA	3	100
6	MGT-0413-201	Principles of Management	BBA	3	100

**Second Semester- BBA in General Management Program:**

Sl No.	Course Code	Course	PoE	Credits	Marks
1	BUS-0114-105	Business Communication	BBA	3	100
2	MKT-0414-201	Principles of Marketing	BBA	3	100





3	ENG-0114-106	Advanced English Skills	BBA	3	100
4	MAT-0021-101	Intermediate Mathematics	BBA	3	100
5	BDS-0114-101	Bangladesh Studies	BBA	3	100
6	BUS-0542-211	Business Statistics	BBA	3	100

**Third Semester- BBA in General Management Program:**

Sl No.	Course Code	Course	PoE	Credits	Marks
1	ENV-0521-111	Introduction to Environmental Science	BBA	3	100
2	BDS-0222-102	History of the Emergence of Bangladesh	BBA	3	100
3	ACN-0411-201	Principles of Accounting	BBA	3	100
4	HRM-0413-301	Human Resource Management	BBA	3	100
5	BLL-0232-101	Bangla Bhasha & Shahitto (বাংলা ভাষা এবং সাহিত্য)	BBA	3	100
6	ECN-0311-211	Microeconomics	BBA	3	100

**Fourth Semester- BBA in General Management Program:**

Sl No.	Course Code	Course	PoE	Credits	Marks
1	FIN-0412-311	Bank Management	BBA	3	100
2	ECN-0311-212	Macroeconomics	BBA	3	100
3	MGT-0413-301	Organizational Behavior	BBA	3	100
4	BUS-0114-202	Business Mathematics	BBA	3	100
5	ACN-0411-304	Auditing and Taxation	BBA	3	100
6	FIN-0412-211	Principles of Finance	BBA	3	100

**Fifth Semester- BBA in General Management Program:**

Sl No.	Course Code	Course	PoE	Credits	Marks
--------	-------------	--------	-----	---------	-------



1	MGT-0413-331	Operations & Supply Chain Management	BBA	3	100
2	BUS-0114-310	Business Analytics	BBA	3	100
3	ACN-0411-204	Cost and Management Accounting	BBA	3	100
4	BUS-0421-361	Legal Environment of Business	BBA	3	100
5	HRM-0413-381	Employment / Labour Law	BBA	3	100
6	MGT-0413-305	Entrepreneurship Development & SME Management	BBA	3	100

**Sixth Semester- BBA in General Management Program:**

Sl No.	Course Code	Course	PoE	Credits	Marks
1	Major 1*		BBA	3	100
2	Major 2*		BBA	3	100
3	Major 3*		BBA	3	100
4	Minor 1*		BBA	3	100
5	Minor 2*		BBA	3	100
6	Minor 3*		BBA	3	100

\*To be offered on the basis of the necessity.

**Seventh Semester- BBA in General Management Program:**

Sl No.	Course Code	Course	PoE	Credits	Marks
1	BUS-0111-485	Business Research Methods	BBA	3	100
2	Major 4*		BBA	3	100
3	Major 5*		BBA	3	100
4	Major 6*		BBA	3	100
5	Minor 4*		BBA	3	100
6	Minor 5*		BBA	3	100

\*To be offered on the basis of the necessity.



**Eight Semester- BBA in General Management Program:**

<b>Sl No.</b>	<b>Course Code</b>	<b>Course</b>	<b>PoE</b>	<b>Credits</b>	<b>Marks</b>
1	Major 7*		BBA	3	100
2	Major 8*		BBA	3	100
3	MGT-0413-490	Strategic Management	BBA	3	100
4	LFE-0111-201	Live-in-Field Experience	BBA	3	100
5	BBA-0111-496 or BBA-0111-497	Internship or Research Project	BBA	6	50

\*To be offered on the basis of the necessity.

## **Part C** **Description of the Courses**

### **BBA IN GENERAL MANAGEMENT PROGRAM**

### **GENERATL EDUCATION/FOUNDATION COURSES**

#### **Communication Skills**

##### **ENG-0114-101: LISTENING AND SPEAKING SKILLS**

**Credit Hours: 3**

##### **Rationale of the Course:**

The course will equip students with two of the most important aspects of communication – listening and speaking through an interactive learning environment where students will actively engage themselves in the classroom discussions and tasks.

##### **Course Objective**

This course covers listening and speaking skills and is designed to develop students' existing ability to communicate successfully in English. The focus of the course is on the functional and interactive aspect of the language acquisition. At the end of the course



students will feel confident, positive to communicate their messages effectively to a variety of audience for academic, social and work related purposes.

### Course Learning Outcomes (CLO)

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

CLO1	Demonstrate basic understanding of communication in various contexts and communicate in English with sufficient accuracy and fluency so that they successfully make meanings in academic and professional setting.
CLO2	Develop students' abilities to assimilate meaning and comprehend maximum number of sentences in natural contexts
CLO3	Deliver clear and focused oral presentations while communicating with the community
CLO4	Use analytical thinking skills to understand main and specific information and interpret stress and intonation while listening and comprehend different levels of oral language to take part in more advanced topics
CLO5	Monitor and apply strategies to a specified level of accuracy in grammar, sentence structure, word choice, and pronunciation elements while communicating in real life situations

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO 1	1	1	3	3	2
CLO 2	1	2	2	3	2
CLO 3	1	1	1	3	1
CLO4	1	2	2	3	2
CLO5	1	1	2	2	3
Average	1.0	1.4	2.0	2.8	2.0

(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
<b>1.Listening for main ideas and specific information</b> Greetings, introducing yourself and others.	3	Teacher- Student interaction, Student-Student interaction	Test/ Presentation / Role play	1
<b>2. Understanding instructions/ directions</b>	3	Teacher- Student interaction, Student-Student interaction	Test/Presentation/ Role play	1, 2
<b>3. Understanding</b>	3	Teacher- Student	Test/	1, 2



<b>advice &amp; responding questions appropriately</b>		interaction, Student-Student interaction	Presentation / Assignment	
<b>4. Inferring the meaning of unfamiliar words</b> Getting meaning from context	3	Teacher- Student interaction, Student-Student interaction	Test/Assignment	2
<b>5. Accurate note-taking utilizing a variety of methods</b>	3	Teacher- Student interaction, Student-Student interaction	Test/Assignment	5
<b>6. Making reservation, appointments, and complaints</b>	3	Teacher- Student interaction, Student-Student interaction	Test/ Presentation / Assignment	1, 2
<b>7. Giving direction and instructions</b>	3	Teacher- Student interaction, Student-Student interaction	Test/ Presentation / Assignment	2, 3
<b>8. Giving opinions and suggestions</b>	3	Teacher- Student interaction, Student-Student interaction	Test/ Presentation / Assignment	3
<b>9. Understanding intonation, pronunciation practice</b>	6	Teacher- Student interaction, Student-Student interaction	Test/ Presentation / Assignment	4
<b>10. Understanding the main idea of an argument and arguing on a particular topic</b>	3	Teacher- Student interaction, Student-Student interaction	Test/ Presentation / Assignment	1, 5
<b>11. Describing situations, people, places</b>	3	Teacher- Student interaction, Student-Student interaction	Test/ Presentation / Assignment	1
<b>12. Understanding content presented in English in various media utilized in the academic environment</b>	6	Teacher- Student interaction, Student-Student interaction	Test/ Presentation / Assignment	1, 4
<b>13. Summarizing</b> Oral Presentation	3	Teacher- Student interaction, Student-Student interaction	Test/ Presentation / Assignment	1, 3

#### **Textbook(s)**

*New Headway Upper Intermediate/ Advanced: Liz Soars, John Soars*

#### **Reference(s)**

1. *New English File Upper Intermediate/ Advanced* : Clive Oxenden, Christina Latham-Koenig, and Paul Seligson



2. *New Inside Out*: Sue Kay and Vaughan Jones
3. *English Pronunciation – Stress and Intonation*: Jill McMillan
4. *Better English Pronunciation*: J. D. O'Connor
5. *Oxford Advanced Learner's Dictionary*: OUP

### Assessment and Evaluation

Bloom's Category	Class Performance	1 <sup>st</sup> Term	Mid-term	Final	Total
Remember		05	05	05	15
Understand	03	05	05	05	18
Apply	03	05	05	10	28
Analyze		05		05	10
Evaluate			05	05	10
Create	04		10	10	19
Total	10	20	30	40	100

**Grading System:** As per UGC recommendation

### ENG0114-102: READING SKILLS

**Credit Hours:** 3

#### Rationale of the Course:

The course will help the students to be fluent readers within and outside their comfort zone and overcome troubling issues in reading by equipping the learners with various techniques and classroom exercises.

#### Course Objective

This course includes intense reading strategies and skills with an emphasis on increased reading comprehension rate and faster reading speed. This course involves the study of critical reading, comprehension and metacognition, namely what are our brains doing while our eyes are looking at the text. It is designed to enhance the student's success in reading more complex passages with an increased level of comprehension and confidence, preparing them to do well in their academic reading.

#### Course Learning Outcomes (CLOs)

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

CLO1	ability to read and interpret textbooks and other assigned material
CLO2	making connections, engaging with the text, active meaning construction, monitoring understanding, analysis and synthesis, and critical reading
CLO3	ability to form a basic core of reading skills and apply these skills in an extensive reading environment

#### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	2	4	1
CLO2	1	3	2	3	1
CLO3	1	3	3	3	3
CLO4	1	2	3	2	3
CLO5	1	2	3	2	3



CLO6	1	2	3	2	3
Average	1.5	2.5	3	3	2.5

(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
<b>1. Basic reading theories &amp; techniques</b> Skimming, scanning, reading speed per minute, eye-reading, comprehension rate, intensive & extensive reading etc. Practice Reading ;	6	Lecture, Practice, and Feedback	Test & Quiz	1
<b>2. Extracting Main Ideas</b> Distinguishing between important and unimportant information	3	Lecture, Practice ,and Feedback	Test & Quiz	2
<b>3. Reading for Specific information</b>	3	Lecture, Practice , and Feedback	Test & Quiz	2, 3
<b>4. Understanding Text organization</b>	3	Lecture ,Practice ,and Feedback	Test & Quiz	3
<b>5. Predicting</b>	3	Lecture ,Practice ,and Feedback		3
<b>6. Checking Comprehension</b>	3	Lecture ,Practice ,and Feedback	Test & Quiz	3
<b>7. Inferring</b>	3	Lecture ,Practice ,and Feedback	Test & Quiz	2
<b>8. Dealing with unfamiliar words</b>	3	Lecture ,Practice ,and Feedback	Test and Quiz	2
<b>9. Linking Ideas</b>	3	Lecture ,Practice ,and Feedback	Test	3

<b>10. Understanding Complex Sentences</b>	3	Lecture ,Practice ,and Feedback	Test	3
<b>11. Understanding Writer's Style</b>	3	Lecture ,Practice ,and Feedback	Test	3
<b>12. Evaluating the text</b>	3	Lecture ,Practice ,and Feedback	Test	3
<b>13. Reacting to the text</b>	3	Lecture ,Practice ,and Feedback	Test	3



<b>14. Writing summary of a text</b>	3	Lecture ,Practice ,and Feedback	Test	3
--------------------------------------	---	------------------------------------	------	---

#### **Textbook(s)**

Greenall, S., & Swan, M. (1986). *Effective reading student's book: Reading skills for advanced students* (Vol. 1). Cambridge University Press.

#### **Reference(s)**

1. Rupley, W. H., Blair, T. R., & Nichols, W. D. (2009). Effective reading instruction for struggling readers: The role of direct/explicit teaching. *Reading & Writing Quarterly*, 25(2-3), 125-138.
2. Glendinning, E. H., & Holmström, B. (2004). *Study reading: A course in reading skills for academic purposes*. Cambridge University Press.
3. Zemach, D. (2010). *Building Academic Reading Skills/book 2*. University of Michigan Press.
4. Glover, A.J. Build Up Your English. Littlehampton Book Services Ltd.
5. Alexander, L.G. Fluency in English. Longman Group Ltd.

#### **Supplementary Reading(s)**

1. Montgomery, M., Durant, A., Fabb, N., Furniss, T., & Mills, S. (2007). *Ways of reading: Advanced reading skills for students of English literature*. Routledge.
2. Sam McCarter & Norman Whitby: Reading Skills. Macmillan Education.
3. Liz Soars. Head way Series. Oxford University Press.

#### **Assessment and Evaluation**

Bloom's Category	Assignments	Quizzes	Mid-term (Test)	Final-term (Test)	Total
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
Total	10	10	30	50	100

**Grading System:** As per UGC recommendation

#### **BUS-0114-105: BUSINESS COMMUNICATION**

**Credit Hours: 3**

#### **Rationale of the Course:**

The course will facilitate the students to learn various corporate correspondences which are crucial to thrive and grow in this rapidly changing, highly competitive, diverse business environment through hands-on tasks.

#### **Course Objective**

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





and written communication skills. Having good oral communication and writing skills are imperative in today's workplace. In the past, business people may have written couple of business letters a month, but now they can receive and send hundreds of email messages weekly. Their writing skills are showcased in every message they send. As well, with the arrival of video conferencing, large-scale meetings are possible with increased frequency. Through this course, you will improve your letter, email and report and presentation skills.

### Course Learning Outcomes (CLO)

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

CLO1	Understand the importance of being an effective business communicator in today's changing workplace.
CLO2	Write a polished resume and cover letter
CLO3	Create and maintain a proper LinkedIn profile
CLO4	Speak publicly impromptu and on a predetermined topic
CLO5	Present professionally using various applications

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	1	3	2	1
CLO2	3	3	3	3	1
CLO3	2	3	3	3	1
CLO4	1	2	3	2	1
CLO5	2	3	3	3	1
Average	2.0	2.4	3.0	2.6	1.0

(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
<b>1.Communication for Digital Age Career</b> Effective Listening- Nonverbal Communication-Culture and Communication- Miscommunication	3	Lecture and Class Participation	Test	1
<b>2.Emails</b> To/CC/BCC-Subject Line- Greetings-Body-Closing- Signature-Replying with Down Editing-Vacation Responder-Labels- Attachments-Templates	9	Lecture, Class Participation- Practice	Test	2
<b>3.Business Letter</b> Cover Letter-Positive Message-Negative Message-Direct Strategy- Indirect Strategy	9	Lecture and Class Participation- Practice	Test	2, 3



<b>4.CV-Resume</b> Career Portfolio-LinkedIn- Elevator Pitch	3	Lecture and Class Participation- Practice	Test	3, 4
<b>5.Public Relations and Press Release</b>	3		Test	2
<b>6.Public Speaking</b>	6	Lecture and Practice	Presentation	5
<b>7.Impromptu Speaking</b>	6	Lecture and Practice	Presentation	5
<b>8.Presentation</b>	6	Practice	Presentation	5

### Textbook(s)

Guffey, M. E., & Loewy, D. (2016). *Essentials of business communication* (10th ed.). Boston, MA: Cengage Learning.

### Assessment and Evaluation

Bloom's Category	Attendance	Assignment	Class Tests	Mid-Term Exam	Final Exam	Total
Remember			10			10
Understand	05	05	10	05	05	30
Apply				05	05	10
Analyze		05	10	05	05	25
Evaluate	05				05	10
Create		10			05	15
Total	10	20	30	15	25	100

**Grading System:** As per UGC recommendation

## ENG-0114-106: ADVANCED ENGLISH SKILLS

**Credit Hours: 3**

### Rationale of the Course:

The course will train the students beyond primary English skills in order to orient them with applied communication with a view to making them ready for real-life business correspondence situations.

### Course Objective

This is an integrated-learning course which covers Listening, Speaking, Reading and Writing skills and designs to develop students' confidence and spontaneity in using English in various communication situations, both formal and informal. The focus of the course is on the functional and interactive aspects of the English language acquisition. At the end of the course students will feel competent enough to communicate in a variety of academic and social contexts.

### Course Learning Outcomes (CLO)

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

CLO1	develop reading skills through extensive reading
CLO2	paraphrase information from academic sources distinguishing between main ideas, understanding topic and its details effectively and accurately



CLO3	use strategies to listen actively to understand the other persons point of view and to respond with empathy
CLO4	give oral presentations in English both in terms of fluency and comprehensibility
CLO5	improve public speaking abilities in English, by giving the opportunities to speak in the class, both informally and formally
CLO6	develop the awareness of correct usage of English grammar in writing and speaking parallelly
CLO7	increase awareness of using correct etiquette in academic writing

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	3	1	1	2
CLO2	3	2	3	3	3
CLO3	3	3	2	3	3
CLO4	1	2	3	2	1
CLO5	3	3	1	3	3
CLO6	3	3	3	3	3
CLO7	2	3	2	2	2
Average	2.43	2.71	2.0	2.43	2.43

(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
<b>1.Discussion on the basic strategies of Reading</b> Skimming, Scanning	3	Classroom Lectures, doing Classwork from referred texts, Feedback	Lecture & Class Test	CLO1
<b>2.Understanding</b> topic and topic sentence in the passage, find specific information in reading passage	3	Classroom Lectures, doing Classwork from referred texts, Feedback	Lecture & Class Test	CLO2
<b>3.Comprehending relationships between ideas</b> Analyzing written discourse in terms of content, genre	3	Classroom Lectures, doing Classwork from referred texts, Feedback	Lecture	CLO2
<b>4.Listening for main ideas and specific information</b> understanding of speaker's purpose and attitude	3	Classroom lectures on the tips and strategies of Listening information properly, Classwork on Listening Practice and Feedback	Lecture & Class Test	CLO3
<b>5.Understanding spoken data in order to make inferences</b> draw conclusion, identifying	3	Classwork on Listening Practice and Problem solution in	Lecture	CLO3

stressed words and reductions		the class		
<b>6. Listening to obtain and give information</b> greetings, classroom interaction	3	Classwork on Listening Practice and Feedback	Oral Assessment	CLO3
<b>7.Learning how to express ideas and opinions clearly</b>	6	Classroom Lectures, practice on oral presentation in the class, Feedback	Lecture with presentation	CLO4
<b>8.Learning how to organize a friendly class debate with examples</b>	3	Classroom lectures on the pros and cons of a friendly class debate with examples	Lecture With presentation	CLO5
<b>9.Learning how to use vocabulary appropriately</b> Producing accurate grammatical forms in writing a paragraph	6	Classroom Lectures on the rules of writing a paragraph, Doing Classwork, Feedback	Lecture & Class Test	CLO6
<b>10.Learning to Electronic communication</b> Formal E-mail etiquette	3	Classroom Lectures and presentation on the formal e-mail writing with proper etiquette, doing Classwork, Feedback	Lecture& Class Test	CLO7
<b>11.Learning how to write meeting minutes</b> Meetings Terminology	3	Classroom Lectures on the rules of writing a Meeting minutes, doing Classwork, Feedback	Lecture& Class Test	CLO7
<b>12.Learning how to write a Cover Letter</b>	3	Classroom Lectures on the rules of writing a Cover Letter, doing Classwork, Feedback	Lecture with Presentation	CLO7
<b>13.Learning how to write a Newspaper report</b>	3	Classroom Lectures on the rules of writing a Newspaper Report, doing Classwork, Feedback	Lecture & Class Test	CLO7

### Textbook(s)

Hartman, Pamela & James Mentel. *A Reading/Writing Book*.



## Reference(s)

1. Ediger, Anne & Pavlik, Cheryl. Reading Connections
2. Pinto, Xavier (edited). Art of Effective Writing English
3. Judith Tanka, Paul Most, Lida R. Baker. Interactions 1: Listening/Speaking (BK,1) Mc Graw Hill
4. Raymond, Murphy. Intermediate English Grammar. Cambridge University Press
5. Swan M. Practical English Usage. Oxford University Press
6. Liz, Soars, Head way Series, Oxford University Press
7. Greenall, S. and Swan M. Effective Reading, Cambridge University Press

## Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Mid-term (Test)	Final-term (Test)	Total
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
Total	10	10	30	50	100

**Grading System:** As per UGC recommendation

## Computer Skills

### **CAB-0611-101: COMPUTER APPLICATIONS IN BUSINESS**

**Credit Hours: 3**

#### **Rationale of the Course**

Through this course, students will gain the essential theoretical and practical knowledge on computer applications used in everyday life, education & learning and business professions. Special emphasis will be put on word processing, spreadsheets, presentation, file management, content creation, database, network management, e-commerce and other integrated applications.

#### **Course Objective**

The purpose of this course is to familiarize students with computer terminology, hardware, and software related to the business environment. This course aims to develop students' digital literacy skills to find, use, summarize, evaluate, create, and communicate information using business productivity software applications, and other business oriented digital technologies.

#### **Course Learning Outcomes (CLO)**

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

CLO1	Make the students aware about the important link between computers and
------	--



	business
CLO2	Prepare business presentations using text, graphics and/or sound
CLO3	Prepare business documents using Microsoft Word, Excel and Power Point

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	3	1	2
CLO2	3	3	3	2	2
CLO3	3	3	3	3	1
Average	3	3	3	2	1.67

(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
<b>1.Introductory Session</b>	2	Lecture	Test and Exam	1
<b>2.Computer Systems</b>	2	Lecture	Test and Exam	1, 2, 3
<b>3.Looking Inside the Computer System</b>	2	Lecture	Test and Exam	1, 2
<b>4.Interacting with the Computer: Part I</b>	2	Lecture	Test and Exam	1, 2
<b>5.Interacting with the Computer: Part II</b>	2	Lecture	Test and Exam	2, 3
<b>6.Types of Software</b>	2	Lecture	Test and Exam	2, 3
<b>7.Graphics, Multimedia and Networking</b>	2	Lecture	Test and Exam	2, 3
<b>8.Microsoft Word: Practical I</b>	2	Lecture and Practical	Test and Exam	2, 3
<b>9.Class Test # 1 and Feedback</b>	2	Lecture	Test	1
<b>10.Seeing, Hearing and Printing Data</b>	2	Lecture	Test and Exam	2, 3
<b>11.Microsoft Word: Practical II</b>	2	Lecture and Practical	Test and Exam	2, 3
<b>12.Doing Business in the Online World</b>	2	Lecture	Test and Exam	1, 2, 3
<b>13.Security Measures</b>	2	Lecture	Test and Exam	1, 2, 3
<b>14.Types of Storage Devices</b>	2	Lecture	Test and Exam	1, 2, 3
<b>15.Database Management Systems</b>	2	Lecture	Test and Exam	1, 2, 3



<b>16.Microsoft Excel:</b> Practical I	1.5	Lecture and Practical	Test and Exam	2, 3
<b>17.Microsoft Power Point:</b> Practical Part I	1.5	Lecture and Practical	Test and Exam	2, 3

### Textbook(s)

Introduction to Computers (2011) Seventh Edition, Peter Norton

### Reference(s)

1. Discovering Computers: Digital Technology, Data, and Devices (2018)
2. Misty E. Vermaat, Susan L. Sebok, Steven M. Freund, Jennifer T. Campbell, and Mark Frydenberg

### Assessment and Evaluation

<b>Bloom's Category</b>	<b>Attendance (10)</b>	<b>Assignment (10)</b>	<b>Presentation (10)</b>	<b>Class Tests (30)</b>	<b>Mid- Term Exam (15)</b>	<b>Final Exam (25)</b>	<b>Total (100)</b>
Remember				10			10
Understand	05	05	05	10	05	05	35
Apply					05	05	10
Analyze				10	05	05	20
Evaluate	05		05			05	15
Create		05				05	10

**Grading System:** As per UGC recommendation

## DTB -0613-101: DIGITAL TRANSFORMATION IN BUSINESS

**Credit Hours: 3**

### Course Rationale:

The course familiarizes students with the basic information system components to formulate digital transformation strategies based on internal and external environmental scanning. It will also help the future managers to evaluate and choose effective information systems for the organizations to compete and survive in a fast-changing world.

### Course Objective

This course presents students to the application of Information Systems (IS) in business and society. It aims to provide students an appreciation of how modern-day and emerging technologies impact the management of businesses, relationships that businesses have with external stakeholders, and products and services that businesses can offer.

### Course Learning Outcomes (CLO)

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

CLO1	Explain fundamental Information Systems (IS) components - hardware, software, data, processes and people
CLO2	Analyze both external business environment and internal business model



	components and processes and explain their importance in formulating digital transformation strategies.
CLO3	Propose how organizations could leverage on IS systems and tools to achieve organizational efficiency and effectiveness and compete in a global marketplace
CLO4	Evaluate the suitability of various IS infrastructure options

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	1	1	2	1
CLO2	3	1	3	2	3
CLO3	2	3	3	3	1
CLO4	3	3	3	3	1
Average	2.75	2	2.5	2.5	1.5

(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
<b>1.An invitation to digital transformation of business</b>	6	Lecture Class participation	Assignment & Test	1
<b>2.The information age accelerates</b>	6	Lecture Case Analysis	Assignment & Test	1, 2
<b>3.The elastic cloud</b>	6	Lecture Group Discussion	Assignment & Test	2, 3
<b>4.Big data</b>	6	Lecture Team project Case Analysis	Test & Quiz	2, 3
<b>5.The AI renaissance</b>	6	Lecture Case analysis	Test & Quiz	2, 3
<b>6.The internet of things</b>	6	Lecture Case Analysis	Test & Quiz	2, 3
<b>7.The digital enterprise and CEO action plan</b>	9	Lecture Case Analysis Team Project Group presentation	Test and Quiz	1,2, 3, 4

### Textbook(s)

Siebel, T. M. (2019). Digital transformation: Survive and thrive in an era of mass extinction, RosettaBooks, USA.

### Reference(s)

1. Rogers, D. L. (2016). The digital transformation playbook: Rethink your business for the digital age, Columbia Business School Publishing, USA.

### Assessment and Evaluation





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

**Grading System:** As per UGC recommendation

### Numeracy

#### **BUS-0542-211: BUSINESS STATISTICS**

**Credit Hours: 3**

#### **Rationale of the Course:**

The course will introduce statistics to the students from a business perspective and help them to get acquainted with basic statistical functions widely used in business operations.

#### **Course Objective**

This course will introduce freshman and/or sophomore 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 (CLO)**

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

CLO1	Have idea about primary business statistics concepts
CLO2	Have some rudimentary concept regarding how to design a questionnaire and/or interview guide.
CLO3	Have some simple idea regarding ensuring the quality of data
CLO4	Have some basic concept regarding presentation of data
CLO5	Get acquainted with some fundamental statistical data analysis and interpretation

#### **Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	1	2	3	3
CLO2	2	3	2	3	1
CLO3	2	3	2	3	1
CLO4	2	3	2	3	1
CLO5	2	3	2	3	3



Average	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
<b>1.Introduction</b>	6	Lecture and Class Participation	Viva	1
<b>2.Collection of Data</b> 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	9	Lecture and Class Participation	Test	2, 3
<b>3.Presentation of Data</b> Classification of Data-Types of Classification-Formation of Frequency Distribution-Classification according to Class Interval-Exclusive and Inclusive Methods- Principles of Classification	9	Lecture and Class Participation-Practice	Test	4
<b>4.Measures of Central Tendency</b> Objectives of Averaging-Characteristics of a Good Average-Arithmetic Mean-Median-Mode	12	Lecture and Class Participation-Practice	Test	5
<b>5.Measures of Variations</b> Significance of Measuring Variation-Range-Interquartile Range-Average Deviation-Standard Deviation	9	Lecture and Class Participation-Practice	Test	5

### Textbook(s)

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

### Assessment and Evaluation

Bloom's Category	Quiz 1/Viva	Quiz 2	Mid Exam	Final Exam	Total
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
Total	20	20	30	30	100

**Grading System:** As per UGC recommendation

## **MAT-0021-101: INTERMEDIATE MATHEMATICS**

**Credit Hours: 3**

### **Rationale of the course:**

This course will enable students to apply mathematics in real-life contexts including identifying relevant information, formulating problems in appropriate mathematical terms, selecting and applying tools correctly, finding solutions, and interpreting solutions in the context of a problem.

### **Course Objective**

Goal of this course is to create proficiency on the fundamental concepts of mathematics and its application in business decision making. The objectives of this course are to teach the application of basic mathematical tools in business and to learn the mathematical techniques so that the students will be able to solve the various real life business problems.

### **Course Learning Outcomes (CLO)**

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

CLO1	Acquire knowledge to explain the theory of sets, numbers as well as operation and algebra of sets.
CLO2	Demonstrate the ability to solve the differentiation coefficient, partial differentiation of a given function and apply the chain rule, optimization and curve sketching.
CLO3	Evaluate the Integrals associated with different type of functions with the application of integration
CLO4	Understand and explain the basic concepts of the types of functions.
CLO5	Apply the basic concepts to solve the different matrices form and linear equation
CLO6	Compute the different functions related to coordinate geometry-straight line and circle.

### **Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	2	1	1	1
CLO2	1	2	1	1	1
CLO3	1	2	1	1	1
CLO4	1	2	1	1	1
CLO5	1	2	1	1	1
CLO6	1	2	1	1	1



Average	1	2	1	1	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
<b>1.Set theory and theory of Numbers</b> Sets, Notation, Finite and Infinite sets, Equality of Sets, Null Sets, Singleton, Subset, Proper subset, Comparability, Set of sets, Universal set, Power set, Disjoint set, Venn – Euler Diagram.	6	Classroom Lectures and Feedback	Class Test, Mid Term	1
<b>2.Sets of number, Set operations, Algebra of sets, Application of the set theory</b> Real numbers, Integers, Rational numbers, Natural numbers, Irrational Numbers, Intervals, Properties of Intervals, Infinite Intervals. Union, Intersection, Difference, Complement, Operations and Comparable Sets. Idempotent, Associative, Commutative, Distributive, Identity, Complement and De Morgan's Laws. Algebra of complex numbers.	6	Classroom Lectures and Feedback	Class Test, Mid Term	1
<b>3.Differentiation</b> The meaning of derivative; Standard derivatives; Product rule, quotient rule and chain rule; Optimization; Curve sketching; Economic applications of the derivative: marginal and profit maximization.	6	Classroom Lectures and Feedback	Class Test, Mid Term, Final Exam	2
<b>4.Integration</b> Indefinite integrals; Definite integrals; Standard integrals; Substitution method; Integration by parts; Partial fractions; Economic applications of integration: Determination of total cost from marginal cost and cumulative changes.	6	Classroom Lectures and Feedback	Mid Term,	3

<b>5.Function</b> Function, Function types, Domain, range of a function, polynomial function, Explicit and Implicit function, Limit of a function, Continuous and discontinuous functions	3	Classroom Lectures and Feedback	Final Exam	4
<b>6.Matrices and linear equations</b> Types of matrices, operations of matrices, properties of matrices, solution of different matrix function, System of linear equations and their expression in matrix form; Solving systems of linear equations using row operations (in the case where there is a unique solution); Some economic/managerial applications of linear equations.	9	Classroom Lectures and Feedback	Assignment, Final Exam	5
<b>7.Coordinate Geometry, Coordinates and Locus, Straight Line, Circle</b> Definition of Cartesian, Polar and spherical coordinate systems, Distance between two points. Definition of function, Equation of a straight line, Slope of a line, Finding slope, Equation in slope form, Intercept form, Linear equation and Angle between two lines. General Equation of circle, Tangent at a given point and Tangent from an outside point	9	Classroom Lectures and Feedback	Assignment, Final Exam	6

### Textbook(s)

**V K Kapoor and D C Sancheti**, "Business Mathematics", Latest Edition

### Reference(s)

- 1. Qazi Zameeruddin, V K Khanna and S K Bhambri**, "Business Mathematics", Latest Edition
- 2. Robert Smedley, Gary Wiseman**, Introducing Pure Mathematics ,Oxford Publishing
- 3. H. Anton, C. Bivens and S. Davis**, "Calculus"

### Assessment and Evaluation

Bloom's Category	Attendance	Assignment	Class Tests	Mid-Term Exam	Final Exam	Total
------------------	------------	------------	-------------	---------------	------------	-------



Remember			10			10
Understand	05	05	10	05	05	30
Apply				05	05	10
Analyze		05	10	05	05	25
Evaluate	05				05	10
Create		10			05	15
Total	10	20	30	15	25	100

**Grading System:** As per UGC recommendation

### Natural Sciences

#### **ENV-0521-111: Introduction to Environmental Science**

**Credit Hours: 3**

#### **Rationale of the Course:**

The course will help to develop the understanding of the students about their surrounding physical environment.

#### **Course Objective**

The course provides an overview of the interactions among the physical, chemical and biological components of the environment, with a focus on degradation of the environment related to human activities. It is an interdisciplinary subject that applies knowledge from other disciplines such as economics, law and social sciences.

#### **Course Learning Outcomes (CLO)**

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

CLO1	Make the students aware about the important link between environment and society
CLO2	Highlight the importance of environmental issues and factors in maintaining a healthy and productive life.
CLO3	Allow the students to understand that environment is not only a scientific issue, but an important human concern as well

#### **Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	2	2	1
CLO2	2	2	3	2	1
CLO3	1	2	2	2	1
Average	1.67	2	2.33	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
<b>1. Environmental Problems and Sustainable Development</b>	2	Lecture	Test and Exam	1, 2, 3
<b>2. Ecosystems and Biodiversity</b>	2	Lecture	Test and Exam	1, 2
<b>3. Human Population and Urbanization</b>	2	Lecture	Test and Exam	1, 2, 3
<b>4. Air Pollution</b>	2	Lecture	Test and Exam	1, 2, 3
<b>5. Wildlife Trafficking</b>	2	Lecture	Test and Exam	1, 2, 3
<b>6. Water Resources and Water Pollution</b>	2	Lecture	Test and Exam	1, 2, 3
<b>7. Environmental Resources: Energy and Minerals</b>	2	Lecture	Test and Exam	1, 2, 3
<b>8. Disasters Part I: Natural Disasters</b>	2	Lecture	Test and Exam	1, 2, 3
<b>9. Disasters Part II: Man-made Disasters</b>	2	Lecture	Test and Exam	1, 2, 3
<b>10. Solid and Hazardous Waste Management</b>	2	Lecture	Test and Exam	1, 2, 3
<b>11. Briefing Session 2: Group Assignment</b>	2	Lecture and Participation	Assignment	2, 3
<b>12. Sound Pollution</b>	2	Lecture	Test and Exam	1, 2, 3
<b>13. Food Production and the Environment</b>	2	Lecture	Test and Exam	1, 2, 3
<b>14. Environmental Impact Assessment (EIA)</b>	2	Lecture	Test and Exam	1, 2, 3
<b>15. Climate Disruption and Ozone Depletion</b>	1.5	Lecture	Test and Exam	2, 3
<b>16. Electronic Waste</b>	1.5	Lecture	Test and	2, 3

			Exam	
--	--	--	------	--

### Textbook(s)

Living in the Environment (2012) 17<sup>th</sup> Edition, G. Tyler Miller and Scott E. Spoolman

### Reference(s)

Environmental Science A Global Concern (2018) 14<sup>th</sup> Edition, William P. Cunningham and Mary Ann Cunningham

### Assessment and Evaluation

Bloom's Category	Attendance (10)	Assignment (10)	Presentation (10)	Class Tests (30)	Mid-Term Exam (15)	Final Exam (25)	Total (100)
Remember				10			10
Understand	05	05	05	10	05	05	35
Apply					05	05	10
Analyze				10	05	05	20
Evaluate	05		05			05	15
Create		05				05	10

**Grading System:** As per UGC recommendation

### PHY-0533-111: PHYSICS

**Credit Hours: 3**

### Rationale of the course:

The course strengthens quantitative reasoning and problem solving skills of students those are valuable in areas beyond physics.

### Course Objective

The main goals of the course are to: increase students' understanding of natural laws in mechanics, electromagnetism, thermal physics, and optics; develop students' curiosity about physical phenomena and enhance students' problem solving and critical thinking skills; enhance students' language proficiency in the domain of scientific discourse, gain an understanding on Physics and its application to everyday life.

### Course Learning Outcomes (CLO)

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

CLO1	Make the students aware about the overall importance of physics
CLO2	Highlight the importance of physics in maintaining a functional society
CLO3	Allow the students to understand that physics is not only a scientific issue, but an important human concern as well

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
--	------	------	------	------	------





CLO1	2	2	2	2	1
CLO2	2	2	3	2	1
CLO3	1	2	2	2	1
Average	1.67	2	2.33	2	1

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

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
<b>1. Introduction to Physics</b>	2	Lecture	Test and Exam	1, 2, 3
<b>2. Potential Energy and Conservation of Energy: Part I</b>	2	Lecture	Test and Exam	1, 2
<b>3. Potential Energy and Conservation of Energy: Part II</b>	2	Lecture	Test and Exam	1, 2, 3
<b>4. Newton's Laws of Motion: Part I</b>	2	Lecture	Test and Exam	1, 2, 3
<b>5. Newton's Laws of Motion: Part II</b>	2	Lecture	Test and Exam	1, 2, 3
<b>6. Work, Energy and Momentum: Part I</b>	2	Lecture	Test and Exam	1, 2, 3
<b>7. Work, Energy and Momentum: Part II</b>	2	Lecture	Test and Exam	1, 2, 3
<b>8. Rotation</b>	2	Lecture	Test and Exam	1, 2, 3
<b>9. Temperature and Heat</b>	2	Lecture	Test and Exam	1, 2, 3
<b>10. First Law of Thermodynamics</b>	2	Lecture	Test and Exam	1, 2, 3
<b>11. Second Law of Thermodynamics</b>	2	Lecture	Test and Exam	1, 2, 3
<b>12. Waves and Vibrating Bodies</b>	2	Lecture	Test and Exam	1, 2, 3
<b>13. Nature and Propagation of Light</b>	2	Lecture	Test and Exam	1, 2, 3
<b>14. Interference and Diffraction: Part I</b>	1.5	Lecture	Test and Exam	2, 3
<b>15. Interference and Diffraction: Part I</b>	1.5	Lecture	Test and Exam	2, 3

### Textbook(s)

Hugh D. Young . University Physics with Modern Physics. Pearson.



**Reference(s)**

James S. Walker. Physics. Pearson.

**Assessment and Evaluation**

Bloom's Category	Attendance	Assignment	Class Tests	Mid-Term Exam	Final Exam	Total
Remember			10			10
Understand	05	05	10	05	05	30
Apply				05	05	10
Analyze		05	10	05	05	25
Evaluate	05				05	10
Create		10			05	15
Total	10	20	30	15	25	100

**Grading System:** As per UGC recommendation

**PSY-0303-111: PSYCHOLOGY**

**Credit Hours: 3**

**Rationale of the course:**

This course will allow students to demonstrate acquisition of both factual knowledge of psychology and the ability to conceptualize and apply the knowledge to their own behavior, to ways of interacting with others, and to their roles in culture and society.

**Course Objective**

The course will examine the different models upon which modern psychology has been built, along with such things as the history and origins of psychology, research methods, biological aspects of psychology, human development, perception, consciousness, learning, personality theory, and psychological disorders.

**Course Learning Outcomes (CLO)**

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

CLO1	Make the students aware about the overall importance of psychology
CLO2	Highlight the importance of psychology in maintaining a functional society
CLO3	Allow the students to understand that psychology is not only a scientific issue, but an important human concern as well

**Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	2	2	1
CLO2	2	2	3	2	1
CLO3	1	2	2	2	1
Average	1.67	2	2.33	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. Introduction to Psychology: Part I	2	Lecture	Test and Exam	1, 2, 3
2. Introduction to Psychology: Part II	2	Lecture	Test and Exam	1, 2
3. Biological Aspects of Psychology: Part I	2	Lecture	Test and Exam	1, 2, 3
4. Biological Aspects of Psychology: Part II	2	Lecture	Test and Exam	1, 2, 3
5. Perception: Part I	2	Lecture	Test and Exam	1, 2, 3
6. Perception: Part II	2	Lecture	Test and Exam	1, 2, 3
7. Perception: Part III	2	Lecture	Test and Exam	1, 2, 3
8. Psychology of Learning: Part I	2	Lecture	Test and Exam	1, 2, 3
9. Psychology of Learning: Part II	2	Lecture	Test and Exam	1, 2, 3
10. Psychology of Memory: Part I	2	Lecture	Test and Exam	1, 2, 3
11. Psychology of Memory: Part II	2	Lecture	Test and Exam	1, 2, 3
12. Personality: Part I	2	Lecture	Test and Exam	1, 2, 3
13. Personality: Part II	2	Lecture	Test and Exam	1, 2, 3
14. Motivation and Emotion: Part I	1.5	Lecture	Test and Exam	2, 3
15. Motivation and Emotion: Part II	1.5	Lecture	Test and Exam	2, 3

**Textbook(s)**

Bernstein, D. A. Penner, L. A., Clarke-Stewart, A., & Roy, E. J. Psychology. USA: Cengage Learning Inc.

**Reference(s)**

1. Zimbardo, P. G. Johnson, R. L. & Vivian, M. Psychology: Core Concepts. Pearson.
2. Baron, R. A. Psychology. Pearson.

**Assessment and Evaluation**

Bloom's Category	Attendance (10)	Assignment (10)	Presentation (10)	Class Tests	Mid-Term Exam	Final Exam (25)	Total (100)
------------------	--------------------	--------------------	----------------------	-------------	---------------	--------------------	----------------



				<b>(30)</b>	<b>(15)</b>		
Remember				10			10
Understand	05	05	05	10	05	05	35
Apply					05	05	10
Analyze				10	05	05	20
Evaluate	05		05			05	15
Create		05				05	10

**Grading System:** As per UGC recommendation

### Social Sciences

#### **SOC-0314-111: INTRODUCTION TO SOCIOLOGY**

**Credit Hours: 3**

**Rationale of the course:**

The course will develop students' ability to demonstrate knowledge of sociological concepts as they apply to the interplay among individuals, groups, and societies.

**Course Objective**

The course is designed to familiarize students to the sociological study of society including the interplay between the individual and society, how society is both stable and changing, the causes and consequences of social inequality, and the social construction of human life. Understanding sociology helps discover and explain social patterns and see how such patterns change over time and in different settings.

**Course Learning Outcomes (CLO)**

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

CLO1	Develop understanding of the fundamentals of sociological concepts and perspectives
CLO2	Summarize and evaluate complex arguments by key thinkers in the fields of Sociology and model attentiveness to matters impacting equality, social justice and the rights of all persons
CLO3	Gain the ability to apply domain specific knowledge to explain the contemporary issues in sociology in local, regional and global context
CLO4	Acquire the capacity of critical reflection on contemporary society along with the ability to disseminate knowledge through practice of independent reading, writing and other discursive practices
CLO5	Demonstrate a grasp of the reciprocal relationship between the individual and society developing a deep respect for all individuals regardless of race, gender, religion or sexual orientation

**Mapping of CLOs to PLOs**



	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	3	2	1
CLO2	3	3	2	3	1
CLO3	3	3	3	3	3
CLO4	3	2	3	2	1
CLO5	2	3	2	3	1
Average	2.8	2.8	2.6	2.6	1.4

(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
<b>1. The Sociological Perspective</b> Sociology as a field of inquiry, The Sociological Perspective, Central Sociological Concepts, The Emergence of Sociology, Sociological Theory	6	Lecturing with audio- visual aid and various Pair/ Group work	Written exam/report /assignment /presentation	1
<b>2. Research Methods</b> The Research Process, Methods of Inquiry, Probability and Statistical Analysis, Research Ethics.	3	Lecturing with audio- visual aid and various Pair/ Group work	Written exam/report /assignment /presentation	1
<b>3. Culture</b> Group influence, The Social Construction of the Self, Characteristics and Elements of Culture, Cultural Diversity, Culture in Society.	6	Lecturing with audio- visual aid and various Pair/ Group work	Written exam/report /assignment /presentation	1
<b>4. Socialization</b> The Social Construction of the Self, Theories of Socialization, Agents of Socialization, Socialization over the Life Course.	6	Lecturing with audio- visual aid and various Pair/ Group work	Written exam/report /assignment /presentation	1
<b>5. Social Organization</b> Building Blocks, Social Differentiation, Ways of organizing cooperation, Historical and contemporary examples, Bureaucracy as a solution to weaknesses of kinship-based structures, Markets as social organizations (economic	6	Lecturing with audio- visual aid and various Pair/ Group work	Written exam/report /assignment /presentation	1 & 2

sociology).				
<b>6. Social Inequalities</b> Social Class and Social Stratification, Race and Ethnicity, Gender, Age.	6	Lecturing with audio- visual aid and various Pair/ Group work	Written exam/report /assignment /presentation	1, 2 &3
<b>7. Deviance and Conformity</b> Sociological Definitions of Deviance, Costs and Benefits of Deviance, Deviant Identities, Measuring Crime, Race, Class, Gender, and Crime, Criminal Justice System.	6	Lecturing with audio- visual aid and various Pair/ Group work	Written exam/report /assignment /presentation	3 & 4
<b>8. Social Institutions</b> Family, Education, Religion, Work, Economy, Power, Politics, and Government, Media and Culture, Health.	3	Lecturing with audio- visual aid and various Pair/ Group work	Written exam/report /assignment /presentation	3 & 4
<b>9. Social Change</b> Population, Urbanization and the Environment, Collective Behavior and Social Movements, Causes and Consequences of Social Change, Theories of Social Change.	3	Characteristic of social stratification	Written exam/report /assignment /presentation	3 & 4

### Textbook(s)

Giddens, A., Duneier, M., Appelbaum, R. P., & Carr, D. S. Introduction to Sociology. W.W. Norton & Company.

### Reference(s)

1. Wolfe, C., & Callahan, J. S. (2017). Introduction to sociology. University System of Georgia.
2. Sutherland, R., & Woodward, J. Introduction to sociology. Chicago: Lippincott.
3. Cragun, R., & Cragun, D. Introduction to sociology. Seven Treasures Publication.

### Assessment and Evaluation

Bloom's Category	Assignments and Participation	Exam 1	Mid-term	Final-term	Total
Remember	05		05	05	15
Understand	05	05	05	05	20
Apply	05	05	05	05	20
Analyze	05	05	05	05	20
Evaluate		05	05	05	15
Create			05	05	10



Total	20	20	30	30	100
-------	----	----	----	----	-----

**Grading System:** As per UGC recommendation

## **HEA-0923-101: Health and Society**

**Credit Hours: 3**

### **Rationale of the Course:**

The course will help to develop the understanding of the students about the link between society and human health.

### **Course Objective**

The course provides an overview of the relation between health and society. It explores how broad social, cultural and economic factors in society affect health. The course is designed to provide students with a way of thinking about human health from broader perspectives.

### **Course Learning Outcomes (CLO)**

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

CLO1	Make the students aware about the important link between health and society
CLO2	Highlight the importance of social issues and factors in maintaining a healthy and productive life
CLO3	Allow the students to understand that health is not only a medical issue, but an important social concern as well

### **Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	2	2	1
CLO2	2	2	2	2	1
CLO3	1	2	2	2	1
Average	1.67	2	2	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. Health and Wellness	2	Lecture	Test and Exam	1, 2, 3
2. Disease and Health: A Holistic Perspective	2	Lecture	Test and Exam	1, 2, 3
3. Health and Environmental Hazards	2	Lecture	Test and Exam	1, 2, 3
4. Health and Safety: Part I	2	Lecture	Test and Exam	1, 2, 3
5. Health and Safety: Part II	2	Lecture	Test and Exam	1, 2, 3
6. Mental Health and Stigma	2	Lecture	Test and Exam	1, 2, 3



7. Stress Management and Bullying	2	Lecture	Test and Exam	1, 2, 3
8. Nutrition, Health and Food Contamination	2	Lecture	Test and Exam	1, 2, 3
9. Exercise and Weight Management	2	Lecture	Test and Exam	1, 2, 3
10. Addiction Part I: Substance Abuse	2	Lecture	Test and Exam	1, 2, 3
11. Addiction Part II: Technology Addiction	2	Lecture	Test and Exam	1, 2, 3
12. Technology in Health	2	Lecture	Test and Exam	1, 2, 3
13. Sleep and Health	2	Lecture	Test and Exam	1, 2, 3
14. Health Systems and Health Policy in the 21 <sup>st</sup> Century	1.5	Lecture	Test and Exam	1, 2, 3
15. Ethical and Human Rights Concerns in Global Health	1.5	Lecture	Test and Exam	1, 2, 3

### Textbook(s)

Global Health 101 (2020) Fourth Edition, Richard Skolnik

### Reference(s)

1. Introduction to Public Health (2017) Fifth Edition, Mary-Jane Schneider
2. Health The Basics (2019) Thirteenth Edition, Rebecca J. Donatelle

### Assessment and Evaluation

Bloom's Category	Attendance (10)	Assignment (10)	Presentation (10)	Class Tests (30)	Mid-Term Exam (15)	Final Exam (25)	Total (100)
Remember				10			10
Understand	05	05	05	10	05	05	35
Apply					05	05	10
Analyze				10	05	05	20
Evaluate	05		05			05	15
Create		05				05	10

**Grading System:** As per UGC recommendation





## ANT-0314-111: ANTHROPOLOGY

**Credit Hours: 3**

### **Rationale of the course:**

This course aims to construct a holistic understanding of the human species among students through integrating cultural, biological, evolutionary, linguistic and historical aspects of human kind.

### **Course Objective**

This course is designed to provide the students with an introduction to the discipline of Anthropology, teach them with the course key concepts, institutions. at the major concepts, like culture, groups, socialization, deviance and social control. It also deals with social inequality in terms of social stratification, ethnic groups, Families, kinship and Descent, Human Diversity and Race, Criteria for Classification of races. Classification of races gender and of age, religion, education, economy and government and politics. Population, environment, urbanization and finally with collective behavior and social movements and social change. It also teaches definition & branches of Anthropology including Physical Anthropology, Social and Cultural Anthropology, Archaeology.

### **Course Learning Outcomes (CLO)**

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

CLO1	develop understanding of the fundamentals of anthropological concepts and perspectives summarizing and evaluating complex arguments by key thinkers in the fields of anthropology
CLO2	describe how evolutionary and historical processes have shaped primates and human ancestors and lead to the biological, behavioral, and cultural diversity seen in the present
CLO3	describe how cultural systems construct reality differently for various human groups
CLO4	communicate anthropological knowledge effectively through written, oral and data presentation in varying formats for diverse audiences
CLO5	discuss human diversity and how knowledge about human diversity should lead to a better understanding of and therefore respect for people whose culture differs from ours

### **Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	2	2	2	3
CLO2	1	2	2	2	2
CLO3	1	2	2	2	3
CLO4	1	2	2	3	3
CLO5	2	3	3	3	3
Average	1.2	2.2	2.2	2.4	2.8

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

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

Topic	Hours	Teaching-Learning	Assessment Strategy	Corresponding CLOs
-------	-------	-------------------	---------------------	--------------------



		Strategy		
<b>1. Introduction</b> Anthropology definition, Overview of cultural anthropology: methods, goals, history, Ethnography & participant observation.	4	Lecture & Class Participation	Quiz	1
<b>2. Major Branches of Anthropology</b> Biological Anthropology, Social Cultural Anthropology, Archaeological Anthropology, Linguistic Anthropology.	6	Lecture & Class Participation	Test & Quiz	1, 2
<b>3. Human Origins</b> Physical Anthropology, Human history or evolution, Homo sapiens, Old world culture, Race and human variation, Problem of race, Pattern of life, Cultural evolution, Multi-linear evolution, Universal and multi-linear evolution comparison.	5	Lecture with audio-visual aid	Test & Quiz	1, 2, 3
<b>4. Culture, Language &amp; Ethnography</b> Definition and meaning of culture, Characteristics of culture, Existence and culture, Relationship between culture with society, Culture and the individual, Culture and change, Origins of language, Languages within the framework of life, Language and conceptualization of culture, Process of learning a language.	5	Lecture & Group Discussion	Test & Quiz	2, 3
<b>5. Provisioning (Economics)</b> Production mode of hunting and concocting, Development of energy, Rice-field agriculture, Production mode of slash and burn agriculture, Production mode of livestock farming.	5	Lecture & Class Participation	Test & Assignment	1, 2, 3, 5
<b>6. Reproduction (Kinship)</b> Concepts of Kinship, Exogamy and Endogamy, Principles of Descent, Types and Functions of Descent,	4	Lecture	Test & Assignment	1, 4

Definitions, Types and Functions of Marriage Systems, Alliance and Descent, Regulation of Marriage, Incest Prohibition, Preferential, Prescriptive, Proscriptive, Levirate, Sororate, Types and Forms of Marital transactions, Post-marital residence, Definition and Typology of Family, Domestic Groups, Basic structures and functions.				
<b>7. Religion and Society</b> Types of religion, Religions and social stability, Religion and family, Religion and social change, Formation of attitudes and mentality, Social sciences, Psychology, Types of religious organizations, Religion and magic, Religion and taboos, Culture and personality, Freud's influence, what is art, Art and culture, Art and politics, Art and its evolution.	5	Lecture with audio-visual aid	Test & Assignment	1, 4,5
<b>8. City &amp; Village Anthropology</b> Concept of urbanization, Types and images of world's cities, Village conceptualization, Moral economy of farmers, Dilemma of the peasantry, Ideology of the peasant movement, Resistance of the peasantry.	6	Lecture	Test & Quiz	1, 2, 4, 5
<b>9. Future of Anthropology</b> Contemporary studies of anthropology, Modern ethnicity, Anthropology among other social sciences, Anthropology and globalization, Global trends, Influence of globalization.	5	Lecture & Class Participation	Test	1, 4

### Textbook(s)

1. William A. Haviland, Harald E.L. Prins, Dana Walrath. *An Introduction to Anthropology*. Cengage Learning.
2. D. N. Majumdar & T. N. Madan. *An Introduction to Social Anthropology*. Mayur.



## Reference(s)

1. Kottak, Conrad Phillip. *Anthropology: The Exploration of Human Diversity*.
2. Yuval Noah Harari. *Sapiens: A Brief History of Humankind*. Random House.

## Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Mid-term	Final-term	Total
Remember		10	05	05	20
Understand	05	05	05	05	20
Apply	05	05		10	20
Analyze	05		05	05	15
Evaluate			05	10	15
Create	05			05	10
Total	20	20	20	40	100

**Grading System:** As per UGC recommendation

## SOC-0111-301: SOCIAL SCIENCE RESEARCH METHODS

**Credit Hours: 3**

### Rationale of the course:

This course will teach students a variety of research approaches, tools, and techniques, for collecting and analyzing qualitative or quantitative data.

### Course Objective

This course is designed to provide the students the skills required to design and conduct social research

### Course Learning Outcomes (CLO)

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

CLO1	Design social research
CLO2	Collect qualitative and quantitative data required for social research
CLO3	Analyze and interpret data to draw inferences

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	2	1	1	2
CLO2	2	2	2	3	3
CLO3	3	3	1	2	3
Average	2	2.33	1.33	2	2.67

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

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

Topic	Hou rs	Teaching- Learning Strategy	Assessment Strategy	Correspon ding CLOs
-------	-----------	-----------------------------------	------------------------	------------------------



<b>1. Introduction</b> Definition Social sciences research, Dimensions of social sciences research: Sociological, Ontological, Teleological, Epistemological and Methodological.	3	Lecture	Test	1
<b>2.Perspectives, Paradigms, Methodologies and Methods</b> Theoretical perspectives, Dominant paradigms, Perception of reality, Nature of science, Purpose of social research, Quantitative methodology, Qualitative Methodology, Similarities and differences of the two methodologies.	3	Lecture & Class Participation	Assignment & Test	1
<b>3. Basic Concepts in Research</b> Unit of analysis: Variables-Independent, Dependent, Intervening, Control, Discrete and Continuous, Sampling frame, Hypothesis, Kinds of research: Descriptive, Exploratory, Comparative, Explanatory: Causal and Experimental, and Evaluative.	3	Lecture & Group Discussion	Assignment & Test	1
<b>4. Research Process</b> Research model for quantitative research, Basic assumptions, Contents of the research, Purpose of the research model, Structure of the model, Steps in the research model, Research design in qualitative methodology: Conceptual frameworks, Using existing sources of data /documentary research, Using official, Archival and other personal documents, Obtaining and classifying documents, Content analysis.	3	Lecture	Test & Quiz	1
<b>5. Qualitative Research Model</b> Fieldwork: When to adopt fieldwork, Stages involved, Techniques in fieldwork, Participant observation: types of participation in the field, Interviews: Elements of the structured interview, Elements of the unstructured, Interview interviewing rules for researchers: Clinical interview, Advantages and disadvantages of different kinds of interviews, Case study method: Kinds	3	Lecture	Test & Quiz	2

and characteristics, Validity of qualitative methods: Internal and external, Triangulation in research.				
<b>6. Qualitative Research Application</b> Theory development, Defining important variables, Hypothesis generation.	3	Lecture	Test & Quiz	2
<b>7. Quantitative Methods (Survey Methods)</b> Types of surveys, census cross sectional longitudinal research, Trend analysis, Sampling in survey research, Questionnaire design, Survey in developing countries, Advantages and disadvantages of survey research.	3	Lecture	Test and Quiz	2
<b>8. Sampling</b> Logic of inference, Probability and non probability sampling, Types of sampling design, Factors affecting choice of sample, Problems of sampling in developing countries.	3	Lecture and Group Discussion	Test	1 & 2
<b>9. The Experiment</b> The controlled experiment, The laboratory experiment, The quasi-experiment, Advantages and disadvantages of experimentation.	3	Lecture & Group Discussion	Assignment & Test	1 & 2
<b>10. Statistics: Descriptive Statistics</b> Why study statistics, Survey methods and statistics, Basic descriptive statistics: Percentages and proportions, Ratios and rates, Charts, graphs, histograms, Construction of frequency distributions for ordinal and nominal data, Grouped frequency distributions for interval and ratio variables: Class intervals, class limits and midpoints, Cumulative distributions: Cumulative frequencies and percentages, Dealing with decimal data, Percentages.	3	Lecture & Group Discussion	Assignment & Test	2 & 3
<b>11. Measures of Central Tendency</b> The mean, mode and the median, Limitations and strengths of the three, Comparing the mode, mean, median, use depending on: Level of measurement, Shape and form of distribution, Research	3	Lecture & Group Discussion	Assignment & Test	3

objective, Mode, mean and median from simple frequency distributions and grouped distributions, Deciles, quartiles and percentiles.				
<b>12. Measures of Variability</b> The range and its' limitations, Mean deviation, Variance and standard deviation from simple and grouped frequencies.	3	Lecture & Group Discussion	Assignment & Test	3
<b>13. Normal Distribution</b> Characteristics of the normal distribution, Area under the curve, Standard/ Z cores and the normal curve, Calculating Z scores and confidence intervals.	3	Lecture & Group Discussion	Assignment & Test	3
<b>14. Inferential Statistics: From Description to Decision-Making</b> Testing hypothesis about two independent means & two dependent means, Steps in testing a hypothesis, Student t-test, using and interpreting the t-distribution, Testing about independence, Chi-square test, ANOVA& MANOVA.	3	Lecture & Group Discussion	Assignment & Test	3
<b>15. Measures of Association</b> Correlation–weak, and strong and curvilinear relationships, Correlation co-efficient, Correlation and hypothesis testing, Testing for the significance of Pearson's R. Spearman's Rho, Linear and multiple regression.	3	Lecture & Group Discussion	Assignment & Test	3

#### **Textbook(s)**

Saunders, M. et al. Research Methods for Business Studies. London: Pitman publishers.

#### **Reference(s)**

1. Bryman, A. Social Research Methods. Oxford University Press.
2. Bhattacharjee, A. Social Science Research: Principles, Methods, and Practices. Independent Publishing.

#### **Assessment and Evaluation**

<b>Bloom's Category</b>	<b>Assignments</b>	<b>Quizzes</b>	<b>Mid-term</b>	<b>Final-term</b>	<b>Total</b>
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
Total	10	10	30	50	100

**Grading System:** As per UGC recommendation

## **BUS -0114-201: INTRODUCTION TO BUSINESS**

**Credit Hours: 3**

### **Rationale of the Course**

This course allows the student to get a good understanding of the basics of the business world, how to conduct business profitably, how to create business opportunities, solve problems and apply leadership and management skills.

### **Course Objective**

Introduction to Business is designed to expose the students to many functions of modern business. The course shows the student how these functions exist in a changing society and the type of decisions which must be made within that environment. The course is also designed to expose the student to the multitude of career fields in the areas of business.

### **Course Learning Outcomes (CLO)**

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

CLO1	Recognize and use business-relevant vocabulary
CLO2	Explain the different economic systems and the key economic indicators
CLO3	Describe how businesses operate in our modern political, social, and economic environment
CLO4	Present a general background in the elements and characteristics of business enterprise
CLO5	Discuss the many aspects of business functions such as management, organization, human relations, marketing, finance, and ethics
CLO6	Explain the role of profits in our economic system

### **Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	3	2	1
CLO2	3	3	2	3	1
CLO3	3	3	3	3	3
CLO4	3	2	1	2	1
CLO5	3	3	2	3	1
CLO6	3	1	2	3	3
Average	3	2.5	2.17	2.67	1.67

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

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

Topic	Hou rs	Teaching-Learning Strategy	Assessment Strategy	Correspo nding CLOs
-------	-----------	-------------------------------	------------------------	---------------------------





<b>1. Meeting the Challenge of Today's Dynamic Business Environment</b> Business and Entrepreneurship- Entrepreneurship Vs Working for others- The Business Environment - The Economic Environment - the Technological Environment - The Competitive Environment- The Social Environment- The Global Environment.	6	Lecture	Exam 1	1,3,6
<b>2. How Economics Affects Business</b> How Economic conditions affect Businesses- Understanding Free-Market Capitalism- Understanding Socialism-Understanding Communism- Understanding the Economic System of Bangladesh.	6	Lecture	Exam 1	2
<b>3. Demonstrating Ethical Behavior and Social Responsibility</b> Ethics is more than Legality- Managing Business Ethically and Responsibly, Setting Corporate Ethical Standards- Corporate Social Responsibility- International Ethics and Social Responsibility.	6	Lecture & Class Participation	Mid term and assignment	5
<b>4. Forms of Business Ownership and Formation Procedures of Companies</b> Sole Proprietorships, Partnerships- Corporations- Corporate Expansion- Special form of business ownership- Franchises- Cooperatives.	6	Lecture & Class participation	Mid term and assignment	4
<b>5. Entrepreneurship and starting a Small Business</b> The Age of Entrepreneur- Why take Entrepreneurial challenge- Getting started in Small Business- Managing a Small Business- Going International.	6	Lecture, Problem solving	Assignment and Mid term	4
<b>6. Management, Leadership, and employee empowerment</b> Managerial Challenges - Functions of Management- Planning, Organizing- Leading- Controlling.	9	Lecture, Problem solving	Final term	5

<b>7. Marketing. Customer and Stakeholder Relationship Marketing</b> Marketing- The Marketing Mix- Providing Marketers with Information, The Consumer Market- The Business-to-Business Market- Updating the Marketing Concept- Establishing Relationships with Stakeholder.	6	Lecture, Problem solving	Final term	5
<b>8. Financial Management</b> Role of Finance and Financial Managers- Financial Planning-Need for Operating Funds- Obtaining Short Term Financing and Long term financing- Importance of Money.		Lecture, Problem solving	Final term	5

### Textbook(s)

Understanding Business, by Nickels, Mchugh & Mchugh. Publishes by McGraw-Hill Irwin.

### Reference(s)

1. Business a changing world, Ferrell,O.C., Hirt, G., and Ferrell, L. Published by New York, NY: McGraw Hill.

2. Introduction to Business By Jeff Madura, Published by South-Western.

### Assessment Procedure:

Bloom's Category	Assignments and Participation	Exam 1	Mid-term	Final-term	Total
Remember	05			05	10
Understand	05	05	05	05	20
Apply	05	05	05	05	20
Analyze	05	05	05	05	20
Evaluate	05	05	05	05	20
Create	05			05	10
Total	30	20	20	30	100

**Grading System:** As per UGC recommendation

## ETH-0223-201: ETHICS, RESPONSIBILITY, AND SUSTAINABILITY IN BUSINESS

**Credit Hours: 3**

### Course Rationale:

This course aims at applying the moral principles to the evaluation and judgment of complex ethical and sustainability issues in contemporary business arena.



**Course Objective:**

This course discusses how to conduct business ethically. Students will learn how to develop and implement policies and procedures regarding topics such as fraud, bribery, discrimination, and corporate governance. They will understand how to link society, economy, and environment together. Social responsibility encourages the business to get involved in the community and other philanthropic initiatives. Sustainable management provides plans that can improve multiple parts of people's lives, environment, and future generations.

**Course Learning Outcomes (CLO):** After completing the course, the student should be able to:

CLO1	explain the features of the global business environment based on business-society and business-environment relationships
CLO2	identify the interconnections between the economic, social, political and ecological spheres of human activity
CLO3	apply various ethical frameworks to certain situations, develop a vocabulary for discussing ethical issues, and apply ethical thinking to business situations

**Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	2	3	1	1
CLO2	3	2	3	1	2
CLO3	3	2	3	2	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
<b>1. Introducing Business Ethics:</b> Definition and importance of business ethics, Business ethics in different organizational contexts, Globalization: A key context for business ethics, Sustainability: A key goal for business ethics	3	Lecture & Discussion	1 <sup>st</sup> Term and Midterm	1
<b>2. Framing Business Ethics: Corporate Responsibility, Stakeholders and Citizenship:</b> What is corporation, Corporate social	4.5	Lecture & Discussion	1 <sup>st</sup> Term and Midterm	2



responsibility, Stakeholder theory of the firm, Corporate citizenship-the firm as a political actor				
<b>3. Evaluating Business Ethics: Normative Ethical Theories:</b> The role of ethical theory, Normative ethical theories and religion, Western modernist ethical theories, Alternative perspectives on ethical theory	4.5	Lecture & scenario analysis	1 <sup>st</sup> Term and Midterm	1, 2
<b>4. Managing Business Ethics: Tools and Techniques of Business Ethics Management:</b> Business ethics management, Setting standards of ethical behavior, Managing stakeholder relations, Assessing ethical performance, Environmental management, Organizing for business ethics management	4.5	Lecture & scenario analysis	1 <sup>st</sup> Term and Midterm	3
<b>5. Stakeholders and Business Ethics:</b> Reassessing the importance of shareholders and stakeholders, Ethical issues in corporate governance, Shareholders and globalization, Shareholders as citizens of the corporation, Shareholding for sustainability	4.5	Lecture & in-class activity	Assignment and Midterm	1, 2
<b>6. Employees and Business Ethics:</b> Employees and other workers as stakeholders, Ethical issues in the employment relationship, Employing people worldwide: the ethical challenges of globalization, The corporate citizen and employee relations, Towards sustainable employment	4.5	Lecture & scenario analysis	Final	1, 2

<b>7. Consumers and Business Ethics:</b> Consumers as stakeholders, Ethical issues, marketing and the consumer, Globalization and consumers: the ethical challenges of the global marketplace, Consumers and corporate citizenship: consumer sovereignty and the politics of purchasing, Sustainable consumption	3	Lecture & scenario analysis	Final	1, 2
<b>8. Suppliers, Competitors and Business Ethics:</b> Suppliers and competitors as stakeholders, Ethical issues and suppliers, Ethical issues and competitors, Globalization, suppliers and competitors: the ethical challenges of global production networks, The corporate citizen in business-to-business relationships: ethical sourcing and fair trade, Sustainability and business relationships: towards industrial ecosystems	4.5	Lecture & discussion	Assignment and Final	1, 2
<b>9. Civil Society and Business Ethics:</b> Civil society organizations as stakeholders, Ethical issues and CSOs, Globalization and civil society organizations, Corporate citizenship and civil society: charity, collaboration, enterprise or regulation, Civil society, business and sustainability	4.5	Lecture and in-class activity	Final	1, 2
<b>10. Government, Regulation and Business Ethics:</b> Government as stakeholder, Ethical issues in the relationship between business and government, Globalization and business-government relations, Corporate citizenship and regulation: business as key player in the regulatory game, Governance, business and sustainability	3	Lecture & scenario analysis	Final	1, 2

11. <b>Future perspectives:</b> The nature and scope of business ethics, Globalization as a context for business ethics, Sustainability as a goal for business ethics, Corporate citizenship and business ethics, The contribution of normative ethical theories to business ethics, Influence on ethical decision making, The role of management tools in business ethics, The role of different stakeholder constituencies in business ethics, Trade-offs and conflicts between different stakeholder groups	4.5	Lecture & Presentation	Final	3
--	-----	------------------------	-------	---

#### **Textbook(s)**

Crane, A. and Matten, D. (2019) Business ethics: managing corporate citizenship and sustainability in the age of globalization (5th ed.). Oxford: Oxford University Press

#### **Reference(s)**

1. Boatright, J. R. (2007). Ethics and conduct of business (5<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice Hall.
2. Blowfield, M. (2013). Business and sustainability. Oxford: Oxford University Press

#### **Assessment and Evaluation:**

<b>Bloom's Category</b>	<b>Class Performance</b>	<b>Assignment/ presentation</b>	<b>1<sup>st</sup> Term</b>	<b>Mid-term</b>	<b>Final</b>	<b>Total</b>
Remember			05	05	05	15
Understand	03		05	05	05	18
Apply	03	05	05	05	10	28
Analyze		05	05	05	05	20
Evaluate				05	05	10
Create	04				05	09
Total	10	10	20	25	35	100

**Grading System:** As per UGC recommendation

## Humanities

### **BDS-0114-101: BANGLADESH STUDIES**

**Credit Hours: 3**

#### **Rationale of the Course**

This course aims at helping the undergrad students to learn the ancient, classical, late classical, medieval, and modern history of Bangladesh, to comprehend current Bangladesh in the light of history and to provide them with the basic knowledge of contemporary politics and economy of the country.

#### **Course Objective**

The course aims to prepare students with factual knowledge and analytical skills that will enable them to learn and critically appreciate history, politics, economy and society of Bangladesh. It will focus on the historical root of Bangladesh as an independent state focusing on the social, economic and political developments that have taken place since its independence. It will also identify the major socio-economic, political, environmental and developmental issues that have arisen during this period, before assessing the progress over time.

#### **Course Learning Outcomes (CLO)**

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

CLO1	Categorize different stages of political history of Bangladesh
CLO2	Understand the reasons for liberation war and significance of constitution
CLO3	Have a comprehensive knowledge on social and environmental issues of Bangladesh
CLO4	Bangladesh Foreign Policy: Realities and Challenges

#### **Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	3	2	3
CLO2	3	2	3	2	2
CLO3	3	3	2	2	3
CLO4	3	2	3	2	1
Average	3	2.5	2.75	2	2.25

(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
<b>1.Introduction:</b> Bangladesh: History and Culture – An overview.	3	Classroom Lectures and Feedback	Class Test	1



<b>2.Ancient, Classical, Late Classical and Medieval Bengal</b> Etymology, Pre-historic Bengal, Bengal's early literature, Proto-History/Antiquity, Overseas colonization. Sasanka: the First independent king of Bengal, <i>Matsyanyayam</i> ; Pala dynasty; Dynasties of Southeastern Bengal; Sena rule, Bengal under the Sultanate period.	5	Classroom Lectures and Feedback	Class Test	1
<b>3. Early Modern Bengal</b> Bengal under the Mughals: Politics, Society and Culture.	4	Classroom Lectures and Feedback	Class Test	1
<b>4. Modern Bengal/Bengal under British Colonial Rule</b> Establishment of English Trade in Bengal, British East India Company, The British impact.	3	Classroom Lectures and Feedback	Class Test	1
<b>5. Bengal Renaissance, Bengali Nationalism and Road to Autonomy</b> Areas of social & religious reforms, Raja Rammohan Roy, Ishwar Chandra Vidyasagar, Titumeer; Partitions of Bengal (1905 & 1947). Lahore Resolution and the birth of Pakistan in 1947, Language Movement (1952); Bangabandhu Sheikh Mujibur Rahman and road to autonomy movement, 6-point and 11-point programs, Agartala Conspiracy Case, Mass Upsurge of 1969	6	Classroom Lectures and Feedback	Mid-Term	1
<b>6. War of Independence</b> The 1970 election, Military action, Genocide in the East Pakistan, The liberation war, Emergence of Bangladesh as an independent state in 1971	4	Classroom Lectures and Feedback	Mid-Term	2
<b>7. Constitution of Bangladesh and its Amendments</b> The Republic, Fundamental principles of state policy,	4	Classroom Lectures and Feedback	Mid-Term	2



Fundamental rights, The Executive, The Legislature, The Judiciary, Amendment of the Constitution				
<b>8. Social Structure, Social Institutions and Culture of Bangladesh</b> Social stratification, social classes, caste system, social mobility, Social Institutions: Family, marriage; Bengali culture; Urbanization process and its impact on Bangladesh society	5	Classroom Lectures and Feedback	Final Examination	3
<b>9. Economy of Bangladesh</b> Economic problems of Bangladesh and probable solutions, Contribution of garments industry in Bangladesh economy, the role of remittance in our economy	3	Classroom Lectures and Feedback	Final Examination	3
<b>10. Environmental issues and Challenges of Bangladesh, Impacts of Climate Change in Bangladesh</b>	4	Classroom Lectures and Feedback	Final Examination	3
<b>11. Bangladesh Foreign Policy, Realities and Challenges</b>	4	Classroom Lectures and Feedback	Final Examination	4

### Textbook(s)

1. A. F. Salauddin Ahmed & Bazlul Mobin Chowdhury. Bangladesh: National Culture and Heritage. Independent University, Bangladesh, Dhaka.
2. Dr. Akbar Ali Khan, Discovery of Bangladesh: Explorations into Dynamics of a Hidden Nation. University Press Limited.
3. Muntasir Mamun and Mahbubur Rahman , *Swadhin Bangladesher Ovyudoyer Itihas*, Dhaka: University Grants Commission, 2017

### Reference(s)

1. Haroun er Rashid. Economic Geography of Bangladesh. University Press Limited, Dhaka.
2. Muhammad Shamsul Huq. Bangladesh in International Politics. University Press Limited, Dhaka.

### Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Mid-term	Final-term	Total
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
Total	10	10	30	50	100

**Grading System:** As per UGC recommendation

## **BDS-0222-102: HISTORY OF THE EMERGENCE OF BANGLADESH**

**Credit Hours: 3**

### **Rational of the Course**

This course is designed to introduce the students with the political, cultural and historical background of Bangladesh.

### **Course Objective**

This course offers an opportunity for students to explore a range of fascinating and multifaceted political and historical knowledge. It is designed to give a clear idea of the state, politics, history and culture. Especially, it is focused on how Bangladesh became an independent country. The aim of this course will acquaint the students with the rich history of emergence of Bangladesh.

### **Course Learning Outcomes (CLO)**

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

CLO1	understand the ancient and medieval historical knowledge of the then country
CLO2	develop the basic knowledge about the country's history, politics, and culture
CLO3	gaining knowledge about the west Pakistan's deprivation, movement for self-determination and liberation war 1971
CLO4	understand the knowledge that supports to make decision and solve problem in future policy making process in a practice area

### **Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	3	2	1
CLO2	3	2	3	3	2
CLO3	3	3	3	3	3
CLO4	2	3	3	2	1
Average	2.75	2.75	3	2.5	1.75

(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 to the Country and its People	6	Lecture and Class Participation	Test & Quiz	1
2. Communal Politics and Two-Nation Theory	3	Lecture	Test & Quiz	1



3. Structure and Discrimination of Pakistan State	3	Lecture	Presentation	2 & 3
4. Effort towards Democratic Politics and Language Movement	3	Lecture and Group Discussion	Viva-Voce	2 & 3
5. Attempt to Establish Democratic Government	3	Lecture	Test & Quiz	2 & 3
6. Attempt to Establish Democratic Government	3	Lecture	Test & Quiz	2 & 3
7. Tenure of Ayub Khan	3	Lecture and Feedback	Test & Quiz	3
8. Tenure of Ayub Khan	3	Lecture and Class Participation	Presentation	3
9. Development of Nationalism and Movement for Self-Determination	3	Lecture and Class Participation	Test & Quiz	3 & 4
10. Development of Nationalism and Movement for Self-Determination	3	Lecture and Class Participation	Test & Quiz	3 & 4
11. Mass Upsurge in 1969 and 11-Point Movement	3	Lecture	Test & Quiz	3
12. Elections in 1970 and Bangabandhu's Declaration of Independence	3	Lecture	Test & Quiz	3
13. Liberation War 1971.	3	Lecture and Video Presentation	Test & Quiz	3
14. Liberation War 1971.	3	Lecture and Video Presentation	Test & Quiz	3

#### **Textbook(s)**

*The Unfinished Memoirs*, Sheikh Mujibur Rahman

#### **Reference(s)**

1. *History of Bangladesh: A Sub continental Civilization*, Abul Maal A. Muhith
2. *Pakistan: Failure in National Integration*, Rounaq Jahan
3. *A History of Bangladesh*, Willem Van Schendel
4. *Bangladesh Politics: Problems and Issues*, Rounaq Jahan
5. *Thirty Years of Bangladesh Politics*, Mahfuzul Huque Chowdhury
6. *Bangladesh: A Political History since Independence*, Ali Riaz
7. *Bangladesher Abbhudoy*, Rehman Sobhan
8. *Swadhin Bangladesher Obbhudoyer Itihas. Suborno Prokashoni*, Muntasir Mamun and Md Mabubar Rahman.



## Assessment and Evaluation

Bloom's Category	Quizzes	Assignments	Mid-term	Presentation	Final-term	Total
Remember	05		05	10	10	30
Understand	05		05	05	10	25
Apply		05	05		05	15
Analyze		05		05	10	20
Evaluate		05			05	10
Create						
Total	10	20	20	10	40	100

**Grading System:** As per UGC recommendation

## BLL-0232-101: BANGLA BHASHA & SHAHITTO (বাংলা ভাষা এবং সাহিত্য)

**Credit Hours:** 3

### Rationale of the Course

যে কোন জনগোষ্ঠীকে সমৃদ্ধশালী করে তোলে- তার মাতৃভাষা, সাহিত্য-সংস্কৃতির অনুশীলন ও চর্চা। মনুষ্যত্ব বিকাশে এবং শিক্ষা লাভের জন্য মাতৃভাষার চর্চা করা একান্ত অপরিহার্য। বাংলা আমারদের মাতৃভাষা। বাংলা আন্তর্জাতিক মাতৃভাষা রূপে স্বীকৃতি লাভ করলেও দেখা যাচ্ছে, আমাদের বর্তমান প্রজন্মের ছাত্র সামাজিক বাংলা ভাষা ও সাহিত্যের প্রতি আগ্রহ তেমন নেই। বাংলা বিষয়ে তাদের প্রবল অনীহা। এমতাবস্থায়, সকল শিক্ষার্থীদের মাতৃভাষা বাংলা ও বাংলা সাহিত্য পাঠের মাধ্যমে আত্মপরিচয়ের পথ প্রদর্শন করা হবে। পাশাপাশি ব্যবহারিক ক্ষেত্রে শুদ্ধরূপে বাংলা উচ্চারণ, বানান ও লিখন সম্পর্কে সম্যক ধারণা দেয়া হবে।

### Course Objective

এই বিষয়টি অধ্যয়নের মাধ্যমে ছাত্র-ছাত্রীবৃন্দ বাংলাভাষা ও সাহিত্যের প্রতি আগ্রহী হয়ে উঠবে বলে আশা করা যায়।

### Course Learning Outcomes (CLO)

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

CLO1	বাংলা ভাষার বৈশিষ্ট্য, গুরুত্ব ও অন্তর্নিহিত শৃঙ্খলা সম্পর্কে ধারণা লাভ।
CLO2	প্রমিত বাংলা ভাষা ব্যবহাওে নৈপুণ্য অর্জন।
CLO3	বিষয় বস্তুর যুক্তিপূর্ণ উপস্থাপনায় পারদর্শিতা অর্জন।
CLO4	পাঠের মর্মবস্তু অনুধাবন, সাহিত্য রসোপলব্ধি ও পাঠভ্যাসে আগ্রহী হওয়া।

### Mapping of CLOs to PLOs

	PL01	PL02	PL03	PL04	PL05
CLO1	3	2	3	3	3
CLO2	2	3	2	2	1
CLO3	3	1	3	2	2
CLO4	1	3	2	1	3
Average	2.25	2.25	2.5	2	2.25

(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
১) ভাষা, ভাষার ইতিহাস, বাংলা ভাষার বৈশিষ্ট্য, বাংলা সাহিত্য ও সাহিত্যের যুগ।	3	Classroom Lectures and Feedback	Test	CLO1
২) বাংলা ধ্বনি, বর্ণ, অক্ষর, স্বরধ্বনি, ব্যঞ্জনধ্বনি।	3	Classroom Lectures and Feedback	Test	CLO2
৩) প্রমিত বাংলা বানানের নিয়ম।	3	Classroom Lectures and Feedback	Test	CLO2
৪) সাধু ও চলিত ভাষারীতি, বিরামচিহ্ন, বঙ্গানুবাদ।	3	Classroom Lectures and Feedback	Test & Quiz	CLO2
৫) সংক্ষিপ্ত আলোচনা: বাংলাভাষা, বাংলা নববর্ষ, একুশে ফেব্রুয়ারী, মুক্তিযুদ্ধ।	3	Classroom Lectures and Feedback	Test & Quiz	CLO3
৬) বাংলার উৎসব, বিশ্বায়ন, আধুনিক তথ্য প্রযুক্তি, মানবতা ও নৈতিকতা।	3	Classroom Lectures and Feedback	Test & Quiz	CLO3
৭) অভিজ্ঞতা বর্ণনা, ডায়েরি লিখন।	3	Classroom Lectures and Feedback	Test & Quiz	CLO3
৮) প্রবন্ধ : বর্তমান বিশ্বসাহিত্য, কবিতা: বঙ্গবাণী, বঙ্গভাষা	2	Classroom Lectures and Feedback	Assignment & Test	CLO3
৯) ছোটগল্প : পোস্টমাস্টার; কবিতা : আমার পরিচয়।	3	Classroom Lectures and Feedback	Assignment & Test	CLO4
১০) কবিতা: খাঁচার ভিতর অচিন পাখি, নির্বাকের স্বপ্নভঙ্গ, বাংলার মুখ আমি।	3	Classroom Lectures and Feedback	Test & Quiz	CLO4
১১) কবিতা : তোমাকে পাওয়ার জন্যে হে স্বাধীনতা, স্মৃতিস্তম্ভ, অমর একুশে; প্রবন্ধ : তৈল।	2	Classroom Lectures and Feedback	Test & Quiz	CLO4
১২) ছোটগল্প : নয়নচারা, খাঁচা, মৌন নয়।	3	Classroom Lectures and Feedback	Test & Quiz	CLO4
১৩) ছোটগল্প: অপঘাত প্রবন্ধ : বাঙ্গালা ভাষা	3	Classroom Lectures and Feedback	Test & Quiz	CLO4
১৪) ছোটগল্প: পুঁইমাচা; প্রবন্ধ : সভ্যতার সংকট।	3	Classroom Lectures and Feedback	Test & Quiz	CLO4
১৫) ডায়েরি : একান্তরের দিনগুলি জাহানারা ইমাম; প্রবন্ধ : আমাদের বাংলা উচ্চারণ।	2	Classroom Lectures and Feedback	Test & Quiz	CLO4
১৬) প্রবন্ধ : আমাদের আত্মপরিচয় নাটক: কবর।	3	Classroom Lectures and Feedback	Test	CLO4

### Textbook(s)



ইসলাম, রফিকুল সৌমিত্র শেখর। বাংলা ভাষা ও সাহিত্য।

### Reference(s)

মনির, ড. শাহজাহান। উচ্চতর বাংলা ব্যাকরণ ও নিমিত্তি।

### Assessment and Evaluation

Bloom's Category	Attendance	Assignment	Class Tests	Mid-Term Exam	Final Exam	Total
Remember			10			10
Understand	05	05	10	05	05	30
Apply				05	05	10
Analyze		05	10	05	05	25
Evaluate	05				05	10
Create		10			05	15
Total	10	20	30	15	25	100

**Grading System:** As per UGC recommendation

## CORE COURSES

### ACN-0411-201: PRINCIPLES OF ACCOUNTING

**Credit Hours:** 3

#### Rationale of the Course:

This course reviews the basic concepts, principles and techniques of financial accounting. It will help to prepare financial statements using the double entry system.

#### Course Objective

This course is an elementary accounting course. It introduces financial accounting theory, including the accounting cycle, analysis and recording of transactions, and reporting financial information in accordance with Generally Accepted Accounting Principles (GAAP).

#### Course Learning Outcomes (CLO)

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

CLO1	Realize the importance of using financial accounting in different types of organizations
CLO2	Identify the basics of financial accounting through the accounting cycle for service and merchandise business.
CLO3	Apply the theoretical foundation of financial accounting (concepts, assumptions, and principles) and the financial statements of an enterprise
CLO4	Perform the different steps of the accounting cycle for service and merchandising businesses

#### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	2	3	3	1
CLO2	3	3	2	2	1



CLO3	3	3	3	2	2
CLO4	3	3	2	3	3
Average	3	2.75	2.5	2.5	1.75

(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
<b>1. Accounting in Action</b> Accounting Concept, Generally Accepted Accounting Principles, Ethics in Financial Reporting, The Basic Accounting Equation, Using the Basic Accounting Equation, Financial Statements, Practical Problems on Basic Accounting Equation.	8	Lecture, Presentation & Class Participation	Test & Viva	1
<b>2. The Recording Process</b> The Account, Steps in Recording Process, The Trial Balance, Practical Problems on Recording Process.	7	Lecture & Case	Test & Viva	2
<b>3. Adjusting the Accounts</b> Timing Issues, The Basics of Adjusting Entries, The Adjusted Trial Balance and Financial Statement, Practical Problems on Adjusting Entries.	7	Lecture & Case	Test	2
<b>4. Completing the Accounting Cycle</b> Using a Worksheet, Closing the Books, Summary of Accounting Cycle, The Classified Balance Sheet, Long-Term Investments, Preparation of Work sheet & Closing the Books.	9	Lecture & Case	Test & Assignment	2
<b>5. Accounting for Merchandising Operations</b> Merchandising Operation, Recording Purchase of Merchandise, Recording Sales of Merchandise, Completing the Accounting Cycle, Forms of Financial Statements, Practical problems on Merchandising Operations.	7	Lecture & Case	Test, Viva & Group Discussion	2
<b>6. Plant Assets, Natural Resources and Intangible Assets</b> Determining the Cost of Plant Assets,	7	Lecture & Case	Test & Viva	3 & 4

Depreciation, Expenditures During Useful Life, Plant Asset Disposals, Natural Resources, Intangible Assets, Research & Development Costs, Practical Problems on Different Methods of Depreciation				
---	--	--	--	--

### Textbook

Jerry J. Weygandt, Donald E. Kieso, Paul D. Kimmel, **Accounting Principles**, John Wiley & Sons, Inc. (12<sup>th</sup> Ed.)

### References

1. Roger H. Hermanson, James Don Edwards, L. Gayle Rayburn **"Financial Accounting"**
2. Garrison, R. H., Noreen, E. W., Brewer, P. C., & McGowan, A. (2010). **Managerial accounting**. Issues in Accounting Education, 25(4), 792-793.
3. Smith, J. M., & Fred, S. K. **Intermediate Accounting**, South-Western Publishing company, Cincinnati, Ohio.

### Assessment and Evaluation

Bloom's Category	Test	Assignment	Viva	Co-curricular Activities	Final Exam	Total
Remember	5	-	10	2	8	25
Understand	5	2	10	2	7	26
Apply	5	5		2	7	19
Analyze	3	3		2	4	12
Evaluate	2	-		2	4	8
Create	-	10		-	-	10
Total	20	20	20	10	30	100

**Grading System:** As per UGC recommendation

### ACN-0411-204: COST AND MANAGEMENT ACCOUNTING

**Credit Hours: 3**

#### Rationale of the Course:

The course familiarizes students to contemporary management accounting concepts and techniques

#### Course Objective

This course aims to create value for the organization by managing resources, people, and other general activities and its importance for the management of a firm. It helps to improve the effectiveness of both the management planning and control functions.

#### Course Learning Outcomes (CLO):





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

CLO1	Know the role of management accounting in decision making process
CLO2	Develop in-depth knowledge on types and nature of costs
CLO3	Apply CVP analysis in business
CLO4	Prepare master budget
CLO5	Measure segment and company performance
CLO6	Know the role of costs in the decision making on the basis of relevance

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	3	2	1
CLO2	3	3	2	3	1
CLO3	3	3	3	3	3
CLO4	2	1	3	2	3
CLO5	3	3	3	2	1
CLO6	1	2	3	1	2
Average	2.5	2.5	2.83	2.17	1.83

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

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

Topic	Hou rs	Teaching-Learning Strategy	Assessment Strategy	Correspon ding CLOs
<b>1. Managerial accounting and the Business Environment</b> Definition, objectives, functions, Scope, Importance-Role, Techniques, Principles, Management Accounting Vs. Financial Accounting Managing Challenges, Code of Conducts, Ethics in Accounting, Conflict Resolution Process.	6	Lecture	Exam 1	1
<b>2. Cost Behavior &amp; Cost Classification</b> Concepts, Cost & Expenses, Cost Unit, Elements, Classification, Analysis and Use, Various methods of separating mixed costs.	6	Lecture	Exam 1	1
<b>3. Variable Costing: A Tool for Decision Making</b> Definition, Distinctions, Product Cost	6	Lecture & Class Participation	Exam 1	2



vs. Periodic Cost, Uses & Limitations, Applications of Absorption and direct costing..				
<b>4. Cost-Volume, Profit Relationship</b> Decision Making Process, Assumptions, Break Even Analysis, Sales Mix-Income Tax & BEP Uncertainty & BEP, CVP analysis in a multi-product environment.	6	Lecture & Class participation	Mid term and assignment	3,6
<b>5. Profit Planning</b> Basic Framework of Budgetary control, Production Budget, Sales Budget, Cash Budget, Flexible Budget, Master Budget.	6	Lecture, Problem solving	Assignment and Mid term	4
<b>6. Relevant costs and Decision Making</b> Nature of Managerial Decision, Classification of Managerial Decision, Important Cost Concepts for Decision Making, Make or Buy Decisions, Scarce Resource Decisions, Sales mix Decisions, Special order Decisions, Product line Decisions, Further processing Decision.	6	Lecture, Problem solving	Final term	1, 6
<b>7. Responsibility Accounting &amp; Divisional Performance Measurement</b> Cost Centre, Investment Centre, Profit Centre, Pre conditions, Divisional Performance, Return on Investment, Residual Income, Responsible Reporting.	6	Lecture, Problem solving	Final term	5
<b>8. Decentralization &amp; Transfer Pricing</b> Introduction, Advantage & Disadvantage of Decentralization: Transfer Pricing, Necessity, Objectives, Methods, Multinational Transfer Pricing.	3	Lecture, Problem solving	Final term	1

**Textbook(s)**



### Reference(s)

1. Management and cost accounting by Horngren, C. T., Bhimani, A., Datar, S. M., Foster, G., & Horngren, C. T. (2002). Published by Harlow: Financial Times Press.
2. Managerial accounting: creating value in a dynamic business environment. Hilton, R. W., & Platt, D. E. (2013). Published by McGraw-Hill Education.

### Assessment and Evaluation

Bloom's Category	Assignments and Participation	Exam 1	Mid-term	Final-term	Total
Remember	05		05	05	15
Understand	05	05	05	05	20
Apply	05	05	05	05	20
Analyze	05	05	05	05	20
Evaluate		05	05	05	15
Create			05	05	10
Total	20	20	30	30	100

**Grading System:** As per UGC recommendation

### ACN-0411-304: AUDITING AND TAXATION

**Credit Hours: 3**

#### Rationale of the Course:

This course deals with the important elements of financial reporting, corporate governance and various aspects of taxation

#### Course Objective

Auditing and taxation are both vital components of accounting. The knowledge on two subjects is important not only for accountants but also for management. Auditing is a crucial element of financial reporting and corporate governance. Taxation implications must be considered during decision making processes.

#### Course Learning Outcomes (CLO)

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

CLO1	Understand different types of audits, importance of audit for organization, government and other stakeholders, taxation system and authority in Bangladesh;
CLO2	Apply to assess residential status and compute income from different sources of an individual;
CLO3	Analyze a company's audit report, VAT mechanism;
CLO4	Evaluate different types of audit reports;

CLO5	Be equipped to prepare income tax return of a salaried person;
------	--

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	2	3	2	1
CLO2	3	1	2	3	3
CLO3	3	3	2	3	1
CLO4	2	1	3	3	2
CLO5	3	3	2	2	1
Average	2.8	2	2.4	2.6	1.4

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

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

Topic	Hou rs	Teaching-Learning Strategy	Assessment Strategy	Correspon ding CLOs
<b>1. Introduction on Audit</b> Audit, Nature, Scope, Types, Attestation, Assurance	3	Lecture, Presentation & Class Participation	Test & Viva	1
<b>2. Framework of Auditing</b> Appointment, Engagement letter, Audit plan, Working papers, Quality control	6	Lecture & Presentation	Test & Viva	1
<b>3. Internal audit</b> Objectives, System, Components, The COSO Model, The COCO Control Model Procedure of Setting Internal Control System, Test of Control, Internal Check	9	Lecture & Presentation	Test & Viva	1 & 4
<b>4. Audit Report</b> Features of a good report, Report vs. Certificate, Judgment, Forming Opinion, Report Format, Types of Report, Real examples	3	Lecture, Presentation & Case	Test & Assignment	3, 4
<b>5. Introduction to Taxation</b> Purposes, Features, Types, Canons, Tax System in Bangladesh, Role of Income Tax in the Economic Development of Bangladesh. Test of Capital & Revenue, Features of Income, Classification of Income, Tax Holiday Scheme. Assesses: Residential Status, Physical Status, Income Year, Assessment Year, TIN and Tax Rate- Practical issues	3	Lecture & Presentation	Test & Viva	1

<b>6. Tax Authorities in Bangladesh</b> Income Tax Authorities, Administrative Authorities, Judicial Authorities, Higher Counts, Appeal & Revision	6	Lecture & Presentation	Test & Viva	1
<b>7. Tax Assessment and Collection</b> Procedures, Relevant Provisions, Types of assessment, Time limit for completing assessment, Re- assessment of Escaping Income, Tax Deducted at sources, Advance payment, Refund, Practical problems.	6	Lecture, Problem Solving & Presentation	Test & Viva	2, 3 & 5
<b>8. Computation of Income</b> Income from Salary, Interest on Securities, House Property, Agriculture, Business & Profession, Capital Gain and Other Sources, Practical Problems.	9	Lecture, Problem Solving & Presentation	Test, Assignment & Viva	2, 3 & 5

#### **Textbook(s)**

1. Contemporary Auditing & Assurance by Dr. Monjur Morshed Mahmud, Dr. Abdur Rahman & Dr. MD Salim Uddin, Padma Prakashani, Chittagong, First edition.
2. Bangladesh Income Tax-Theory & Practice by Nikhil Chandra Shil, Mohammad Zakaria Masud and Mohammad Faridul Alam, Shams Publications & AMS Publications (Latest edition)

#### **Reference(s)**

1. Income Tax Ordinance 1984,
2. Finance Act-Govt. of Bangladesh,
3. Circulars and orders issued by NBR.

#### **Assessment and Evaluation**

Bloom's Category	Test	Assignment	Viva	Co-curricular Activities	Final Exam	Total
Remember	5	-	10	2	8	25
Understand	5	2	10	2	7	26
Apply	5	5		2	7	19
Analyze	3	3		2	4	12
Evaluate	2	-		2	4	8
Create	-	10		-	-	10
Total	20	20	20	10	30	100

**Grading System:** As per UGC recommendation



## BUS-0114-202: BUSINESS MATHEMATICS

**Credit Hours: 3**

### Rationale of the Course

This course builds the basics of students for quantitative literacy. Through getting the foundations for diversified mathematical concepts, they remain open for further application of similar mathematical concepts.

### Course Objective

This application driven course is designed to explain a number of mathematical concepts, techniques and models, which are fundamental to understanding of modern Business, Finance, Management and Economic theories and to enhance the skills and knowledge of mathematics required for solving real world problems.

### Course Learning Outcomes (CLO)

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

CLO1	Apply basic mathematical equations and graphs, differential calculus, and functions to solve business application problems
CLO2	Apply business statistics where applicable
CLO3	Accurately translate descriptive problems into mathematical formulas and solve them [Quantitative Literacy]

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	2	3	3	3
CLO2	3	2	3	2	3
CLO3	2	3	3	2	3
Average	2.67	2.33	3	2.33	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
<b>1. Linear Equation</b> Definition, Solution set of an equation, Graphing two variable equation, Property of slope of straight line, equation of a straight line	4.5	Lecture & Problem solving	1 <sup>st</sup> Term and Midterm	1
<b>2. Systems of Linear Equation</b> Dimension, Solution set of system of equation, Graphical analysis, Elimination method, Gaussian elimination method	4.5	Lecture & Problem solving	1 <sup>st</sup> Term and Midterm	1
<b>3. Matrix algebra</b> Definition, Types of matrix, Matrix	4.5	Lecture & Problem solving	1 <sup>st</sup> Term and Midterm	1



operations, Matrix multiplication, Determinant, Inverse matrix				
<b>4.Mathematical Functions</b> Definition, Salary function, Domain and range, Types of function, Graphical representation	4.5	Lecture & Problem solving	1 <sup>st</sup> Term and Midterm	1
<b>5.Linear functions, Applications</b> Linear function in two independent variables, Linear cost, revenue and profit function, Linear demand and supply function, Break-even model, Market equilibrium	4.5	Lecture & Problem solving	Assignment and Final	2, 3
<b>6.Differential calculus</b> Test of existence, Limits and continuity, Limits and infinity, Different quotient, Derivative, Differentiation	13.5	Lecture & Problem solving	Assignment and Final	1
<b>7.Optimization</b> Interpretation of derivatives, Second derivative, Concavity, Inflection point, Minima, Maxima	9	Lecture & Problem solving	Assignment and Final	2

### Textbook(s)

Frank S. Budnick, Applied Mathematics for Business, Economics and the Social Sciences, McGraw Hill, 4<sup>th</sup> edition

### Reference(s)

1. Gordon D. Prichett, John C. Saber, Mathematics with applications in Management and Economics, Irwin, Latest available edition

### Assessment and Evaluation

Bloom's Category	Class Performance	Assignment	1 <sup>st</sup> Term	Mid-term	Final	Total
Remember			05	05	05	15
Understand	03	05	05	05	05	23
Apply	03		05	05	10	23
Analyze			05		05	10
Evaluate				05	05	10
Create	04	05		05	05	19
Total	10	10	20	25	35	100

**Grading System:** As per UGC recommendation



## **BUS -0114-310: BUSINESS ANALYTICS**

**Credit Hours: 3**

### **Course Rationale:**

The course has been offered to make students familiar with the variety of quantitative and statistical techniques that can be applied to different business situations. Students will learn how to make effective and efficient decisions to address any business challenges towards creating value for a broad range of stakeholders.

### **Course Objective**

Business analytics refers to the ways in which organizations of different kinds can use data to gain insights and make better managerial decisions. Business analytics is applied in human resources, operations, supply chain, marketing, finance, and strategic planning among other functions. The ability to use data effectively to drive rapid, precise and profitable decisions has been a critical strategic advantage for companies around the globe. With the increasing availability of broad and deep sources of information — so-called “Big Data” — business analytics are becoming an even more critical capability for organizations of all types and all sizes. In this course, students will learn to identify, evaluate, and capture business analytic opportunities that create value. Toward this end, they will also learn basic analytic methods and analyze case studies on organizations that successfully deployed these techniques.

### **Course Learning Outcomes (CLO)**

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

CLO1	Have a basic understanding of the value and use of quantitative methods in business and decision making
CLO2	Develop an understanding of a variety of quantitative and statistical techniques that can be applied to a wide range of business situations
CLO3	Learn to utilize the tools needed in business decision making
CLO4	Estimate the value created using business analytics to address an opportunity or a challenge

### **Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	1	2	1
CLO2	3	3	1	2	1
CLO3	2	3	1	3	1
CLO4	1	3	1	3	1
Average	2.25	3	1	2.5	1

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

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

Topic	Hou rs	Teaching-Learning Strategy	Assessment Strategy	Correspondin g CLOs
<b>1. An Invitation to Business Analytics</b>	6	Lecture	Assignment & Test	1
<b>2. Descriptive statistics</b>	3	Lecture Class Participation	Assignment & Test	1, 2





<b>3. Data visualization</b>	6	Lecture Group presentation Case Analysis	Assignment & Test	2, 3, 4
<b>4. Linear regression</b>	6	Lecture Group Discussion Case Analysis	Test & Quiz	2, 3, 4
<b>5. Time series analysis and forecasting</b>	6	Lecture Case analysis Class participation	Test & Quiz	2, 3, 4
<b>6. Data mining, spreadsheet models</b>	6	Lecture Case Analysis	Test & Quiz Project	2, 3, 4
<b>7. Linear Optimization Models, Integer Linear Optimization, Nonlinear Optimization Models, Monte Carlo Simulation</b>	6	Lecture Case Analysis Group presentation	Test and Quiz Assignment	1,2, 3, 4
<b>8. Decision Analysis</b>	6	Group presentation Case Analysis Assignment	Project report Test	1, 2, 3, 4

### Textbook(s)

Camm, J. D. (2015). Essentials of Business Analytics (1<sup>st</sup> edition), Cengage Learning, India

### Reference(s)

1. Albright, S. C., & Winston, W. L. (2016). Business Analytics: Data Analysis & Decision Making, Cengage learning, USA.

### Assessment and Evaluation

Bloom's Category	Class attendance and participation	Assignments/ Case Analysis/ Presentation	Quizzes	Mid-Term	Final-Term	Total
Remember	05		05			10
Understand	05		05			10
Apply		05		05	05	15
Analyze	05	05	10	05	05	30
Evaluate	05	05		05	05	20
Create		05		05	05	15
Total	20	20	20	20	20	100

**Grading System:** As per UGC recommendation



**BUS -0421-361: LEGAL ENVIRONMENT OF BUSINESS****Credit Hours: 3****Course Rationale:**

The legal environment is constantly changing and the business professionals must be aware of the legal factors affecting the day-to-day business activities. This course is intended to equip the students with necessary knowledge and critical thinking to anticipate, prevent, and resolve issues they might be facing as managers in the legal and regulatory context.

**Course Objective**

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.

**Course Learning Outcomes (CLO)**

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

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 CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	1	3	1	2
CLO2	3	1	3	2	3
CLO3	3	1	3	2	2
CLO4	2	3	2	3	3
Average	2.5	1.5	2.75	2	2.5

(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
<b>Introduction to Business Law</b> Definition of Law; Society and Law; Rule of Law; Mercantile Law and sources of Law; Object and Scope, Essential elements of Contract	6	Lecture	Class Test	1
<b>3. The Law of Contract</b> Nature of Contracts, Offer & Acceptance; Consideration; Capacity of Parties;	9	Lecture & Case Analysis	Assignment & Presentation	2



Free Consent; Legality of Consideration and object; Contingent Contracts and Wagering Agreement; Quasi Contract				
<b>5. The Law of Partnership</b> Definition and Nature of Partnership; Formation of Partnership; Rights, Duties and Liabilities of Partners; Dissolution of Partnership Firm	3	Lecture & Case Analysis	Midterm	2
<b>6. The Company Law</b> Nature of Company; Kinds of Company; Formation of Company; Memorandum and Article of association, Prospectus, Membership in the Company, Shares Capital, Shares etc	3	Lecture	Midterm	2
<b>7. Contract of Sale of Goods</b> Contract of Sale of Goods; Condition and Warranties, Transfer of Property, Performance of Contract of Sale; Remedial Measures	9	Lecture & Presentation.	Class test	2
<b>9. The Companies Act 1994</b>	6	Lecture	Final	2
<b>10. The Companies Act 1994</b>	3	Lecture	Final	2
<b>11. The Bangladesh Labour Act 2006</b> Meaning of Labor Law; Purpose of Labor Law in Bangladesh, Necessity of Labor Law; History of Labor Law; Labor Rights in the Constitution of Bangladesh, Condition of Employment, Categories of Workers, Workers Safety, Workers Welfare Measures	3	Lecture	Final	3
<b>12. Regulatory Compliances in Different Business Sector</b>	3	Lecture	Final	4

### Textbook(s)

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. Zulfiquar Ahmed.

### Assessment and Evaluation

Bloom's Category	Assignments & Case analysis	Quizzes	Mid-term	Final-term	Total
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
Total	20	30	20	30	100

**Grading System:** As per UGC recommendation

## **BUS-0111-485: BUSINESS RESEARCH METHODS**

**Credit Hours:** 3

### **Rationale of the Course:**

The rationale of this course is to introduce the student to the theory and practice of business research and to equip the students with the required skills in qualitative and quantitative research methods in business. Knowledge gathered from this course will be essential in preparing the thesis, internship report, and research articles in their academic and professional career.

### **Course Objective**

The course is designed to give the students a clear idea of the diverse nature of corporate research.

### **Course Learning Outcomes (CLO)**

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

CLO1	Understand the importance of business research as a management decision making tool
CLO2	Understand the different stages of research
CLO3	Identify, analyze and interpret research problem

### **Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	3	2	1
CLO2	3	3	2	3	1
CLO3	3	3	3	3	3
Average	3	3	2.67	2.67	1.33

(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
<b>1.Introduction</b> Meaning of Research-Objectives of Research-Business research defined-Scope of Business research-Importance of Business research.	6	Lecture	Test	1
<b>2.The research Process</b>	6	Lecture & Class	Assignment	2



Stages in the research process- Decision alternatives in the research process.		Participation	& Test	
<b>3.Research Problem</b> Definition-Selecting the problem- Techniques involved in defining problem.	6	Lecture & Group Discussion	Assignment & Test	3
<b>4.Research Design</b> Need for research Design-Features of good Design-Important concepts relevant to research design- different types of research design.	6	Lecture	Test & Quiz	3
<b>5.Sampling Design</b> Implications of sample Design- steps involved- Criteria for selecting a sampling procedure- random sampling—sample fundamentals.	3	Lecture	Test & Quiz	3
<b>6.Data Collection</b> Primary data and secondary-Selection of appropriate method.	3	Lecture	Test & Quiz	3
<b>7.Processing and Analysis of Data</b> Editing and coding data- Problem in processing-Elements and types of analysis-Statistical tools–Testing hypothesis-Analysis of Variance.	12	Lecture, Problem solving	Test and Quiz	3
<b>8.Interpretation and Report writing</b> Meaning and significance of report writing- deferent steps in report writing- Lay-out of the research report- Types of reports- Oral presentation-Techniques of report.	3	Lecture and Group Discussion	Test	3

### Textbook(s)

Research Methodology: Methods and Techniques- C.R. Kothari

### Reference(s)

1. Business Research Methods – William G. Zikmund. (6<sup>th</sup> Edition)

### Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Mid-term	Final-term	Total
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
Total	10	10	30	50	100

**Grading System:** As per UGC recommendation

## **ECN-0311-211: MICROECONOMICS**

**Credit Hours: 3**

### **Rationale of the Course:**

This course introduces students with basic concepts of economy like how individuals make decisions, how individual firms function, and how to calculate marginally. These knowledge will help the students to become better decision makers for establishing a successful career.

### **Course Objectives:**

Economics is about how the society deals with the problem of scarcity. It is all around us and it affects almost everything we do. Starting with the basic tools of analysis this course will focus on the interaction of the forces of demand and supply to analyze consumer and firm behavior and understanding today's microeconomic environment by mastering the theories and practicing their applications.

### **Course Learning Outcomes (CLO)**

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

CLO1	Understand and relate the basic economic theory and principles to current microeconomic issues and evaluate policies
CLO2	Interpret charts, graphs, and tables and use the information to make informed judgments and communicate
CLO3	Develop critical thinking and analytical skills used by economists to understand the broader social consequences of economic decisions makings

### **Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	2	2	1
CLO2	3	3	2	3	1
CLO3	2	3	3	2	1
Average	2.67	3	2.33	2.33	1

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

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

Topic	Hours	Teaching-Learning	Assessment Strategy	Corresponding
-------	-------	-------------------	---------------------	---------------



		Strategy		g CLOs
<b>1. Introduction to Economics and the Economy</b> Scarcity and Choice, Marginal analysis, Individual's Economizing problem, Society's Economizing problem, Production possibilities model, Unemployment, Growth and the future, Characteristics of the market system, Five fundamental questions, The 'Invisible Hand', The circular flow model	3	Lecture	Quiz	1
<b>2. Price, Quantity, and Efficiency</b> Demand, Supply, Determinants of demand and supply, Market Equilibrium, Rationing function of prices, efficient allocation, Changes in Supply, demand and Equilibrium, Price ceiling, Rent controls, Price floors	6	Lecture & Class Participation	Test	1&2
<b>3. Consumer behavior</b> Price Elasticity of demand, The total revenue test, Determinants of price elasticity of demand, Price elasticity of supply, Cross elasticity and income elasticity of demand, Law of diminishing marginal utility, theory of consumer behavior, Utility maximization, Income and substitution effects	6	Lecture & Group Discussion	Assignment & Test	1&2
<b>4. Business and the Costs of Production</b> Economic costs, Accounting profit and normal profit, Short run production relationships, Law of diminishing returns, Short run production costs, long run production costs, Economies and diseconomies of scale.	6	Lecture & discussion	Test & Quiz	1&2
<b>5. Market structure</b> Pure completion in the short and long run, Pure monopoly, Economic effects of monopoly, Price discrimination, Monopolistic competition, Ologopoly, Game theory and strategic behavior	9	Lecture	Test & Quiz	2&3
<b>6. Resource market</b> Significance of recourse pricing, Marginal productivity theory of resource demand, Determinants of resource demand, Elasticity of resource	6	Lecture	Test & Quiz	1&2

demand, Optimal combination of resources, Labor wages, and earnings, The minimum wage controversy, Wage differentials, Pay for performance				
<b>7. Externalities and asymmetric information</b> Efficiently functioning markets, positive and negative externalities, Society's optimal amount of externality reduction, asymmetric information, Public goods, Public choice theory and voting paradoxes, government failure	6	Lecture, Problem solving	Test	2&3
<b>8. Income inequality, poverty and discrimination</b> Causes of income inequality, Equality versus efficiency, The economics of poverty, Economic analysis of discrimination	3	Lecture and Group Discussion	Test	2&3

### Textbook(s)

Campbell R. McConnell, Stanley L. Brue, Sean M. Flynn, Bibek Ray Chaudhuri.

*Microeconomics*, McGraw Hill, 22<sup>nd</sup> edition.

### Reference(s)

1. Karl E. Case, Ray C. Fair, *Principles of Economics*, Prentice Hall, Latest available edition.

### Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Mid-term	Final-term	Total
Remember		05	05	05	15
Understand		05	05	10	20
Apply	05	05	05	05	20
Analyze	05	05	05	10	25
Evaluate			05	05	10
Create			05	05	10
Total	10	20	30	40	100

**Grading System:** As per UGC recommendation

### ECN-0311-212: MACROECONOMICS

**Credit Hours:** 3

### Rationale of the Course:

This course introduces students with broad concepts of economy like GDP, unemployment and inflation and help them connect the day to day phenomenon with the knowledge of economics for a better understanding of the world around them.





### Course Objective

This course is an introduction to the behavioral science of economics which focuses on the aggregate behavior of households, firms and the government. Topics covered include gross domestic product, national income, economic growth, unemployment, inflation, the business cycle, fiscal policy and monetary policy, and international trade.

### Course Learning Outcomes (CLO)

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

CLO1	Express economic growth and development concepts
CLO2	Analyze macroeconomic trends
CLO3	Apply macroeconomic trends to real life conditions

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	2	3	1	2
CLO2	3	2	3	2	1
CLO3	3	3	3	2	2
Average	2.33	2.33	3	1.67	1.67

(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
<b>1.Measuring a Nation's Income</b> GDP, Nation's Income and Expenditure, Components of GDP, Inflation, Measuring society's well-being	4.5	Lecture & Problem solving	1 <sup>st</sup> Term and Midterm	3
<b>2.Measuring the Cost of Living</b> CPI, Inflation, Conversion to today's rate, Problems of CPI	4.5	Lecture & Problem solving	1 <sup>st</sup> Term and Midterm	3
<b>3.Saving, Investment and the Financial System</b> Financial system, Financial market, Savings and investment in national income accounts, Market for loanable funds	6	Lecture & Problem solving	1 <sup>st</sup> Term and Midterm	2
<b>4.Unemployment</b> Employed, Unemployed, Frictional unemployment, Structural unemployment, Rise and fall of unemployment	6	Lecture & Problem solving	1 <sup>st</sup> Term and Midterm	2
<b>5.The Monetary System</b> What is money, Federal reserve, Banks role in monetary system, Tools to control money supply	12	Lecture & in-class activity	Presentation	2
<b>6.Money, Growth and Inflation</b> Quantity theory of money, Monetary	6	Lecture & Problem solving	Final	1,2



equilibrium, Classical theory of inflation, Velocity and quantity equation, Fisher effect, Costs of inflation				
<b>7. Aggregate Demand and Aggregate Supply</b> Economic fluctuations, Aggregate demand and Aggregate supply, Causes of economic fluctuations	6	Lecture & Problem solving	Final	1,2

### Textbook(s)

Mankiw, N. Gregory. *Principles of Macroeconomics*. Delhi: Cengage Learning. 6<sup>th</sup> edition.

### Reference(s)

1. Karl E. Case, Ray C. Fair and Sharon M. Oster, *Principles of Macroeconomics*, Prentice Hall, 10<sup>th</sup> edition

### Assessment and Evaluation

Bloom's Category	Class Performance	Assignment/ Presentation	1 <sup>st</sup> Term	Mid-term	Final	Total
Remember			05	05	05	15
Understand	03		05	05	05	18
Apply	03	05	05	05	10	28
Analyze			05		05	10
Evaluate				05	05	10
Create	04	05		05	05	19
Total	10	10	20	25	35	100

**Grading System:** As per UGC recommendation

## FIN-0412-211: PRINCIPLES OF FINANCE

**Credit Hours: 3**

### Rationale of the Course:

The Principles of Finance course is intended to introduce students to key financial concepts as well as how businesses use financial analysis to make sound business decisions.

### Course Objective

Finance is an exciting, challenging, and ever-changing discipline. Changing technology and increased globalization are dramatically transforming financial practices and markets. These render a radical change in policies and strategies of finance professional working in the changing financial environment. A business student has to be associated with this changing environment. Therefore, the present course titled "Principles of Finance" has



been strived to communicate the excitement and to demonstrate how these changes are affecting finance and other aspects of business.

### Course Learning Outcomes (CLO)

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

CLO1	Know about the nature and scope of finance
CLO2	Capture the understanding of the structure of financial markets
CLO3	Recognize important concepts of time value of money and risk-return relationship
CLO4	Acquire required knowledge about the processes of short-term and long-term financing and their consequences
CLO5	Know about the insights and techniques of making decisions and judgment regarding current assets like cash, accounts receivable, and inventory
CLO6	Know about the tools for quantitative analysis of past financial performance

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	1	3	3
CLO2	3	3	1	3	3
CLO3	3	3	3	3	2
CLO4	3	3	2	3	2
CLO5	3	3	2	3	3
CLO6	3	2	2	3	2
Average	3	2.83	1.83	3	2.5

(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
<b>1. Overview of Finance</b> Finance and Financial Management, Functions of Financial Manager, Fundamentals Financial Decisions, Objectives of Financial Management, Relationship between Finance and Accounting, and Agency Problem.	6	Lecture	Quiz	1
<b>2. The Financial Market Environment</b> Financial Asset and Financial Market, Financial Transactions, and Financial Institutions & Financial Intermediaries.	6	Lecture & Class Participation	Assignment & Test	1, 2
<b>3. Time Value of Money</b> Concept of Time Value of Money, Simple and Compound Interest, Discounting and Compounding, and Annuity.	6	Lecture & Group Discussion	Test	3
<b>4. Risk and Return</b> Concept of Risk	6	Lecture	Test	3

and Return, Components of Return, Relationship between Risk and Return, Various Types of Risk, and Measurement of Risk.				
<b>5.Sources of Financing</b> Short-term versus Long-term Sources, Various Sources of Financing, and Measurement of Cost of Financing.	6	Lecture	Test & Quiz	4
<b>6.Management of Current Assets</b> Management of Cash, Accounts Receivable, and Inventory.	6	Lecture	Test	1 & 5
<b>7.Financial Statement Analysis</b> Concept of Financial Statement and Financial Statement Analysis, Need for Financial Statement Analysis, Various Methods for Financial Statement Analysis.	9	Lecture & Group Discussion	Assignment & Test	6

### Textbook(s)

Principles of Managerial Finance - Lawrence J. Gitman and Chad J. Zutter

### Reference(s)

1. Fundamentals of Financial Management - Eugene F. Brigham and Joel E. Houston
2. Introduction to Financial Management - Charles P. Jones

### Assessment and Evaluation

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

**Grading System:** As per UGC recommendation

### FIN-0412-311: BANK MANAGEMENT

**Credit Hours: 3**

**Rationale of the Course:**



The course aims to assess their comparative international importance, significance in the economy, legislative and regulatory landscape and the financial services they initiate and consume.

### Course Objective

Financial services are the mechanisms by which the financial surpluses of some groups in society are channeled into investment. This course aims to instruct in two ways: Firstly, it explores institutional financial services. Banks, pension schemes, insurance companies, mutual funds, corporations, charities and trusts are examined. The course aims to assess their comparative international importance, significance in the economy, legislative and regulatory landscape and the financial services they initiate and consume. Secondly, the module explores business of banking. It also includes numerical analysis of asset liability management, profitability analysis as well as export import financing.

### Course Learning Outcomes (CLO)

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

CLO1	Develop and test models that explain asset liability management
CLO2	Understand bank and non-bank financial services and discriminate between them
CLO3	Critically appraise the conceptual and empirical banking and financial services literature
CLO4	Understand financial services legislation and regulation and its importance within the industry and the economy

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	1	1	3
CLO2	3	3	3	2	2
CLO3	3	3	1	3	3
CLO4	3	3	2	2	2
Average	3	3	1.75	2	2.5

(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
<b>1. Introduction</b> Overview of Banks and Their Services: What Is a Bank, The Services Banks Offer the Public & Trends Affecting All Banks.	3	Lecture	Test	2
<b>2. Impact of Government Policy and Regulation on Banking</b> Banking Regulation & Central Banking System: It's Impact on the Decisions and Policies of Individual Banks.	6	Lecture & Class Participation	Assignment & Test	2,3,4



<b>3. Financial Statements of a Bank</b> An Overview of Bank Balance Sheets and Income Statements, The Bank's Balance Sheet.	6	Lecture & Group Discussion	Assignment & Test	1,3
<b>4. Components of the Income Statement</b> (Report of Income)	3	Lecture	Test & Quiz	1, 3
<b>5. Measuring and Evaluating Bank Performance</b> Evaluating a Bank's Performance , Profitability Ratios: A Surrogate for Stock Values	3	Lecture	Test & Quiz	1, 3
<b>6.Measuring Risk in Banking</b> Basel Norms ,The Impact of Bank Size on Performance	6	Lecture	Test & Quiz	1, 3
<b>7. Asset-Liability Management</b> Determining and Measuring Interest Rates and Controlling a Bank's Interest-Sensitive Gap	3	Lecture, Problem Solving	Test and Quiz	3,4
<b>8. The Concept of Duration and Managing a Bank's Duration Gap</b> The Concept of Duration	3	Lecture and Group Discussion	Test	1, 3
<b>9. The Investment Function in Banking</b> Investment Instruments Available to Banks	3	Lecture and Group Discussion	Test	1,2
<b>10. Bank Marketing</b> Pricing Consumer and Real Estate loans	3	Lecture and Group Discussion	Test	1,2
<b>11.Bank Marketing</b> Pricing Deposit-Related Services & and Management Decision Objectives	3	Lecture and Group Discussion	Test	1,2
<b>12.Credit Management</b> Policy Development and Regulation	3	Lecture	Assignment.	4

### Textbook(s)

1. Financial Institutions and Markets, Meir Kohn, Oxford University, (Latest Edition )
2. Commercial Bank Management by Peter S. Rose. (Latest Edition).

### Reference(s)

1. Howells, P., and Bain, K. 2008, the Economics of Money, Banking and Finance Fourth Edition. Financial Times Prentice Hall.
2. Mishkin, F. S., and Eakins, S. G., Financial Markets and Institutions. 8th Edition, Addison Wesley Longman.
3. Stephen Valdez. An Introduction to Global Financial Markets. 7th Edition 2013. Palgrave Macmillan.



4. Davis, P. E., and Steil, B., Institutional Investors. MIT Press.
5. Dr. Kabir Hassan, Banking and Finance in Bangladesh. .
6. Hennie Van Greuning. & Sonja Brajovic Bratanovic. (Latest edition), Analyzing and Managing banking risk.
7. Donald H. Chew, Jr., The New Corporate Finance. (Latest Edition).

### **Assessment and Evaluation**

Bloom's Category	Assignments	Quizzes	Mid-term	Final-term	Total
Remember		10		05	15
Understand	05	10	05	05	25
Apply			05	10	15
Analyze	05	05	05	10	25
Evaluate			05	05	10
Create	05			05	10
Total	15	25	20	40	100

**Grading System:** As per UGC recommendation

## **HRM-0413-301: HUMAN RESOURCE MANAGEMENT**

**Credit Hours: 3**

### **Course Rationale:**

A comprehensive analysis of key HRM concepts, techniques and relevant cotemporary issue discussion is dominantly covered in this course. The vital role of HRM in performance management and the crucial skills of HR professionals to successfully align business strategy with HRM is discussed in this course in a global prospect so that students can prepare themselves accordingly.

### **Course Objective**

Human Resource Management links people-related activities to business strategy. The course develops a critical understanding of the role and functions of the various human resource activities in an organization, providing students with a comprehensive review of key HRM concepts, techniques, and issues. This course is designed around the terms and concepts and modern theories and HR practices that are well in practice today and are playing a major role in organizations. Major topics in this course include an understanding of HRM, external and internal factors affecting the HRM, HR planning, job analysis, job design, recruitment and selection, HR training and development, performance appraisal and compensation, labour relation, and labor disputes, and finally collective bargaining issues. This course will offer a firm understanding of employer, employees, organization, our society, business practices, ethics, and discrimination in the job from different angles. Ample examples will be provided, and a number of case incidents will be discussed for better understanding of the subject

### **Course Learning Outcomes (CLO)**

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



CLO1	have firm understanding of the HRM terms and concepts and practices
CLO2	apply the knowledge gained from this course in real world in helping organizations to gain competitive advantage
CLO3	think critically and dissect a controversial topic pertaining HRM and debate their points of views
CLO4	Demonstrate effective written and oral communication, research skills and learn how to dissect a complicated case and prepare a report professionally
CLO5	Recognize and discuss the critical role that effective people management plays in building and maintaining competitive advantage in contemporary organizations

### Mapping of CLOs to PLOs

	PL01	PL02	PL03	PL04	PL05
CLO1	3	3	3	2	2
CLO2	3	3	3	3	2
CLO3	3	2	3	3	2
CLO4	3	3	3	3	3
CLO5	3	3	3	3	3
Average	3	2.8	3	2.8	2.4

(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
<b>1. Introduction to Human Resource Management</b> (What human resource management is and how it relates to the management process, human resources responsibilities of line and staff (HR) managers, important trends influencing human resource management, Line and Staff Aspects of Human Resource Management, List and briefly describe important traits of today's human resource managers, Define, and give an example of evidence-based human resource management)	3	Lecture	Quiz and open discussion	1
<b>2. The Strategic Role of Human Resource Management</b> (e seven steps in the strategic	3	Lecture	Case solving & Exam	1, 2





management process, strategic human resource management, and give an example of strategic human resource management in practice, examples of HR metrics, what employers can do to have high-performance systems, explain how you would design a program to improve employee engagement)				
<b>3. Job Analysis</b> (Importance of human resource planning, steps involved in the human resource planning process, nature and process of job analysis, methods of collecting job analysis information, job descriptions, including summaries and job functions, using the Internet and traditional methods, write a job specification, explain competency-based job analysis, including what it means and how it is done in practice)	6	Lecture & open discussion (brainstorming)	Assignment & Quiz	1, 2, 4
<b>4. Personnel Planning and Recruiting</b> (Workforce planning, and explain how to develop a workforce plan, the need for effective recruiting and how to make recruiting more effective, the main internal sources of candidates, how to use recruiting to improve employee engagement, the main outside sources of candidates, and create an employment ad, how to recruit a more diverse workforce, practical guidelines for obtaining application information)	6	Lecture	Exam & Quiz	1, 2, 5,
<b>5. Employee Testing and Selection</b> (Why is it important to test and select employees, what is meant by reliability and validity, the basic categories of selection tests,	3	Lecture and small case discussion (brainstorming)	Exam & Quiz	1,2,4,5

with examples, how to use two work simulations for selection, ways to improve an employer's background checking process)		ming)		
<b>6. Interviewing Candidates</b> (Main types of selection interviews, e main errors that can undermine an interview's usefulness, define a structured situational interview and explain how to conduct effective selection interviews, examples of how to use employee selection to improve employee engagement, the main points in developing and extending the actual job offer)	3	Lecture	Role playing activity	1,2,4
<b>7. Training and Developing Employees</b> (Purpose and process of employee orientation, how to design on boarding to improve employee engagement, steps in the training process, n how to use five training techniques, four management development methods, importance of the steps in leading organizational change, why a controlled study may be superior for evaluating the training program's effects)	6	Lecture	Role playing activity & case solving	1, 2,3,5
<b>8. Performance Management and Appraisal</b> (Describe the performance appraisal process, Discuss the pros and cons of at least eight traditional performance appraisal methods, give examples of how to deal with potential appraisal error problems, List steps to take in the appraisal interview, key points in how to use the appraisal interview to boost employee engagement, explain how you would take a performance management	3	Lecture	Exam & Quiz	1, 2,5

approach to appraisal)				
<b>9. Benefits and Services</b> (Name and define each of the main pay for time not worked benefits, describe each of the main insurance benefits, Discuss the main retirement benefits, explain main employees' services benefits, Explain the main flexible benefit programs)	6	Lecture	Quiz	1,2,4
<b>10. Rewards &amp; Pay Plans</b> (Explain the various classifications of rewards, discuss why we call some rewards membership based, Define the goal of compensation administration, discuss job evaluation and its three basic approaches, Explain the evolution of the final wage structure, describe competency-based compensation programs, discuss why executives' salaries are significantly higher than those of other employees, Describe the balance-sheet approach to international compensation)		Lecture, interactive session, video tutorial, puzzle interviews	Exam & Quiz	1,2,4
<b>11. Managing Global Human Resource</b> (List the HR challenges of international business, illustrate with examples how inter-country differences affect HRM, List and briefly describe the main methods for staffing global organizations, discuss some important issues to keep in mind in training, appraising, and compensating international employees, explain with examples how to implement a global human resource management program)	3	Lecture & open discussion (brainstorming)	Case solving	1.4.5
<b>12. Managing HR in small and Entrepreneurial Firms</b> (Explain why HRM is important to	3	Lecture & open discussion	Case solving	1.4.5

small businesses, how small business HRM is different from that in large businesses, how entrepreneurs can use Internet and government tools to support the HR effort, Ways entrepreneurs can use in their small firms to improve their HR processes, discuss how you would choose and deal with a professional employer organization, Describe how you would create a startup human, Resource system for a new small business.)		(brainstorming)		
--	--	-----------------	--	--

### Textbook(s)

Garry Dessler, Human Resource Management, 15th Edition, 2017, Prentice Hall, ISBN-13: 978- 0132668217

### Reference(s)

1. Human Resource Management, Lloyd L. Byars and Leslie Rue, 13th edition, September, 2010
2. Journals and Online Magazines: Journal of Human Resource Management, Journal of Asian Business studies.

### Assessment and Evaluation

Bloom's Category	Assignments and Case solving	Quizzes	Mid-term	Final-term	Total
Remember		10	05	05	20
Understand	05	05	05	05	20
Apply	05	05		05	20
Analyze	05		05	10	15
Evaluate			05	05	10
Create	05			10	15
Total	20	20	20	40	100

**Grading System:** As per UGC recommendation

### HRM-0413-381: EMPLOYMENT LAW



**Credit Hours: 3****Course Rationale:**

This course purposes to explore the common employment related issues within the organizations in Bangladesh and creating an awareness of the current laws and regulations relevant to those issues.

**Course Objective**

This course is designed to provide students a basic understanding and application of labor/employment laws of Bangladesh with necessary interpretations. It is inevitable for the present & future managers to be conversant with the laws of the country that regulate the workers-unions-employers-government relationships in the workplaces. The course will explore the realities and myths of what constitute the workers' and employers' rights and responsibilities in the workplace.

**Course Learning Outcomes (CLO)**

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

CLO1	understand of the roles, rights and responsibilities of all parties to the employment relationship
CLO2	apply their knowledge of employment law to a range of hypothetical problems
CLO3	communicate employment law, using appropriate methods, to wide range of audiences with different levels of knowledge and expertise
CLO4	analyse the existing legal regulations, recent developments as well as proposals for change businesses

**Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	3	2	3
CLO2	3	3	3	2	2
CLO3	2	2	1	3	1
CLO4	2	3	3	3	2
Average	2.5	2.75	2.5	2.5	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
<b>1. A Review of Human Resource Management (HRM)</b> Nature of HRM, Functions of HRM, Structure of an HR Department, functions of an industrial/employee relations manager.	4.5	Lecture & Class Participation	Test & Quiz	1, 3
<b>2. Overview of Bangladesh Labor Act 2006</b>	4.5	Lecture	Test & Quiz	1, 2, 4



Historical Background of BLA 2006, Definitions of key terms of BLA 2006, Amendments of BLA 2006, Non-Applicability of BLA 2006; Key provisions of Section 2 of BLA 2006.				
<b>3. Appointment and Conditions of Employment</b> lay off, lock-out, discharge, dismissal, retrenchment, misconduct and its punishment, grievance procedure.	7.5	Lecture	Test & Case Analysis	1, 2, 4
<b>4. Employment of Young Persons and Maternity Benefits</b> Defining child, adolescent, and adult. Provisions for employment of child, adolescent, and adult. Right to and liability for the payment of maternity benefits, amount of maternity benefits, calculation of maternity benefits.	6	Lecture & Class Participation	Test & Case Analysis	1, 2, 3, 4
<b>5. Safety, Health, and Welfare of Employees</b> Important provisions related to safety, health, and welfare of workers such as neatness and cleanliness, ventilations and temperature, drinking water, safety of building and machinery, obligation of using personal protective apparatus, dangerous operations, first-aid appliances, canteen, day care center, compulsory group insurance.	7.5	Lecture & Class Participation	Test & Case Analysis	1, 2, 4
<b>6. Working Hours and Leave</b> Weekly holiday, annual leave, sick leave, casual leave, festival holidays.	4.5	Lecture	Test	1, 2, 4
<b>7. Wages, Wage Board, and Compensation for Injury caused by Accident</b> Laws related to payment of wages, establishment of minimum wage board and its functions, employers'	4.5	Lecture	Test	1, 2, 3

responsibly for payment of compensation.				
<b>8. Trade Unions and Industrial Relations</b> Trade unions, collective bargaining process, formation and functions of participation committee, unfair labor practices, industrial disputes and their settlement.	6	Lecture & Group Discussion	Test	1, 2, 3,4

### Textbook(s)

1. Md. Abdul Halim & Masum Saifur Rahman, *The Bangladesh Labour Code, 2006*. CCB Foundation, Dhaka.
2. Nirmal Chandra Paul, *The Bangladesh Labor Code, 2006 & Other Related Laws*. Shams Publications, Dhaka.

### Reference(s)

1. S A Huq, *Bangladesh Labor Code*. Dhaka.
2. Mohammad Ataul Karim, *Labour Laws of Bangladesh*. Sufi Prokashoni, Dhaka.
3. Prof. M Faruk Khan & Prof. A.K.M. Moniruzzaman, *Bangladesh Labour Law*. Dynamic Publications, Dhaka.
4. Iqbal Ahmed, *Industrial Relations and Labor Movement in Bangladesh*. IBA, Dhaka.

### Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Mid-term	Final-term	Total
Remember		05		05	10
Understand		05	05	05	15
Apply	05		10	10	25
Analyze	05		10	10	25
Evaluate	05		05	05	15
Create	05			05	10
Total	20	10	30	40	100

**Grading System:** As per UGC recommendation

## MGT-0413-201: PRINCIPLES OF MANAGEMENT

**Credit Hours: 3**

### Course Rationale:

This course is offered to make the students aware of the various management principles, and to develop an understanding of issues involved in both managing and being managed.



Students will learn about the major challenges faced by modern organizations and the ways to overcome them using management tactics.

### Course Objective

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)

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

CLO1	Understand the concept of management from various perspectives as well as the management functions, levels, skills and managerial roles.
CLO2	Identify and describe the levels and the types of culture that exists within an organization
CLO3	Conduct business environment analysis and explain how a specific business strategy can help an organization gain a competitive advantage
CLO4	Describe the types of organizational structures managers can design, and explain why they choose one structure over another
CLO5	Understand and apply leadership and motivation theories
CLO6	Explain how planning and controlling adds to an organization's goals

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	2	1	1
CLO2	2	1	3	3	3
CLO3	3	3	2	3	2
CLO4	3	3	3	2	2
CLO5	2	2	1	2	3
CLO6	3	2	2	3	1
Average	2.67	2.33	1.67	2.33	1.67

(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
<b>1. Overview of Management</b> 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.	7.5	Lecture & Class Participation	Test & Quiz	1, 2, 3



<b>2. Planning</b> 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.	10.5	Lecture	Test & Quiz	3, 6
<b>3. Organizing</b> 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.	10.5	Lecture & Group Discussion	Test & Assignment	4
<b>4. Leading</b> Creativity and Innovation, Motivation and Satisfaction, Motivation Theories, Current 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.	9	Lecture & Group Discussion	Test & Presentation	5
<b>5. Controlling</b>	7.5	Lecture	Test	6

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.				
---	--	--	--	--

### 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 Weihrich 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 and Evaluation

Bloom's Category	Quizzes	Assignments	Mid-term	Presentation	Final-term	Total
Remember	05		05		10	20
Understand	05		05	05	10	25
Apply		05	05		05	15
Analyze		05		05	10	20
Evaluate		05			05	10
Create		05	05			10
Total	10	20	20	10	40	100

**Grading System:** As per UGC recommendation

### MGT-0413-301: ORGANIZATIONAL BEHAVIOR

**Credit Hours: 3**

#### Course Rationale:

Human resources are crucial in each functional aspects of management and equally so for the effective utilization of all other resources. This course uses a behavioral science perspective towards the understanding of human behavior at individual, group and organizational levels. With exposure to different views, concepts and experiences, it is



expected that the students will be able to examine, comprehend and effectively manage the behavior of people within the organization.

### Course Objective

The aim of this course is to familiarize students with the various concepts related to how employees tend to behave in an organization and gain insights into the concepts that go into the making of a successful organization.

### Course Learning Outcomes (CLO)

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

CLO1	understand and explain organizational theory as it relates to management practices, employee relations, and structure of the organization to fit its environment and operation
CLO2	describe the impact of corporate culture on employee behaviour
CLO3	recognize how different personalities with different experiences may perceive and react to situations in very different ways and adapt your approach to the situation accordingly
CLO4	apply related theories as tools for analyzing and solving personnel problems

### 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	2	2	2	2
CLO-3	3	3	3	2	3
CLO-4	3	3	3	2	2
Average	3	2.75	2.75	2.25	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
<b>1. Introduction</b> Meaning of Organizational Behaviour, Nature of Organizational Behaviour, Contributing Disciplines, Organizational Models, Challenges & Opportunities of Organizational Behaviour.	6	Lecture & Class Participation	Test & Quiz	1, 2, 3
<b>2. Personality &amp; Perception</b> Meaning of Personality, Importance of Personality, Determinants of Personality. Meaning of Perception, Perceptual Process, Factors	6	Lecture & Group Discussion	Test & Quiz	1, 2, 3

influencing Perception, Perceptual Distortion.				
<b>3. Attitude &amp; Learning</b> Meaning of Attitude, Components of Attitude, Factors in Attitude Formation. Meaning of Learning, Factors affecting Learning, Theories of Learning.	6	Lecture & Group Discussion	Test & Assignment	1, 2, 3
<b>4. Motivation</b> Meaning of Motivation, Concepts of Motivation, Theories of Motivation, Concept of Morale.	6	Lecture & Group Discussion	Test & Presentation	2, 3
<b>5. Group Dynamics</b> Formal & Informal Groups, Stages of Group Development, Group vs Team, Types of Team, Group Decision, Making Techniques, Interpersonal Communication, Transactional, Analysis and its applications.	6	Lecture	Test	2, 3, 4
<b>6. Conflicts &amp; Stress</b> Concept of Conflict, Meaning of Conflicts, Different Levels of conflict, Conflict Resolution: Potential Sources of Conflict, Consequences of Conflict, Coping Strategies during Conflict. Concept of Stress, Resistance to Change, Overcoming Resistance to Change.	7.5	Lecture & Group Discussion	Test & Assignment	1, 2, 3, 4
<b>7. Organizational Development</b> Concept & Characteristics of Organizational Development, Benefits & Limitations of Organizational Development, Concept of Organizational-Citizenship Behavior. Meaning of Power, Concept and Types of Power.	7.5	Lecture & Class Participation	Test	4

### Textbook(s)



Stephen P. Robbins, *Organizational Behavior: Concepts, Controversies, Application*, Prentice Hall of India.

### Reference(s)

1. Newstrom, J.W, & Davis, K. *Organizational Behaviour: Human Behaviour at Work*. McGraw Hill Education.

### Assessment and Evaluation

Bloom's Category	Quizzes	Assignments	Mid-term	Presentation	Final-term	Total (100)
Remember	05		05		10	20
Understand	05	05	05	05	10	30
Apply			05		05	10
Analyze		05		05	10	20
Evaluate		05			05	10
Create		05	05			10
Total	10	20	20	10	40	100

**Grading System:** As per UGC recommendation

## MGT-0413-305: ENTREPRENEURSHIP DEVELOPMENT AND SME MANAGEMENT

**Credit Hours: 3**

### Course Rationale:

Developing an understanding of entrepreneurship and small business management by studying entrepreneurial strategies, and the ability of identifying new venture opportunities, and developing business plans are the core properties of this course.

### Course Objective

This course focuses on the knowledge, skills, and attitude required for organizing and carrying out entrepreneurial activities. The course aims to develop the ability to analyze and understand the business situation in which entrepreneurs act.

### Course Learning Outcomes (CLO)

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

CLO1	Understanding the dynamic role of entrepreneurship and SMEs
CLO2	Organizing and Managing SMEs
CLO3	Developing a Financial Plan and Control System of the Organization
CLO4	Strategic Business Planning for Different Forms of Business Ownership
CLO5	New Product or Service Development
CLO6	Negotiation and Intensive Interaction Skills

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	2	2	1



CLO2	3	3	2	2	1
CLO3	3	3	3	2	2
CLO4	2	3	3	3	3
CLO5	2	2	3	3	2
CLO6	2	2	2	3	3
Average	2.5	2.83	2.5	2.5	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
<b>1. Introduction to Entrepreneurship</b> Know Your Country, Globalization, Meaning of the term 'Entrepreneur', Deciding to be an Entrepreneur, Choosing a Business Mentor.	3	Lecture, Visual Presentation	Test	1
<b>2. Preliminary</b> Preparation to become a Successful Entrepreneur: Innovative Idea, Determination, Capacity Building, Family Support, Value Experience, Financing, Redundancy, Marketing Challenge, Technology & Networking, Target Revenue, Personal Branding, Overcoming Failure, Ownership, Challenges, Involvement, Demand of the Product, and Business Trend.	3	Lecture & Class Participation	Quizzes	1 and 2
<b>3. Start-Up Business</b> Business Plan, Flow-chart for SME Establishment, Trade License, Registration of RJSC, Export Process Flow Chart, Import Process Flow Chart, Business Plan Format.	6	Lecture & Business Plan Development Tasks	Business Plan Presentation	2 and 3
<b>4. New Forms of Business Strategy</b> Blue Ocean Strategy, Venture Capital, Angel Investment, Business Incubator, and	3	Lecture	Test & Quiz	3 and 4



More.				
<b>5. Bangladesh Bank Initiative of Entrepreneurship Development; Initiatives of Bangladesh Government for Entrepreneurship Development SME Foundation, SCITI, BCSIR, and BSCIC.</b>	3	Lecture	Assignment	3, 4 and 5
<b>6. Entrepreneurial Leadership</b> Discussion on 21st Century Leadership Qualities to become a Successful Entrepreneur.	6	Lecture	Test & Quiz	4 and 5
<b>7. Investment Decisions and Financing Products &amp; Services for SMEs</b> Tools and techniques of investment decision, Short and Long term financing.	6	Lecture, Problem solving	Problem Solving Tasks	4, 5 and 6
<b>8. Communication Skills for Entrepreneurs</b> Verbal, Non-verbal, and Written Communication, Negotiation Power, Creating Powerful Image, Knowing Others through Gestures.	6	Lecture and Group Discussion	Public Speaking Competition	4, 5, and 6
<b>9. International Business Opportunities</b> Types of International Business, Strategies of International Business Operations.	3	Lecture and Visual Presentation	Case Study	5 and 6

<b>10. Management of SMEs</b> Good Employees are Valuable Assets, Management Functions, and their Applicability, Expected Attributes & Traits of a Successful Small Business Manager, Causes of failure as a Small Business Manager, Finding Right Man for the Right Position, Management style, and Motivation Theories.	6	Lecture and Class Activities	Class Activities	1, 2, 3, 4, 5 and 6
--	---	------------------------------	------------------	---------------------

### Textbook(s):

1. Jerzy Cieřlik, *Entrepreneurship in Emerging Economies: Enhancing its Contribution to Socio-Economic Development*, Palgrave Macmillan.
2. Matthias Fink and Sascha Kraus, *The management of Small and Medium Enterprises, Routledge Studies in Small Business*, Routledge.

### Reference(s):

1. Calvin A. Kent, *The Environment Entrepreneurship*, Lexington Books.
2. Dr. A. R Khan, *Entrepreneurship and Small Business Development*.
3. Dr. Tanvir Mohammad Hayder Arif, *Liquidity Problems of Small Enterprises and the Role of Banks*, Available at [www.amazon.com](http://www.amazon.com).

### Assessment and Evaluation

Bloom's Category	Assignments/ Participation Viva	Quizzes	Mid-term	Final-term	Total
Remember			05	03	05
Understand	05		05	04	05
Apply	05	05	05	04	05
Analyze		05	05	03	05
Evaluate		05		03	07
Create		05		03	03
Total	30	10	20	40	100

**Grading System:** As per UGC recommendation

**MGT-0413-331: OPERATIONS AND SUPPLY CHAIN MANAGEMENT**  
**Credit Hours: 3**





**Course Rationale:**

This course will provide the students with an understanding of how the efficient management of operations can be a competitive weapon in manufacturing as well as service sectors. The students will also learn about the tools and techniques necessary to develop, implement, and sustain strategies for managing supply chain issues.

**Course Objective**

The course is designed to provide students with an overview of Operations and Supply Chain Management. It covers different aspects of Operations Management such as Production Planning, Capacity Planning, Process Management, Quality Control, Maintenance Measures and Technology used in Production Processes. The course will also help the students to learn about the strategic importance of supply chain design, planning and operations for every firm.

**Course Learning Outcomes (CLO)**

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

CLO1	understand the fundamentals of Operations Management
CLO2	develop the plan for capacity of Production Facilities and Production Schedule
CLO3	develop the plan and manage logistic support for Production Management
CLO4	develop the Quality Control Measures in Operations and Maintenance Measures in Operations Management

**Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	1	2	1	2
CLO2	2	3	3	2	2
CLO3	2	3	3	2	2
CLO4	3	3	3	2	2
Average	2.5	2.5	3	2	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
<b>1. Overview of Operations Management</b> Operations As a Competitive Weapon, The scope of Operations Management; Operations Management and Decision Making; Historical Evolution of Operations Management; Trends in Business	3	Lecture	Class Test	1
<b>2. Understanding the Supply Chain</b> Introduction of Supply Chain; Historical Perspective;	3	Lecture	Class Test	1

The Objective of a Supply Chain, The importance of Supply Chain Decisions; Decision Phases in a Supply Chain; Process Views of a Supply Chain				
<b>3. Operations Strategy</b> Introduction; Competitiveness, Strategy; Productivity	3	Lecture	Assignment & Presentation	2
<b>4. Designing Distribution Networks and Applications to Online Sales</b> The Role of Distribution in the Supply Chain; Factors influencing Distribution Network Design; Design Options for a Distribution Network; Online Sales and Distribution Network; Distribution Networks Practice	6	Lecture & Presentation.	Midterm	2
<b>5. Management of Quality</b> 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	9	Lecture & Presentation	Midterm	2,3
<b>6. Network Design in Supply Chain</b> 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	Midterm	3
<b>7. Forecasting</b>	6	Lecture	Final	2,3
<b>8. Forecasting</b>	3	Lecture	Final	2,3
<b>9. Process Management</b>	3	Lecture	Final	4
<b>10. Process Management</b>	3	Lecture	Final	4

### Textbook(s)

OPERATIONS MANAGEMENT: 8th Edition - by William J. Stevenson

### Assessment and Evaluation

Bloom's	Assignments	Quizzes	Mid-term	Final-term	Total
---------	-------------	---------	----------	------------	-------



Category	& Presentation				
Remember	0	10	0	0	15
Understand	5	10	5	5	20
Apply	5	5	5	10	30
Analyze	10	5	5	5	20
Evaluate			5	5	10
Create				5	5
Total	20	30	20	30	100

**Grading System:** As per UGC recommendation

### **MGT-0413-490: STRATEGIC MANAGEMENT**

**Credit Hours: 3**

#### **Course Rationale:**

This integrative course is designed to develop strategic leaders who will be able to run their organizations successfully in a changing environment. The course helps students to be familiar with effective strategy formulation and implementation to outperform the competitors through achieving sustainable competitive advantages.

#### **Course Objective**

Strategic management is a big picture course. It focuses on the concept of strategy formulation and implementation by exploring the functions and nature of general management. Unlike other business courses where the subject matter was narrowly focused at a particular function such as HRM, marketing, finance, accounting, production – this course deals with the company's entire making and environment. This is a capstone course that aims to expose students/managers to the topics relevant to managing their businesses strategically even in a tumultuous environment.

#### **Course Learning Outcomes (CLO)**

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

CLO1	Understand the basic concepts of strategic management and strategic leadership
CLO2	Know the importance of creating sustainable competitive advantage for long-term success of an organization
CLO3	Scan the dynamics of internal and external environment to have a competitively superior fit between an organization and its changing environment
CLO4	Design and implement the appropriate strategies for different levels of an organization

#### **Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
--	------	------	------	------	------



CLO1	3	3	3	2	2
CLO2	2	2	3	2	1
CLO3	1	1	3	3	3
CLO4	3	3	3	3	3
Average	2.5	2.5	3	2.5	2.5

(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
<b>1. An Invitation to Strategic Management (SM)</b> Definition strategic Management, Importance of SM, objectives of SM, SM Process, types of Strategies: deliberate and emergent strategies, Strategic leadership	9	Lecture Case Analysis	Assignment Test	1
<b>2. External Environment Analysis</b> Identifying potential opportunities and threats, Industry analysis: five forces model, strategic group model, industry life cycle; scanning the macroenvironment: PEST/PESTEL model analysis	6	Lecture Class Participation Case Analysis	Assignment Presentation Test	3
<b>3. Internal Environment analysis</b> Identifying strengths and weaknesses, basic building blocks of competitive advantage, value chain analysis, determinants of durability of competitive advantages, reasons behind companies' failures, techniques for avoiding failure and sustaining competitive advantage.	6	Lecture Group Discussion Case Analysis	Assignment Test	3
<b>4. Strategy Formulation</b> Designing strategies in different functional areas of a business such as human resources, finance, supply chain, marketing, research and development, etc.	6	Lecture Group Discussion Case Analysis	Test Quiz	2, 4
<b>5. Strategy formulation at business level</b> cost leadership, differentiation, and focus strategies	6	Lecture Case analysis	Test Quiz	2, 4



<b>6. Strategy formulation at corporate level</b> stability, growth, and retrenchment strategies	6	Lecture Case Analysis	Test Quiz Assignment	2, 4
<b>7. Strategy Implementation</b> Managing governance and ethics, designing organization structure, culture, and organization controls	6	Lecture Case Analysis Group presentation	Test Quiz Assignment	1,2, 3, 4

#### **Textbook(s)**

Hill, C. W. L., & Jones, G. R. (2014). *Strategic Management: An Integrative Approach* (9<sup>th</sup> Edition), Cengage Learning: India.

#### **Reference(s)**

1. Hitt, M. A., Ireland, R. D., Hoskisson, R. E., & Manikuttu, S. (2012). *Strategic Management: A South- Asian Perspective* (9<sup>th</sup> Edition), Cengage Learning, India.
2. Thompson, A. A. J, Peteraf, M., Gamble, J. E., Strickland III, A. J. (2013). *Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases* (19<sup>th</sup> Edition), McGraw-Hill, USA.
3. Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2018). *Strategic management and business policy: Globalization, innovation, and sustainability* (15<sup>th</sup> Global Edition), Pearson, London.

#### **Assessment and Evaluation**

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

**Grading System:** As per UGC recommendation

#### **MIS-0612-201: 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 Objective:

Business students should be able to analyze different managerial models and implement proper Information technology to achieve better profitability for the organization. That is why, this 'Management Information Systems' course is taught as part of the BBA degree. Studying this course, students should be able to use information systems in operational and strategic management level.

### Course Learning Outcomes (CLO)

At the end of the course, students will 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
CLO4	Taking up information systems management positions in the future

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	1	2	3
CLO2	3	3	3	3	3
CLO3	3	3	1	2	3
CLO4	3	3	3	3	3
Average	3	3	2	2.5	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
<b>1. Information Systems in Global Business Today</b> 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 Systems, Business Information Value Chain,	5	Lecture, Case -study Discussion, Video session on the topic	Test, Quiz, Assignment	1

Complementary Asset.				
<b>2.Global E-Business and Collaboration</b> 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
<b>3.Information Systems, Organizations, and Strategy</b> 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
<b>4. Ethical &amp; social issues related to systems</b> 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
<b>5. IT infrastructure and emerging technology:</b> 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, Mashups & Widgets. Software Outsourcing.	5	Lecture, Case –study Discussion, Video session on the topic	Test, Quiz, Assignment	2
<b>6. Databases &amp; Information</b>	5	Lecture, Case	Test, Quiz,	5

<b>Management</b> DBMS, Relational DBMS, Object-Oriented DBMS, Querying, Reporting Normalization, Entity-Relationship Diagram, Data Warehouses, Data Marts, OLAP. Data Mining, Databases & the web.		–study Discussion, Video session on the topic	Assignment	
<b>7. Telecommunication, the internet &amp; wireless technology</b> 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
<b>8. Securing Information Systems</b> 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
<b>9. Achieving Operational Excellence and Customer Intimacy: Enterprise Applications</b> 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
<b>10. Building Information Systems</b> 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

### Textbook(s)





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

### Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Lab	Mid-term	Final-term	Total
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
Total	20	15	15	20	30	100

**Grading System:** As per UGC recommendation

### MKT-0414-201: PRINCIPLES OF MARKETING

**Credit Hours:** 3

#### Rationale of the Course:

The course provides students with an overview of the marketing function with an emphasis on creating value through market research, consumer behavior, pricing strategies, marketing channels, and various methods of promotion.

#### Course Objective

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)

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

CLO1	Demonstrate understanding of marketing terminology and concepts
CLO2	Demonstrate an understanding of how marketing fits with the other business disciplines within an organization
CLO3	Understanding marketer's role in the strategic orientation of the business decision making through developing comprehensive marketing plan

#### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	1	2	1
CLO2	3	3	3	3	1



CLO3	3	3	3	3	2
Average	3	3	2.5	3	1.5

(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
<b>1. Marketing in a changing world</b> Definition of marketing, Goals of Marketing, Core Marketing Concepts, Developing the Marketing Mix, Marketing Management Philosophies, Building Customer Relationship, Connections with Marketing's Partners, Major challenges in the connected world	6	Lecture	Test	1
<b>2. Company &amp; Marketing Strategy</b> 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
<b>3. Analyzing the Marketing Environment</b> Key Environments, The Microenvironment, The Macro environment, Responding to the Marketing Environment	6	Lecture & Group Discussion	Assignment & Test	3
<b>4. Marketing in the Digital Age</b> Major Forces Shaping the Digital Age, E-Commerce Domains, Conducting E-Commerce, Promise and Challenges of E-Commerce	6	Lecture	Test & Quiz	3
<b>5. Consumer Markets and Consumer Buying Behavior</b> Model of Consumer Behavior, Factors Influencing Consumer Behavior, Characteristics Affecting Consumer Behavior, Types of Buying-Decision Behavior, The Buyer Decision Process, Stages in the Adoption Process	3	Lecture	Test & Quiz	3
<b>6. Business Markets and Business Buyer Behavior</b> Definition of Business Market, Business Buyer Behavior, Major Influences on Business Buyers, Institutional and Government Markets	3	Lecture	Quiz & Presentation	3

<b>7. Market Segmentation, Target Marketing and Market Positioning</b> Building the Right Relationships with the Right Customers, Market Segmentation, Target Marketing, Market Positioning	6	Lecture	Quiz & Presentation	3
<b>8. Product, Service &amp; Brand Strategy Decisions</b> Definition of Product and Service, Product and Service Decisions, Branding Strategy, Services Marketing, Additional Product Considerations	3	Lecture and Group Discussion	Test	3
<b>9. New-Product Development and Product Life-Cycle Strategies</b> New Product Development Strategy, Product Life-Cycle Strategies, Marketing Strategies	3	Lecture	Test	3
<b>10. Integrated Marketing Communication Strategy</b> Definition of Integrated Marketing Communications, The Communication Process, Developing Effective Communication, Setting the Promotional Budget and Mix, Socially Responsible Communications	3	Lecture	Test	3

### Textbook(s)

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

### Assessment and Evaluation

Bloom's Category	Assignments/Presentation	Quizzes	Mid-term	Final-term	Total
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
Total	10	10	30	50	100

**Grading System:** As per UGC recommendation

## **Major & Minor Courses of General Management:**

### **MGT-0413-365: Office Management and Communications**

**Credit Hours: 3**

#### **Course Rationale**

All business and management graduates need functional competency of office management and communication. Managers run the organization from an office, either physical or virtual. Office is a psychological center of the organization and communication for the purpose of managing. These skills are needed by modern office managers, administrators, supervisors and personnel.

#### **Course Description**

This course is about managing the office and communications in the whole organization from the office, which is the main coordination unit of any modern organization. This course will equip the students how to efficiently organise, manage and administer the office and the workplace environment, including both personnel and office equipment and systems. This very practical course provides expert advice on the most important duties of modern office managers, administrators, supervisors and personnel; it aims to produce office managers/administrators who can effectively and efficiently supervise services essential to the smooth running of the enterprise.

#### **Course Learning Outcomes (CLO)**

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

CLO-1	Describe different forms of organizations and office management and coordination
CLO-2	Appreciate the most important duties of modern office managers, administrators, supervisors and personnel;
CLO-3	Gain the knowledge and skills required in training, supervision and control of personnel, equipment, and computer systems; and management of the communications network, the reception, the mailroom, cashiering, accounts work, stationery, office layout and work environment
CLO-4	Develop processes for office operations, Identify components of office management roles and procedures and team dynamics.
CLO-5	Communicate finding using business software applications (MS Office: Word, Excel, and PowerPoint).

#### **Mapping of CLOs to PLOs**

<b>PLO/CLO</b>	<b>PLO-1</b>	<b>PLO-2</b>	<b>PLO-3</b>	<b>PLO-4</b>	<b>PLO-5</b>
CLO-1	3	3	3	2	2
CLO-2	3	3	3	1	2
CLO-3	3	3	3	3	2



CLO-4	2	3	3	2	3
CLO-5	1	3	2	3	3
Average	2.5	3	3	2.5	2.5

(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
<b>1. Introduction</b> Meaning and importance of office and office management, Functions, Nature and scope, Modern concept, Characteristics of office work, Departmentalization, centralization and co-ordination of office work, Office workers and their job, Status and qualities of an office manager.	3	Lecture & Class Participation	Test	1, 2
<b>2. Office Accommodation</b> Selecting the location of office, Environment and decoration, Layout and its importance, objectives, types, space planning, advantages of good layout.	3	Lecture & Class Participation	Assignment & Test	3
<b>3. Office Furniture and Equipment</b> Furniture types, selection and layout, Office mechanization objects, advantages & disadvantages, Office machine classification: computer, printer, scanner, photocopies, fax machine, Use of labor-saving devices.	3	Lecture & Group Discussion	Assignment & Test	3
<b>4. Record Management</b> Purpose of record keeping and management, procedure, Filing methods, principles, Selecting filing equipment and requirement of good filing, Importance, methods and steps of indexing.	6	Lecture	Test & Quiz	2, 3, 4
<b>5. Office Manual and Office</b>	6	Lecture	Test & Quiz	2, 3, 4



<b>Forms</b> Definition, importance and types of office manual, Steps of preparing office manual, Features of a good office manual and designing office forms.				
<b>6. Office Work Measurement and Cost Control</b> Importance, purpose, methods and limitations of office work measurement, Nature, importance and methods of office cost control.	6	Lecture	Test & Quiz	3, 4
<b>7. Office Secretary</b> Definition, types, importance, necessity and qualities of a secretary, Functions and duties of a private secretary, Company secretary appointment, qualifications, functions, rights, duties, liabilities and legal position.	6	Lecture & Group Discussion	Test	3, 4
<b>8. Meetings</b> Various types of meetings, Prerequisites of valid meetings, Preparing agenda, Note minutes, motion and resolution of different meetings, Methods and procedure of voting.	6	Lecture & Group Discussion	Test	3, 4, 5
<b>9. Office Correspondence and Report Writing</b> Feature of a good report, Statutory report, Directors, Procedure of handling different types of mails and courier services.	3	Lecture	Assignment & Test	3, 4, 5
<b>10. Office Management in Bangladesh</b> Characteristics, importance, various types of office employees and their salary & fringe benefits, office disciplines etc.	3	Lecture	Assignment & Test	3, 4, 5

#### Textbook(s)



1. George R. Terry, *Office Management and Control*, Irwin Inc.
2. S. P. Arora, *Office Organization and Management*, Vikas Publishing House Pvt. Limited.

### Reference(s)

1. Geoffrey Whitehead, *Office Practice Made Simple*, W.H. Allen & Co Ltd.
2. William H.; Robinson, Edwin M. Leffingwell, *Textbook of Office Management Hardcover*, McGraw-Hill.
3. B. N. Tandon, *Manual Office Management and Correspondence*. S Chand & Company.

### Assessment and Evaluation

Bloom's Category	Assignments/ Participation Viva	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	05	05	05	15
Understand	0	05	05	05	15
Apply	05	0	05	10	20
Analyze	10	0	05	05	20
Evaluate	10	0	0	05	15
Create	05	0	0	10	15
Total	30	10	20	40	100

### MGT-0413-415: Leadership Credit Hours:03

#### Course Rationale:

The emphasis of this course is on the practice of leadership in organisations. Students will learn what it takes to be a successful leader by exploring leadership as a concept from various perspectives.

#### Course Description

This is an advanced level course for HRM majors. Leadership as a topic, appeals to a variety of upper level undergraduate or graduate level courses in Management, Leadership, Educational Administration, Public Administration, Nursing and Allied Health, Social Work, Criminal Justice, Industrial and Organizational Psychology, Communication, Religion, Political and military science studies, as well as corporate training and development programs. This course explores the popular leadership theories and practices, concept of leadership, difference from management, and how to develop leadership skill in organizations.

#### Course Learning Outcomes (CLO)

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

CLO-1	Assess potential leadership philosophy, traits, skills, behaviors, and develop a leadership portfolio.
CLO-2	Comprehend and evaluate the leadership practices relevant to contemporary organizations.



CLO-3	Enhance their writing skills by comparing and contrasting different leadership approaches.
CLO-4	Be more conscious of what they need to establish and develop relationships with a range of diverse stakeholders.

#### Mapping of CLOs to PLOs

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	3	2	3	2	2
CLO-2	3	3	3	2	3
CLO-3	3	3	2	3	1
CLO-4	2	1	3	3	3
Average	3	2.5	3	2.5	2.5

(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
<b>1. Introduction to Management</b> Definition of management, Planning, Organizing, Leading, Controlling, Management Roles, Skills, Effectiveness, Efficiency.	3	Lecture & Class Participation	Quiz	1
<b>2. Introduction to Leadership</b> Importance of Leadership, Leadership Defined: Ways of conceptualizing leadership, Definition and components, Leadership Described: Trait vs. process, Assigned vs. emergent, Leadership and power, Leadership and coercion, Leadership and management.	6	Lecture & Class Participation	Test & Quiz	1, 2
<b>3. Trait Approach to Leadership</b> Great Person Theories, Historical Shifts in Trait Perspective, Traits that Differentiate Leaders from Non-leaders, Application of Trait Approach.	4.5	Lecture	Test & Quiz	1, 2
<b>4. Skills Approach to Leadership</b> Skills Approach Perspective,	4.5	Lecture & Group Discussion	Test & Quiz	1, 2, 3





Three-Skill Approach (Katz, 1955), Skills-Based Model (Mumford et al., 2000), Application of Skills Approach.				
<b>5. Behavioral Approach to Leadership</b> Behavioral Approach Perspective, Ohio State Studies, University of Michigan Studies, Blake & Mouton's Leadership Grid, Paternalism/Maternalism, Opportunism, Application of Style Approach.	4.5	Lecture & Class Participation	Test & Assignment	1, 2, 3, 4
<b>6. Situational Approach to Leadership</b> Situational Approach Perspective, Leadership Styles, Developmental Levels, Application of Situational Approach.	3	Lecture	Test & Assignment	1, 2, 3, 4
<b>7. Path-Goal Theory of Leadership</b> Path-Goal Theory Perspective, Conditions of Leadership Motivation, Leader Behaviors, Follower Characteristics, Task Characteristics, Application of PGT.	4.5	Lecture	Test & Assignment	1, 2, 3, 4
<b>8. Leader-Member Exchange Theory of Leadership</b> LMX Theory Description, LMX Theory Perspective, Phases in Leadership Making, Application of LMX Theory.	6	Lecture	Test & Quiz	1, 2, 3, 4
<b>9. Team Leadership</b> Team Leadership Perspective, Team Leadership Model, Team Effectiveness, Leadership Decisions, Leadership Actions, Application of Team Leadership Model.	4.5	Lecture	Test	1, 2, 3, 4
<b>10. Addressing Ethics in Leadership</b> Leadership Ethics Perspective,	4.5	Lecture & Class Participation	Test	1, 2, 3, 4

Practical Ethical Theory, Ethical Theories, Centrality of Ethics to Leadership, Principles of Ethical Leadership, Diverse Ethical Perspectives.				
---	--	--	--	--

### **Textbook(s)**

Peter G. Northouse, *Leadership: Theory and Practice*, SAGE Publications.

### **Reference(s)**

1. Gary Yukl, *Leadership in organizations*, Pearson Education.
2. George Manning and Kent Curtis, *The Art of Leadership*, McGraw-Hill.

### **Assessment and Evaluation**

<b>Bloom's Category</b>	<b>Assignments</b>	<b>Quizzes</b>	<b>Mid-term (Test)</b>	<b>Final-term (Test)</b>	<b>Total</b>
Remember	0	10	05	05	20
Understand	05	05	05	05	20
Apply	05	05	0	10	20
Analyze	05	0	05	05	15
Evaluate	0	0	05	10	15
Create	05	0	0	05	10
Total	20	20	20	40	100

## **MGT-0413-451: Quality Management**

**Credit Hours: 3**

### **Course Rationale**

Quality management is not just an idea. It has its own functional standard approaches and methods. This course will expose students to the ideas and challenges of Total Quality Management as quality management has an imperative for all organizations, including non-profits and government.

### **Course Description**

The purpose of this course is to expose students to the ideas and challenges of Total Quality Management. This course will equip them with necessary tools to resolve these issues. This course is also aimed at teaching students the techniques used by best-practice employer to improve their TQM approach.

### **Course Learning Outcomes (CLO)**

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

CLO-1	Develop an understanding of total quality management principles, frameworks, tools and techniques.
-------	--



CLO-2	Get an idea of TQM approach, history, quality concern.
CLO-3	Get overview of tools and frameworks.
CLO-4	Appreciate the applicability of TQM principles in manufacturing and service sector, and in government and non-profit organizations.

#### Mapping of CLOs to PLOs

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	3	3	3	2	1
CLO-2	3	3	2	3	1
CLO-3	3	3	3	3	3
CLO-4	2	2	2	2	3
Average	3	3	2.5	2.5	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
<b>1. Introduction</b> Overview of TQM: what is TQM, TQM Principles, Other related terms for Quality and Continuous Improvement, Origin and context of TQM, TQM approach Vs. traditional approach of management of quality, Overview of TQM tools and techniques, reasons for TQM failures and problems.	6	Lecture	Test	1
<b>2. Historical origin and theoretical basis of Quality paradigm</b> Shewart SPC, Deming 14 points, Juran's trilogy, Crosby's 4 absolutes, etc.	6	Lecture & Class Participation	Assignment & Test	2
<b>3. Planning for quality</b> Flowcharting, Detailed flow process charts and flow diagrams,	15	Lecture & Group Discussion	Assignment & Test	3
<b>4. Planning for just-in-time (JIT) management</b> System design and contents, System documentation, Implementation and assessment.	6	Lecture	Test & Quiz	3
<b>5. Measurement of Quality</b>	3	Lecture	Test & Quiz	3



Costs of Quality, Tools and Techniques for Quality Improvement, Statistical Process Control.				
<b>6. Quality teamwork</b> Type of total quality teamwork, Effective teamwork, Empowerment and Motivation.	3	Lecture	Test & Quiz	4
<b>7. Quality leadership</b> Perspective in leadership, The role of a quality leader, Quality leadership in action, TQ and leadership theory.	3	Lecture, Problem solving	Test and Quiz	4
<b>8. TQM in Service organization</b> Manufacturing vs. service, commonalities of TQM principles and techniques.	3	Lecture and Group Discussion	Test	4
<b>9. TQM in Government and Nonprofits</b> Wide range of applicability of TQM philosophy, principles, tools, case studies.	3	Lecture and Group Discussion	Test	4

#### **Textbook(s)**

Dale Besterfield, Carol Besterfield, Mary Besterfield-Sacre, Hemant Urdhwareshe, Rashmi Urdhwareshe, *Corporate Total Quality Management*, Pearson India

#### **Reference(s)**

D.R. Kiran, *Total Quality Management: Key Concepts and Case*, Butterworth-Heinemann.

#### **Assessment and Evaluation**

<b>Bloom's Category</b>	<b>Assignments/ Participation Viva</b>	<b>Quizzes</b>	<b>Mid-term (Test)</b>	<b>Final-term (Test)</b>	<b>Total</b>
Remember	0	05	05	05	15
Understand	0	05	05	05	20
Apply	05	0	05	10	20
Analyze	10	0	05	05	15
Evaluate	10	0	0	05	15
Create	05	0	0	10	15
Total	30	10	20	40	100

**MGT-0413-461: Project Management**  
**Credit Hours: 3**



**Course Rationale:**

Modern life is full of extra ordinary endeavors like railroads, bridges, highways, flyovers, dams, and so on. By definition, projects are time bound and needs expert capability to pull a huge and wide array of resources within the time period. The purpose of this course is to expose students to the real-life issues in project management, and equip them with necessary tools to resolve these

**Course Description**

The purpose of this course is to expose students to the real-life issues in project management, and equip them with necessary tools to resolve these issues. Project management is a crucial skill and all business and management students must be confident enough to work with different sizes and types of projects This course is also aimed at teaching students the techniques used by best-practice employer to improve their project management performance.

**Course Learning Outcomes (CLO)**

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

CLO-1	Understand the basic concepts of Project, Program, Management of Projects
CLO-2	Be aware the systematic process of project management and organization structure
CLO-3	Initiation, feasibility, approval, budgeting, monitoring and adjusting the deviation
CLO-4	Planning and scheduling techniques like PERT/ CPM, Gantt chart, etc.
CLO-5	Project Management software overview and Monitoring and Evaluation of project

**Mapping of CLOs to PLOs**

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	3	3	3	2	1
CLO-2	3	3	2	3	1
CLO-3	3	3	3	3	3
CLO-4	2	2	2	2	3
CLO-5	3	3	3	2	1
Average	3	3	3	2.5	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
<b>1. Introduction</b> Overview project management; Characteristics of project, Difference between program and project, Difference between project and operations.	3	Lecture	Test	1
<b>2. Historical context of project</b>	3	Lecture &	Assignment	2



<b>management discipline</b> Project management professional bodies and certification, What is PMBOK, Project management expertise/ area of knowledge		Class Participation	& Test	
<b>3. Planning project life cycle</b> Phases or Steps of Project management process,	6	Lecture & Group Discussion	Assignment & Test	3
<b>4. What are the project constraints</b> STCQ = scope, time, cost, quality, STCQRR.	6	Lecture	Test & Quiz	3
<b>5. Project management organization</b> different types of org structure, advantage, disadvantage, matrix organization challenges	3	Lecture	Test & Quiz	3
<b>6. Project initiation</b> Project charter, Project planning WBS work breakdown structure, activity list, predecessor, successor relationships	3	Lecture	Test & Quiz	4
<b>7. Project scheduling</b> Activity scheduling Project milestone. Activity sequencing process, Gantt chart, Network diagram, Critical path method.	3	Lecture and Group Discussion	Test	4
<b>8. HR and communication and teamwork in project management</b> Conflict resolution in project management.	3	Lecture and Group Discussion	Test	4
<b>9. Project budgeting</b> Financial planning and analysis- cash flow- payback period- rate of return- cost overrun.	3	Lecture and Group Discussion	Test	5
<b>10. Project Closure activities</b> Learning, documentations Challenges of project management, risk of project management, reasons of project failure.	3	Lecture and Group Discussion	Test	5

#### **Textbook(s)**

1. Adrienne Watt, *Project Management*, British Columbia Open Campus
2. PMBOK® Guide, *A Guide to the Project Management Body of Knowledge*, Project Management Institute.

#### **Reference(s)**



Harold Kerzner, *Project Management: A Systems Approach to Planning, Scheduling, and Controlling*, Wiley.

#### Assessment and Evaluation

Bloom's Category	Assignments/ Participation Viva	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	05	05	05	15
Understand	0	05	05	05	20
Apply	05	0	05	10	20
Analyze	10	0	05	05	15
Evaluate	10	0	0	05	15
Create	05	0	0	10	15
Total	30	10	20	40	100

#### MGT-0413-475: Diversity and Cross-Cultural Management

**Credit Hours: 03**

#### Course Rationale:

One of the most common management failures comes from the inability to understand and deal with the difference in attitudes, values and behavior of people coming from different cultural background. The main goal of the "Diversity and Cross-Cultural Management" course is to sensitize the graduates about individual & cross-cultural differences, and creating a system of knowledge necessary for successful management in global environment and in a multicultural setup.

#### Course Description

This course deals with the challenges and opportunities faced by international managers in cross-cultural setting. The course is concerned with considering the issues and problems of managing in cross-cultural situations, in particular at the people problems that invariably arise in international business relationships. Failure on the part of managers to understand and deal with the difference in attitudes, values and behaviour of those with whom they interact in business transactions consistently has been shown to be a major source of difficulties. The main goal of the "Diversity and Cross-Cultural Management" course is studying a fundamentally new approach to company's management, taking into consideration cross-cultural differences, and creating a system of knowledge necessary for successful company management in global environment.

#### Course Learning Outcomes (CLO)

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

CLO-1	Understand the main theories in diversity and cross-cultural management, analyse existing research around the theoretical constructs and argue the
-------	--



	validity of the extant literature;
CLO-2	Communicate effectively in oral and written forms about cross cultural management using appropriate concepts, logic and rhetorical conventions.
CLO-3	Appreciate the modern interpretation of the national culture and impact of culture to the major management process
CLO-4	Develop skills in communication, team-building, motivation leadership and negotiation in multicultural environment

### Mapping of CLOs to PLOs

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	3	3	3	2	1
CLO-2	3	3	2	3	1
CLO-3	3	3	3	3	3
CLO-4	2	2	2	2	3
Average	3	3	2.5	2.5	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
<b>1. Introduction</b> Overview of Culture and cultural differences among people	3	Lecture	Test	1
<b>2. Hofstede's cultural differences framework</b> History, IBM experiment, evolution, applicability.	3	Lecture & Class Participation	Assignment & Test	2
<b>3. Power distance index (PDI)</b> Individualism vs. collectivism (IDV), Uncertainty avoidance (UAI), Masculinity vs. femininity (MAS), Long-term orientation vs. short-term orientation (LTO), Indulgence vs. restraint (IND), High context, low context, Monochronic, polychronic.	12	Lecture & Group Discussion	Assignment & Test	3
<b>4. Management of cross-cultural communication</b> Summary and major points.	3	Lecture	Test & Quiz	3
<b>5. Ethics in international management</b> Ethics, Social responsibility and	3	Lecture	Test & Quiz	3





ethical obligations of multinational enterprises.				
<b>6. Motivation across Cultures</b> International findings on Maslow's theory, Herzberg's theory, Achievement motivation theory, Incentives and culture.	6	Lecture	Test & Quiz	4
<b>7. Cross-Cultural Communication and Negotiation</b> Communication flows, Communication barriers, Achieving communication effectiveness, Managing cross-cultural negotiations,	6	Lecture and Group Discussion	Test	4
<b>8. Organizational Cultures and Diversity</b> Nature of organizational culture, Interaction between national and organizational cultures, Managing multiculturalism and diversity.	3	Lecture and Group Discussion	Test	4

### Textbook(s)

David C. Thomas and Kerr Inkson, *Cross-Cultural Management: An Introduction*, University of Auckland.

### Reference(s)

1. Jean-François Chanlat, Eduardo Davel, Jean-Pierre Dupuis, *Cross-Cultural Management: Culture and Management across the World*, Routledge.
2. Shobhana Madhavan, *Cross-cultural Management*, Oxford University Press

### Assessment and Evaluation

Bloom's Category	Assignments/ Participation Viva	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	05	05	05	15
Understand	0	05	05	05	20
Apply	05	0	05	10	20
Analyze	10	0	05	05	15
Evaluate	10	0	0	05	15
Create	05	0	0	10	15
Total	30	10	20	40	100



**MGT-0413-340: Management Science****Credit Hours: 3****Course Rationale:**

In the age of Big Data and Artificial Intelligence, management needs scientific approach taking all the data and fitting into quantitative models. This course will provide an introduction to an area of management science that is sometimes called quantitative methods or operations research. The objective of this course is to have students develop an appreciation of the management science approach to problem formulation and solution that is now so important in today's business and industrial sectors.

**Course Description**

This course is about an introduction to an area of management science that is sometimes called quantitative methods or operations research. The objective of this course is to have students develop an appreciation of the management science approach to problem formulation and solution that is now so important in today's business and industrial sectors. The course focuses on quantitative approaches to decision making and introduces a variety of management sciences models, methods, and procedures. The major areas of study are linear programming (LP), simulation modelling, and forecasting.

**Course Learning Outcomes (CLO)**

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

CLO-1	Explain the management science approach to identification, analysis, decision, and implementation of problem solving.
CLO-2	Understand the subject of management science, and a variety of management science models, methods and computational procedures that are helpful in solving management problems in finance, P.O.M., accounting, M.I.S., marketing, operational research, actuarial science, etc.
CLO-3	Develop an appreciation of the management science approach to problem formulation and solution, so important in the modern business and industrial world with the increased use of computers.

**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	3	3	2	3	1
CLO-3	3	3	3	2	3
Average	3	3	3	2.5	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
<b>1. Introduction</b> Definition management science, Functions of management, Role of management science, Management science process, Benefits and impact of management science, Challenges and limitation of management science.	4.5	Lecture & Class Participation	Test	1
<b>2. Modeling and Models</b> Classification of models, Constructing a model, Characteristics of models, Deriving solutions from a model, Model building in decision making, Practical applications of models.	4.5	Lecture & Class Participation	Assignment & Test	2
<b>3. Managerial Decision Theory</b> Decision-making and its importance in management science, Tactical decisions, Strategic decisions, Statistical decision theory, Opportunity loss, Payoffs, Regrets, Hypothetical payoff table, Opportunity loss table, Decision making under certainty, uncertainty and risk.	6	Lecture & Group Discussion	Assignment & Test	3
<b>4. Decision in competitive situation-Game Theory</b> Game theory and its importance, Relation between competition and game, Players in a game, Payoff matrix, Pure strategies, Pure and Mixed strategies, Saddle point, Two person zero sum game, Maximax-minimax principle, Dominance principle, Probability method of solving game theory.	3	Lecture	Test & Quiz	3
<b>5. Linear Programming</b> Definition linear programming,	4.5	Lecture	Test & Quiz	3

Requirements of linear programming, Assumptions in linear programming, Objective function, Characteristics of LPP, Steps in formulation of LPP, Merits and demits of LP model, Graphic solution LP model, Simplex method of LP model, LP model special cases.				
<b>6. Transportation and Assignment Model</b> Assumption, Uses, Feasible solution, Optimal solution, Steps for solving transportation model, Methods for developing initial feasible solution, Methods for developing optimal feasible solution, Assumption of assignment model, Solution methods for assignment transportation problem, Hungarian Assignment method, Unbalanced assignment model, Maximization assignment problem.	6	Lecture	Assignment & Test	4
<b>7. Queuing (Waiting Line) Theory</b> Objective and role of queuing theory, Definition of terms, Queuing process, Characteristics of Queuing system, Classes of Queuing system, formulas, Other queuing models.	4.5	Lecture	Test	4
<b>8. Network Analysis</b> Network techniques, Program Evaluation and Review Technique (PERT), Critical Path Method (CPM), Evolution of PERT and CPM, Objectives and uses of network techniques, Network diagram, CPM analysis, Steps in CPM, Limitations of CPM, PERT analysis, Steps in PERT, Difference between PERT & CPM,	6	Lecture and Group Discussion	Assignment & Test	4

Project cost and time analysis.				
<b>9. Simulation Model</b> Requirements of simulation, Steps of simulation, Phases of simulation, Methods of simulation, Monte Carlo simulation method, System simulation method.	6	Lecture	Test	4

### Textbook(s)

Efraim Turban and Jack R. Merideth, *Fundamentals of Management Science*, McGraw-Hill.

### Reference(s)

1. Anderson, Sweeney and Williams. *An Introduction to Management Science*. South-Western.
2. Lee J. Krajewski and Larry P Ritzman, *Operations Management*, Addison-Wesley.

### Assessment and Evaluation

Bloom's Category	Assignments/ Participation Viva	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	05	05	05	15
Understand	05	05	05	05	20
Apply	05	0	05	10	20
Analyze	10	0	05	05	20
Evaluate	10	0	0	05	15
Create	0	0	0	10	10
Total	30	10	20	40	100

### MGT-0413-401: Business Ethics, CSR & Governance

**Credit Hours: 3**

### Course Rationale

While once Business Ethics, Governance & Corporate Social Responsibility (CSR) were merely the things of 'good to have', that time has passed as various international laws have been developed and various organizations have used their authority to push it beyond individual or even industry-wide initiatives. Over the last decade or so it has moved considerably from voluntary decisions at the level of individual organizations, to mandatory schemes at regional, national and international levels. So, the course will provide the solid basis of business ethics, governance and CSR and also will link it to overall context of sustainable development goals (SDG).

### Course Description

This course is designed to teach students the ethical dimensions of business as well as the scope and complexity of CSR and the connections of corporate strategy with Ethics, Governance and CSR. Corporate social responsibility (CSR) aims to contribute to societal



goals. While once it was possible to describe CSR as an internal organizational policy or a corporate ethic strategy, that time has passed as various international laws have been developed and various organizations have used their authority to push it beyond individual or even industry-wide initiatives. Over the last decade or so it has moved considerably from voluntary decisions at the level of individual organizations, to mandatory schemes at regional, national and international levels. Currently, like all activities of government and businesses, the bases of ethics and CSR are rooted in Sustainable Development Goals (SDG 2030). So, the course will provide the solid coverage of SDG as starting point.

### Course Learning Outcomes (CLO)

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

CLO-1	Understand the concepts of Business Ethics, Governance, CSR and SDG
CLO-2	Know the history and origin of Ethics and CSR in the context of industrial revolution to modern day SDG framework
CLO-3	Be aware of the Ethics, Governance and CSR best practices of reputed companies
CLO-4	Learn from local companies' Ethical, Governance and CSR practices
CLO-5	Evaluate the impact of Business Ethics, Corporate Governance and CSR in fostering long term business sustainability.

### Mapping of CLOs to PLOs

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	3	3	3	2	1
CLO-2	3	3	2	3	1
CLO-3	3	3	3	3	3
CLO-4	2	2	2	2	3
CLO-5	3	2	2	3	3
Average	3	3	2.5	3	2.5

(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
<b>1. Introduction</b> The Meaning and Importance of Business Ethics and Corporate Social Responsibility, Evolution of Ethics, Corporate Governance and CSR.	6	Lecture	Test	1
<b>2. Roots and basis of CSR activities</b> SDG framework, goals and targets.	6	Lecture & Class Participation	Assignment & Test	2
<b>3. SDG Goals and targets</b>	15	Lecture & Group Discussion	Assignment & Test	3
<b>4. Presentations and reflections on SDG and relationships with</b>	6	Lecture	Test & Quiz	3

<b>Ethics &amp; CSR by different local and international companies.</b>				
<b>5. The evolving role of stockholders</b> Arguments for and against CSR, CSR examples from local and international firms.	3	Lecture	Test & Quiz	3
<b>6. The Role of Stakeholders in Ethics, Governance &amp; CSR</b> Stakeholder advocacy, The role of business in society, Consumers' awareness and willingness to pay for socially responsible corporate behavior.	3	Lecture	Test & Quiz	3
<b>7. Success and failure with Ethics, Governance and CSR initiatives</b> Corporate response to citizen demands via CSR, The five stages of organizational growth in CSR.	3	Lecture, Problem solving	Test & Quiz	3
<b>8. Strategy and Ethics, Governance &amp; CSR</b> The Strategic Importance of CSR Implementation, Environmental and other global forces propelling CSR, Impact of globalization and communications technologies.	3	Lecture and Group Discussion	Test	3

### Textbook(s)

Andrew Crane, Dirk Matten, Laura Spence, *Corporate Social Responsibility*, Routledge.

### Reference(s)

1. Pushpa Sundar, *Business and Community*. Sage publications
2. Philip Kotler, Nancy R. Lee, *Corporate Social Responsibility*, Wiley publications
3. Mazumder, *Corporate Social Responsibility in Emerging Countries*, UPL.

### Assessment and Evaluation

Bloom's Category	Assignments/ Participation Viva	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	05	05	05	15
Understand	0	05	05	05	20
Apply	05	0	05	10	20
Analyze	10	0	05	05	15
Evaluate	10	0	0	05	15
Create	05	0	0	10	15
Total	30	10	20	40	100

### MGT-0413-410: Disaster and Environmental Management



### **Credit Hours: 3**

#### **Course Rationale:**

In the modern interconnected world, businesses and organizations are affected by a wide range of hazards, both natural and human-made, that have catastrophic impacts on society and business at local, national and international levels. Business organizations increasingly need to anticipate the likelihood and consequences of such events and take precautions and remedial steps as the situation calls for. This course is aimed at teaching the students how management can assist the organizations in avoiding drastic losses as well as ensuring the continuance of the business activities.

#### **Course Description**

This course is about contemporary field of environmental policy, planning and management and how natural ecosystems are used and managed. The course will introduce students to the dominant management models that have been applied historically. This work will set the scene for an analysis of contemporary approaches to environmental policy making, planning and management. The course will enable students to see the long-term benefits of disaster and environment management over the immediate cost of it.

#### **Course Learning Outcomes (CLO)**

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

CLO-1	Gain conceptual understanding of disasters, approaches of Disaster Management and develop necessary skills to respond to disaster
CLO-2	Understand environmental management approaches in relation to the major principles of sustainable development,
CLO-3	Create environmental management analysis outputs of professional quality, both independently and within team environments.
CLO-4	Develop skills and knowledge for translating the theory and concepts of resource and environmental management into practice relevant to communities and workplaces today.

#### **Mapping of CLOs to PLOs**

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	3	3	2	2	1
CLO-2	3	3	3	2	1
CLO-3	3	3	3	3	2
CLO-4	2	3	3	3	2
Average	3	3	3	2.5	1.5

(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
<b>1. Introduction to Disaster Management</b> Introduction, Brain storming, Group formation, History of disasters, Concepts and definitions, Hazard, Risk, Vulnerability, Capacity, Disaster & equations of disaster management, Types & classification of disasters, Factors responsible for disasters like flood, Cyclone and earthquake.	6	Lecture & Class Participation	Test	1
<b>2. Effect and Impact of Disaster</b> Effect and impacts of disasters (group work), Disasters impact: social, Economic, Political, Environmental, Health, Psychosocial, etc., Differential impacts- in terms of caste, class, gender, age, location, disability, Disaster is the causes of destruction disaster leads to development.	6	Lecture, Documentary / TV News Reports & Class Participation	Assignment & Test	2
<b>3. Global warming and climate change</b> Concept and understanding of global warming and climate change, Causes and factors, Remedial measures.	6	Lecture, Documentary / TV News Reports & Group Discussion	Assignment & Test	3
<b>4. Disaster Risk Management</b> Hazard analysis and assessment, Vulnerability analysis, Resource capability assessment, Mapping & seasonality calendar, Structural and non-structural assessment, Task forces with various roles for DRR.	9	Lecture, Documentary / TV News Reports	Test & Quiz	3
<b>5. Humanitarian Charter and</b>	9	Lecture &	Test	3

<b>Minimum Standards in Humanitarian Response</b> The humanitarian charter, Protection principles, Core standards, Water, Sanitation & hygiene promotion, Food security & nutrition, Health services, Health services, Shelter and settlement.		Group Discussion		
<b>6. Disaster Management Projects</b> Adapting climate change, Disaster resilience structures and buildings, It in disaster management, Interrelationship between disasters and development, Urban disaster, Rain water harvesting, Inclusions- disability, Aged, Social etc.	9	Lecture, Documentary / TV News Reports	Assignment & Test	4

### Textbook(s)

Coppola, D. P. *Introduction to international disaster management*, Elsevier.

### Reference(s)

1. Hodgkinson, P. E., & Stewart, M., *Coping with catastrophe: A handbook of disaster management*, Taylor & Frances/Routledge.
2. Shaw, R. (Ed.), *Community based disaster risk reduction*, Emerald Group Publishing.

### Assessment and Evaluation

Bloom's Category	Assignments/ Participation Viva	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	05	05	05	15
Understand	0	05	05	05	15
Apply	05	0	05	10	20
Analyze	10	0	05	05	20
Evaluate	10	0	0	05	15
Create	05	0	0	10	15
Total	30	10	20	40	100

## **MGT-0413-431: Change Management**

**Credit Hours: 3**

### **Rationale of the course**

Change is the only constant phenomenon that we experience in the business world. It is critical that the managers in the organizations understand change, promote change, cope with change, and value change.

### **Course Description**

The aim of this course is to introduce the participants to the subject of organisational change / organisational transformation, in modern business contexts. It focuses on the topics of organisational change, innovation and transformation. The participants of this course will explore the major theoretical and empirical contributions to the field and their implications for practitioners and use case studies to develop analysis and problem-solving skills.

### **Course Learning Outcomes (CLO)**

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

CLO-1	Describe the nature of innovation and change in organisations
CLO-2	Describe the key processes and components in managing change in an organizational context.
CLO-3	Critically review, analyze, evaluate, and apply organizational change research, theories, strategies, and methodologies.

### **Mapping of CLOs to PLOs**

CLO/PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	3	3	3	1	1
CLO-2	3	3	3	3	3
CLO-3	3	3	3	3	3
Average	3	3	3	2.5	2.5

(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
<b>1. Managing change: a process perspective</b> Process models of change, Leading change	4.5	Lecture & Class Participation	Quiz	1
<b>2. Recognizing the need for change and starting the change process</b> Patterns of change,	6	Lecture & Class Participation	Assignment & Test	1 & 2



recognizing a need or opportunity for change, Starting the change, Building change relationships				
<b>3. Diagnosing what needs to be changed</b> Diagnosis, gathering and interpreting information	6	Lecture & Group Discussion	Assignment & Test	1 & 2
<b>4. Leading and managing the people issues</b> the role of leadership in change management, Power, politics and stakeholder management, Communicating change, Motivating others to change, Supporting others through change.	6	Lecture	Quiz	1
<b>5. Planning and preparing for change</b> Shaping implementation strategies, Developing a change plan, types of intervention, Action research, training and development, High performance management, Business process re-engineering, Lean, Culture profiling, Selecting interventions.	4.5	Lecture & Class Participation	Assignment & Test	1 & 3
<b>6. Implementing change and reviewing progress</b> implementing change, reviewing and keeping the change on track	6	Lecture & Group Discussion	Quiz	3
<b>7. Sustaining change</b> Making change stick, Spreading change	6	Lecture & Class Participation	Test	3

### Textbook(s)

John Hayes, *The Theory and Practice of Change Management*, Palgrave Macmillan.

### Reference(s)



### Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	20	05	05	30
Understand	10	0	05	05	20
Apply	05	05	05	05	20
Analyze	0	0	05	05	10
Evaluate	0	0	05	05	10
Create	0	0	05	05	10
Total	15	25	30	30	100

### MGT-0412-440: Insurance and Risk Management Credit Hours: 3

#### Rationale of the course:

The program teaches students critical skills and techniques for identifying, quantifying, and managing the ever-changing risks that individuals and businesses face in this modern world. And, it also helps them to understand different insurance policies available to minimize risk exposure.

#### Course Description

The aim of this course is to learn about basics of risk management and insurance decisions made by both individuals and enterprises.

#### Course Learning Outcomes (CLO)

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

CLO-1	Understand the nature of different types of risk, risk management techniques and operations of insurance company.
CLO-2	Identify, analyze and employ appropriate method for treating different types of risk exposures.
CLO-3	Select the appropriate insurance policy required for managing risk exposure of both individuals and enterprises.

#### Mapping of CLOs to PLOs

CLO/PLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	3	3	3	1	1
CLO-2	3	3	3	3	3
CLO-3	3	3	3	3	3
Average	3	3	3	2.5	2.5

(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
<b>1. Basic Concept in Risk Management and Insurance</b> Risk and its Treatment, Insurance and Risk, Introduction to Risk Management, Advanced Topics in Risk Management	4.5	Lecture & Class Participation	Quiz	1
<b>2. Risk Management Applications</b> Risk Management Decisions, Utility Theory and Risk Management Decisions, Decision Theory and Risk Management Decisions, The Rules of Risk Management, Risk Characteristics as Determinants of the Tool, The Special Case of Risk, Reduction,	6	Lecture & Class Participation	Assignment & Test	1 & 2
<b>3. The Insurance Device</b> The Nature and Functions of Insurance, Risk Sharing and Risk Transfer, Insurance Defined from the Viewpoint of the Individual, Insurance Defined from the Viewpoint of Society, The Economic Contribution of Insurance, Elements of an Insurable Risk	6	Lecture & Group Discussion	Assignment & Test	1 & 2
<b>4. The private insurance industry</b> Types of Insurers and Marketing Systems, Insurance Company Operations Financial Operations of Insurers, Government Regulation of Insurance	6	Lecture & Class Participation	Quiz	1
<b>5. Legal principles in risk and insurance</b> Fundamental Legal Principles, Analysis of Insurance Contracts	4.5	Lecture & Class Participation	Assignment & Test	1 & 3
<b>6. Life and health risks</b>	6	Lecture &	Quiz	3



Life Insurance, Life Insurance Contractual Provisions, Buying Life Insurance, Annuities and Individual Retirement Accounts, , Employee Benefits: Group Life and Health Insurance, Social Insurance		Group Discussion		
<b>7. Personal property and liability risks</b> The Liability Risk, Homeowners Insurance, Auto Insurance, Auto Insurance and Society, Other Property and Liability Insurance Coverage.	6	Lecture & Class Participation	Test	3
<b>8. Commercial property and liability risks</b> Commercial Property Insurance, Commercial Liability Insurance, Crime Insurance and Surety Bonds, Surety Bonds and Trade Credit Insurance	6	Lecture and Group Discussion	Test	3

#### **Textbook(s)**

George E Rejda & Michael McNamara, *Principles of Risk Management and Insurance*, Pearson.

#### **Reference(s)**

Emmett J. Vaughan & Therese M. Vaughan, *Fundamentals of Risk and Insurance*, Wiley.

#### **Assessment and Evaluation**

<b>Bloom's Category</b>	<b>Assignments</b>	<b>Quizzes</b>	<b>Mid-term (Test)</b>	<b>Final-term (Test)</b>	<b>Total</b>
Remember	0	20	05	05	30
Understand	10	0	05	05	20
Apply	05	05	05	05	20
Analyze	0	0	05	05	10
Evaluate	0	0	05	05	10
Create	0	0	05	05	10
Total	15	25	30	30	100

**MGT-0413-465: International Human Resource Management**  
**Credit Hours: 3**

**Course Rationale:**



This course is offered to enable the students develop a critical understanding of the role and functions of HR in international context as well as to address the literature on International and Strategic HRM practices in MNCs.

### Course Description

The course examines key International HR processes including staffing, communication, training, compensation, workflow, employee relations, and change. It explores the process of Human Resource Management (HRM) from a strategic perspective using case studies.

### Course Learning Outcomes (CLO):

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

CLO-1	Understand the importance of changes in the global organization of firms and international workforce for HRM policy choices.
CLO-2	Demonstrate a detailed understanding of the key analytical concepts and models in international HRM and understand global and regional cultural differences and sensitivities.
CLO-3	Evaluate the different approaches to and strategies for HRM in international business activities, and their impact on employees.
CLO-4	Evaluate the problems of transferring HRM practices from one country to another and the role of MNCs as agents of knowledge transfer.

### Mapping of CLOs to PLOs

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	3	2	3	2	2
CLO-2	3	3	3	2	3
CLO-3	3	3	2	3	1
CLO-4	2	1	3	3	3
Average	3	2.5	3	2.5	2.5

(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
<b>1. Introduction to International Human Resource Management</b> Definition IHRM and key terms, Expatriate assignment management, Differences between domestic & IHRM, Complexity & increasing challenges to existing IHRM practices and models.	6	Lecture & Class Participation	Quiz	1
<b>2. The Cultural Context of</b>	3	Lecture &	Test & Quiz	1, 2





<b>International HRM</b> Definitions of culture, Cultural concepts, Results of various intercultural management studies: Hofstede, GLOBE, Trompenaars, & others, Reflections on cross-cultural management research, Development of cultures.		Class Participation		
<b>3. The Organizational Context of International HRM</b> Issues of standardization & localization, Structural responses to international growth, Control & coordination mechanisms (including cultural control), The effect of responses on HRM approaches & activities.	6	Lecture	Test & Quiz	1, 2
<b>4. IHRM in Cross-Border Mergers &amp; Acquisitions, International Alliances and SMEs</b> Cross-border alliances, Equity-based alliances (M&As, IJVs), Globalizing SMEs.	3	Lecture & Group Discussion	Test & Quiz	1, 2, 3
<b>5. Sourcing Human Resources for Global Markets</b> Issues related to approaches to staffing foreign operations, Reasons for international assignments, Types of international assignments, Expatriate & non-expatriate roles in supporting international business activities.	4.5	Lecture & Class Participation	Test & Assignment	1, 2, 3, 4
<b>6. International Performance Management</b> Multinational performance management at the global & local level, Performance management as part of a MNE's control system, Factors associated with expatriates' performance.	4.5	Lecture	Test & Assignment	1, 2, 3, 4
<b>7. International Training,</b>	6	Lecture	Test &	1, 2, 3, 4

<b>Development and Careers</b> Role of training to support expatriate adjustment & on-assignment performance, Components of pre-departure training programs, Relocation assistance & training for trainers, Effectiveness of pre-departure training, Developmental aspect of international assignments, Training & developing international management teams, Trends in international training & development.			Assignment	
<b>8. International Compensation</b> Complexities caused by moving compensation from a domestic to an international context, Components of an international compensation program, Approaches to international compensation, The special problem areas of taxation, The problem of managing TCN compensation.	4.5	Lecture	Test & Quiz	1, 2, 3, 4
<b>9. International Industrial Relations and the Global Institutional Context</b> Issues in international industrial relations & the policies & practices of MNEs, Influence of trade unions on MNEs, Recent trends & issues in the global workforce context, Formation of regional economic zones (e.g., the EU) & the impact of opponents to globalization, Present issues of codes of conduct & NGOs as MNEs, HR implications of offshoring.	4.5	Lecture	Test	1, 2, 3, 4
<b>10. IHRM Trends and Future Challenges</b> International business ethics &	3	Lecture & Class Participation	Test	1, 2, 3, 4

HRM, Mode of operation & IHRM, Ownership issues relating to IHRM, Safety and security & terrorism issues.				
---	--	--	--	--

### Textbook(s)

1. Dowling, P., & Welch, D. E., *International human resource management*, Thomson.
2. Gannon, M. J., & Pillai, R. (2016). *Understanding global cultures: Metaphorical journeys through 34 nations, clusters of nations, continents, and diversity*, SAGE.

### Reference(s)

1. Tony Edwards and Chris Rees, *International Human Resource Management: Globalization, National Systems and Multinational Companies*, Pearson.
2. K. Aswathappa and Sadhna Dash; *International Human Resource Management: Text and Cases*, McGraw Hill.
3. Paul Sparrow, Chris Brewster and Hilary Harris, *Globalizing Human Resource Management*, Routledge.

### Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Mid-term (test)	Final-term (test)	Total
Remember	0	10	05	05	20
Understand	05	05	05	05	20
Apply	05	05	0	10	20
Analyze	05	0	05	05	15
Evaluate	0	0	05	10	15
Create	05	0	0	05	10
Total	20	20	20	40	100

### MGT-0413-471: Seminar in Management

**Credit Hours: 3**

### Rationale of the course

The course seeks to develop scholarly skills to be used in future research. The class requires significant contributions by student participants in reading about, discussing, evaluating, and generating management theory.

### Course Description

The course will present ongoing advanced topics not adequately available in established courses and textbooks. Students will be challenged with open-ended questions to prepare them advanced analytical and narrative capability. Various articles and recent research will be the focus of discussion in the seminars. Students will be expected to prepare their own seminar papers at the end of the course. Students may also conduct qualitative or quantitative research on a topic in any area of management.



### Course Learning Outcomes (CLO)

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

CLO-1	Trace the contemporary theories and practices of management.
CLO-2	Conduct research in any area of management.
CLO-3	Prepare a report and present the findings of study in front of a diverse audience.
CLO-4	Disseminate the implications of the research and recommend necessary measures.

### 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	3	3	3	1	2
CLO-3	3	3	2	2	2
CLO-4	3	1	2	3	2
Average	3	2.5	2.5	2	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
Contemporary Trends and Challenges of Business Strategy and management, The employment relationship, Managing and retaining talent, Organizational and individual creativity, HR analytics, Psychological empowerment, Employee work engagement.	9	Lecture & Class Participation	Test & Assignment	1, 2
Developing a Research Proposal.	6	Lecture	Test & Assignment	2, 3
Conducting Literature Survey.	6	Lecture	Test & Assignment	1, 2, 3
Developing Conceptual Research Model- Writing Research Questions / Hypotheses.	6	Lecture & Class Participation	Test & Assignment	2, 3



Qualitative / Quantitative Research and Design of Field Research.	3	Lecture	Test & Assignment	2, 3
Design of Interviews / Questionnaires for Field Research.	3	Lecture & Class Participation	Test & Assignment	2, 3
Interviewing Skills and Techniques.	3	Lecture & Class Participation	Test & Assignment	2, 3
Analyzing Collected Data in Relation to Research Objectives / Questions / Hypotheses.	3	Lecture & Class Participation	Test & Assignment	1, 2, 3
Reporting Research Findings, Implications, and Conclusion.	3	Lecture	Test & Assignment	1, 2, 3, 4
Presenting the Research Project Outcomes.	3	Lecture	Test & Assignment	2, 3, 4

### Textbook(s)

1. Mark Easterby-Smith, Richard Thorpe and Paul R Jackson, *Management Research*, SAGE Publications.
2. Mark Easterby-Smith, Lena J. Jaspersen, Richard Thorpe and Danat Valizade, *Management and Business Research*, SAGE Publications
3. Creswell, J. W., *Research design: Qualitative, quantitative, and mixed methods approaches*, Thousand Oaks, CA: Sage.
4. Stephen P. Robbins and Mary Coulter, *Management*, Prentice Hall of India.
5. David Whetten & Kim Cameron, *Developing Management Skills*, Pearson Education
6. Newstrom, J.W, & Davis, K. *Organizational Behaviour: Human Behaviour at Work*. McGraw Hill Education.

### Reference(s)

A number of readings comprised of seminal work, highly-cited articles, and review pieces will be discussed at length in this seminar. The course instructor will carefully select relevant materials that will provide the students with deeper and broader understanding in each area of management.

### Assessment Procedure:

Bloom's Category	Assignments	Quizzes	Mid-term (test)	Final-term (test)	Total



Remember		10	05	05	20
Understand	05	05	05	05	20
Apply	05	05		10	20
Analyze	05		05	05	15
Evaluate			05	10	15
Create	05			05	10
Total	20	20	20	40	100

## **MGT-0412-480: International Financial Management**

**Credit Hours: 3**

### **Rationale of the course:**

International financial management offers students a unique opportunity to acquire a comprehensive perspective and understanding of finance's evolving position and nature in the global marketplace.

### **Course Description:**

Students should be able to learn the nature and purpose of financial management in the international context, the techniques available and to have an appreciation of the underlying theories of modern finance

### **Course Learning Outcomes (CLO):**

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

CLO-1	Structure the finances of an international business according to best practice of finance technique & understand the Concept of FDI.
CLO-2	Understand the exchange rate & basic parity relationships in international finance.
CLO-3	Understand the issues affecting the cost of capital & capital budgeting internationally.
CLO-4	Understand the difference between translation, transaction and operating exposure of foreign exchange risk; be able to manage transaction risk.

### **Mapping of CLOs to PLOs:**

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

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

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

Topic	Hours	Teaching-Learning	Assessment Strategy	Corresponding CLOs
-------	-------	-------------------	---------------------	--------------------



		<b>Strategy</b>		
<b>1. Introduction</b> Multinational Financial Management: An Overview, Managing the MNC-Agency Problem, Structure & Governance, Theory of International Business, Methods of International Business, Valuation Model for MNC.	3	Lecture	Test	1
<b>2. International Flow of Funds</b> Current Account, Capital Account; Factors Affecting International Trade Flows.	6	Lecture & Class Participation	Assignment & Test	1,2
<b>3. International Financial Market</b> History of Foreign Exchange & Motives for Investing in Foreign Markets; Foreign Exchange Transactions, Foreign Exchange Market, International Money Market, International Stock Market, International Bond Market.	3	Lecture & Group Discussion	Assignment & Test	1,2
<b>4. Currency Derivatives</b> Forward Market; Future Contract, Currency Future Market, Currency Option Market-call Option, Put Option, Contingencies, Graph for Currency Option, Conditional Currency Option.	3	Lecture	Test & Quiz	1,2
<b>5. Government influence on exchange Rates</b> Exchange Rate System, Fixed, Freely Float, Managed Float, and Pegged, Dollarization, Government Intervention, Intervention as policy tools.	3	Lecture	Test & Quiz	1, 2
<b>6. International Arbitrage and Interest Rate Parity</b> Locational Arbitrage, Triangular Arbitrage & Covered Interest Arbitrage	3	Lecture	Test & Quiz	2
<b>7. International Arbitrage and IRP</b> Locational, Triangular & Covered Interest Arbitrage, Interest Rate Parity. Relationships Among Inflation,	6	Lecture, Problem Solving	Test and Quiz	2

Interest Rates, and Exchange Rates.				
<b>8. Measuring Exposure to Exchange Rate Fluctuation</b> Types of Exposure, Translation Exposure, Economic Exposure, Transaction Exposure.	3	Lecture and Group Discussion	Test	4
<b>9. Multinational Capital Budgeting</b> Subsidiary versus Parent Perspective, Input for Multinational Capital Budgeting, Factors in Multinational Capital Budgeting, Other Types of Multinational Restructuring.	3	Lecture and Group Discussion	Test	3
<b>10. Multinational Cost of Capital &amp; Capital Budgeting</b> Back Ground of Cost of Capital, Cost of Capital for MNC, Cost of Capital across Countries, and Using Cost of Capital to assess Foreign Projects, MNC Capital Structure Decision.	3	Lecture and Group Discussion	Test	3
<b>11. Long Term Financing</b>	3	Lecture and Group Discussion	Test	3
<b>12. Short term Financing</b>	6	Lecture	Assignment.	4

### Textbook(s)

Jeff Madura, *International Financial Management*, Southwestern Thomson Learning.

### Reference(s)

A.C. Shapiro, *Multinational Financial Management*, John Wiley & Sons, Inc.

### Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	10	0	05	15
Understand	05	10	05	05	25
Apply	0	0	05	10	15
Analyze	05	05	05	10	25
Evaluate	0	0	05	05	10
Create	05	0	0	05	10
Total	15	25	20	40	100





## **MGT-0413-481: Advanced Supply Chain Management**

**Credit Hours: 3**

### **Course Rationale:**

This Advanced Supply Chain Management is an advanced course in the field of Operations Research & Operations Management. This course will provide students with the knowledge and the tools necessary to develop, implement, and sustain strategies for managing supply chain issues.

### **Course Description**

This Advanced Supply Chain Management is an advanced course in the field of Operations Research & Operations Management. This course will provide students with the knowledge and the tools necessary to develop, implement, and sustain strategies for managing supply chain issues. The topics include building a strategic framework to analyze supply chains, designing the supply chain network, planning demand and supply, managing inventories, sourcing, transporting, pricing and revenue management, and coordinating a supply chain.

### **Course Learning Outcomes (CLO)**

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

CLO-1	Conceptualize supply chain designs, which are aligned with business models for manufacturing and service companies.
CLO-2	Understand overall Inventory Management, tools and techniques.
CLO-3	Comprehend the distribution strategies to balance responsiveness and efficiency.
CLO-4	Gain the ability to use 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	3	2	1
CLO-2	3	3	2	3	1
CLO-3	3	3	3	3	3
CLO-4	2	2	2	2	3
Average	3	3	2.5	2.5	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
<b>1. Introduction to SCM</b> What is SCM, Growing importance of SCM, Process views of SCM, Cycle views, Push/Pull views,	3	Lecture	Test	1



Macro Processes of SCM, CRM, ISCM, SRM.				
<b>2. Inventory management, planning and control</b> Inventory management principles, 3 step process Functions / types of inventory, based on functions or purpose and forms, Inventory value classification schemes, critical value analysis and ABC inventory analysis, EOQ model, between perpetual Q model and periodic P model, Key components of annual inventory carrying cost and annual ordering cost, EOQ level calculation: TC, Cycle time, ROL.	3	Lecture & Class Participation	Assignment & Test	2
<b>3. Power Transportation management in SCM</b> Logistics, distribution, Importance of transportation decisions, questions Logistics, international logistics, Third-party logistics company The parties in transportation, role and importance, Mode of transportation, multimodal transport.	12	Lecture & Group Discussion	Assignment & Test	3
<b>4. Management Advance issues in SCM domain</b> Total system approach, From product driven to volume driven to knowledge driven (The Evolution of Supply Chain Management Disciplines.	3	Lecture	Test & Quiz	3
<b>5. Strategic Choice issues and options</b> Designing a distribution network, outsourcing and offshoring, extent of vertical integration, lean supply chain management.	3	Lecture	Test & Quiz	3
<b>6. Aggregate planning of SCM</b> Production, outsourcing, inventory, and backlogs.	6	Lecture	Test & Quiz	4

<b>7. Sales and Operation planning</b> Supply chain coordination and the bullwhip effect.	6	Lecture and Group Discussion	Test	4
<b>8. Organizational IT and SCM</b> SCM Performance assessment, drivers and metrics.	3	Lecture and Group Discussion	Test	4

### Textbook(s)

Sunil Chopra and Peter Meindl, *Supply Chain Management*, Pearson.

### Reference(s)

1. Hokey Min, *Supply Chain Management*, FT Press.
2. Richard E. Crandall, Richard E. Crandall, William R. Crandall, Charlie C. Chen, *Principles of Supply Chain Management*, CRC Press.

### Assessment and Evaluation

Bloom's Category	Assignments/ Participation Viva	Quizzes	Mid-term (Test)	Final-term (Test)	Total
Remember	0	05	05	05	15
Understand	0	05	05	05	20
Apply	05	0	05	10	20
Analyze	10	0	05	05	15
Evaluate	10	0	0	05	15
Create	05	0	0	10	15
Total	30	10	20	40	100

## MGT-0413-400L: Software Applications in Management

**Credit Hours: 2**

### Course Rationale:

This course is offered to provide hands-on experience of the common software applications used by organizations in their different functional areas to assist decision-making.

### Course Objective:

This is a computer lab-based course and the aim of this course is to offer students the chance to gain hands-on experience on business management software that are designed to automate the majority of day-to-day business operations.

### Course Learning Outcomes (CLO)

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

CLO-1	Understand the latest concepts and tools of management information systems.
CLO-2	Understand the use of various types of information systems at various levels of the organizations to facilitate smooth business operations.



CLO-3	Use technology to solve managerial decision-making problems as well as create competitive advantage for the 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	3	3	3	3	1
CLO-3	2	3	3	3	3
Average	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
<b>1. Accounting Software</b> Manages core financial data for billing and invoicing and financial reports such as profit and loss, cash flow statement and balance sheet. Connect with modules for purchase orders, inventory etc.	5	Lecture and practical class	Assignment & Test/Quiz	1, 2, 3
<b>2. Content Management Software</b> Upload, store, share and back up business documents and files. Manage everything from purchase orders to client and employee information and performance records.	4	Lecture and practical class	Assignment & Test/Quiz	1, 2, 3
<b>3. Customer Relationship Management (CRM) Software</b> CRM manages functions including client contact management, customer service and support, help desk, field service management and more.	5	Lecture and practical class	Assignment & Test	1, 2, 3
<b>4. Human Resource (HR) Management Software</b> Manages core HR functions including benefits administration, personnel	5	Lecture and practical class	Assignment & Test	1, 2, 3

tracking and payroll.				
<b>5. Inventory management Software</b> Automate processes for ordering, storing and tracking inventory. Monitor on-hand inventory balances, track raw materials and stocked items, manage lots, sales and purchase orders.	6	Lecture and practical class	Assignment & Test/Quiz	1, 2, 3
<b>6. Scheduling</b> Create and maintain employee schedules, assign workers to shifts, track attendance, manage customer service delivery and dispatch schedules for field service workers. Features include calendar management, automatic reminders and time-clock management.	5	Lecture and practical class	Assignment & Test	1, 2, 3
<b>7. Workflow management</b> Define, control and automate business workflows. Features include task and time tracking, automatic notifications, graphical process modeling, role-based access and reporting.	5	Lecture and practical class	Assignment & Test	1, 2, 3

### Textbook(s)

Kenneth Laudon and Jane Laudon, *Management Information Systems: Managing the Digital Firm*, Macmillan, New York.

### Reference(s)

1. James O'Brien, *Management Information Systems*, McGraw Hill, New York.
2. Keri E. Pearlson and Carol S. Saunders, *Strategic Management of Information Systems*, Wiley, Hoboken.
3. Hossein Bidgoli, *MIS*, Cengage Learning, Boston.

### Assessment and Evaluation

Bloom's Category	Assignments	Quizzes	Practical	Mid-term (Test)	Final-term (Test)	Total
Remember	0	05	0	05	05	15
Understand	05	05	0	05	10	25
Apply	10	0	10	0	10	30



Analyze	05	0	0	05	05	15
Evaluate	0	0	0	05	05	10
Create	0	0	0	0	05	05
Total	20	10	10	20	40	100

## **LFE, Internship/Research Project**

### **LFE-0111-201: LIVE-IN-FIELD EXPERIENCE**

**Credit Hours: 3**

#### **Rationale of the Course:**

The knowledge at the tertiary level is not inclusive unless it is associated with practicality. Hence, this field-based course has been designed with a view to providing the students with first-hand knowledge on the ground realities of the industry.

#### **Course Description:**

Industrialization and globalization are creating job opportunities. But due to a lack of industry-oriented education, graduates are lagging behind, and these jobs are filled with people from abroad, as a result of which a huge amount of foreign currency leaves the country each year, which is contributing to the chain of unemployment in Bangladesh.

This course will try to bridge this gap between theoretical knowledge and industry practices and introduce the students to more on the ground realities. It will also expose students to various industries and employment opportunities, and help them in their career decision making processes. Students will also know the philosophy and psychology of university education and employment.

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

<b>PLO/CLO</b>	<b>PLO-1</b>	<b>PLO-2</b>	<b>PLO-3</b>	<b>PLO-4</b>	<b>PLO-5</b>
CLO-1	2	2	2	2	3
CLO-2	2	2	1	3	2
CLO-3	3	2	2	2	3
Average	2.5	2	2	2.5	3

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

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

<b>Topics</b>	<b>Hours</b>	<b>Teaching-Learning Strategy</b>	<b>Assessment Strategy</b>	<b>Corresponding CLO</b>
Introductory Session	2	Lecture	Test and Exam	1, 2, 3
Professional Ethics:	2	Lecture	Test and Exam	1, 2, 3



Part I				
Professional Ethics: Part II	2	Lecture	Test and Exam	1, 2, 3
Academic Ethics	2	Lecture	Test and Exam	1, 2, 3
Impacts of Brain Drain	2	Lecture	Test and Exam	1, 2, 3
Education Sector: Part I	2	Lecture	Test and Exam	1, 2, 3
Education Sector: Part II	2	Lecture	Test and Exam	1, 2, 3
Briefing Session 1: Group Assignment	2	Lecture and Participation	Assignment	2, 3
Employment Sector	2	Lecture	Test and Exam	1, 2, 3
Class Test # 1 and Feedback	2	Lecture	Test	1
Urbanization and Employment	2	Lecture	Test and Exam	1, 2, 3
Porter's 5 Force Analysis	2	Lecture	Test and Exam	1, 2, 3
Sustainable Development Goals (SDGs): Part I	2	Lecture	Test and Exam	1, 2, 3
Mid-Term Exam	2	Lecture	Exam	1
Briefing Session 2: Group Assignment	2	Lecture and Participation	Assignment	2, 3
Sustainable Development Goals (SDGs): Part II	2	Lecture	Test and Exam	1, 2, 3
Importance of Infrastructur e	2	Lecture	Test and Exam	1, 2, 3
Digital Infrastructur e and Inclusion	2	Lecture	Test and Exam	1, 2, 3
Economy and Production	1.5	Lecture	Test and Exam	1, 2, 3

Cycle				
Social and Economic Impacts of Covid-19	1.5	Lecture	Test and Exam	1, 2, 3
Class Test # 2 and Feedback	1.5	Lecture	Test	1
Briefing Session 3: Group Assignment	1.5	Lecture and Participation	Assignment	2, 3
Course Summary Session # 1	1.5	Participation	Exam	1, 2, 3
Course Summary Session # 2	1.5	Participation	Exam	1, 2, 3

#### **Assessment Procedure and Evaluation:**

<b>Bloom's Category</b>	<b>Attendance (10)</b>	<b>Assignment (20)</b>	<b>Presentation (10)</b>	<b>Class Tests (30)</b>	<b>Mid-Term Exam (15)</b>	<b>Final Exam (25)</b>	<b>Total (100)</b>
Remember				10			10
Understand	05	05	05	10	05	05	35
Apply					05	05	10
Analyze				10	05	05	20
Evaluate	05		05			05	15
Create		05				05	10

**Grading System:** As per UGC recommendation

#### **BBA -0111-496: INTERNSHIP**

**Credit Hours: 6**

#### **Rationale of the Course:**

Industrialization and globalization are creating job opportunities. But due to a lack of industry-oriented education, graduates are lagging behind, and these jobs are filled with people from abroad, as a result of which a huge amount of foreign currency leaves the country each year, which is contributing to the chain of unemployment in Bangladesh.

This course will try to bridge this gap between theoretical knowledge and industry practices and introduce the students to more on the ground realities. This course allows students to gain direct experience, enhance their employability and develop network with professionals.

#### **Course Description:**





This course is designed to provide the students an opportunity to get acquainted with the workplace environment. It also gives the students a chance to find out how to apply the classroom knowledge in solving practical problems.

### Course Learning Outcomes (CLO):

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

CLO1	Know how to apply the classroom knowledge in solving practical problems.
CLO2	Understand workplace environment;
CLO3	Write a report.

### 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
Average	3	3	2.5	2	3

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

### Procedure of the program

- Students will submit a report on completion of their internship program and present it before the board.
- 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:
  - Forwarding Letter (Issued by the business school): After completion of 126 credit hours.
  - Duration of Internship: Three Months (90 hours).
  - Internship Start: Within second week of each semester.
  - Report Preparation: One week before final submission, a draft copy must be submitted to the supervisor for proof reading and correction.
  - Report Submission and Presentation: During semester final examination.
- 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.
- A list of supervisor will be published at the beginning of the semester.
- 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.
- 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 Procedure 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

## **BBA -0111-497: RESEARCH PROJECT**

**Credit Hours: 6**

### **Rationale of the Course:**

This course is designed to prepare the students to conduct independent research.

### **Course Description:**

This course is designed to provide the students an opportunity to get acquainted with the corporate 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 corporate research.
CLO2	Generate information through research;
CLO3	Write a research report.

### **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
Average	3	3	2.5	2	3

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

### **Procedure of the research program**

Using one or a variety of methods, students will collect original data and contribute to problem solving in the field of business. The steps of the research project should be as follows;

1. The research topic should be selected in consultation with supervisor(s);
2. The precise research question(s) 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 Procedure and Evaluation:**



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

**Grading System:** As per UGC recommendation

## **Part-D**

### **Grading Policy**

**Grading Scale & Grades:**

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

<b>Numerical Grade</b>	<b>Letter Grade</b>		<b>Grade Point</b>
80% and above	A+	(A Plus)	4.00
75% to less than 80%	A	(A regular)	3.75
70% to less than 75%	A-	(A minus)	3.50
65% to less than 70%	B+	(B Plus)	3.25
60% to less than 65%	B	(B regular)	3.00
55% to less than 60%	B-	(B minus)	2.75
50% to less than 55%	C+	(C Plus)	2.50
45% to less than 50%	C	(C regular)	2.25
40% to less than 45%	D	(D regular)	2.00
Less than 40%	F	Fail	0.00

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

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

**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.



