

**DEPARTMENT OF MANAGEMENT STUDIES**  
**University of Rajshahi**  
**Structure of the BBA Courses for Academic Session: 2010-2011**  
**FIRST YEAR-2011**

Course No.	Course Title	Course No.	Course Title
<b>First Semester</b>		<b>Second Semester</b>	
MGT-101*	Introduction to Business	MGT-106*	Principles of Marketing
MGT-102*	Principles of Management	MGT-107*	Business Statistics
MGT-103*	Principles and Practices of Accounting	MGT-108*	General Commercial Law
MGT-104*	Micro Economics	MGT-109*	Macro Economics
MGT-105*	Principles of Finance	MGT-110	English for Business

**SECOND YEAR-2012**

Course No.	Course Title	Course No.	Course Title
<b>First Semester</b>		<b>Second Semester</b>	
MGT-201*	Business Communication (Answer shall be in English)	MGT-206*	Principles of Cost and Management Accounting
MGT-202	Labour Law	MGT-207*	Computer in Business
MGT-203*	Business Mathematics	MGT-208	Insurance and Risk Management
MGT-204*	Bangladesh Economics	MGT-209	Managerial Economics
MGT-205	Industrial Psychology	MGT-210	Financial Management

**THIRD YEAR-2013**

Course No.	Course Title	Course No.	Course Title
<b>First Semester</b>		<b>Second Semester</b>	
MGT-301	Business Environment	MGT-306	Marketing Management
MGT-302*	Taxation	MGT-307	Quantitative Analysis for Management
MGT-303	Operations Management	MGT-308	Entrepreneurship Development
MGT-304	Bank Management	MGT-309	Industrial Relations
MGT-305	Comparative Management	MGT-310	Small Business Management

**FOURTH YEAR-2014**

Course No.	Course Title	Course No.	Course Title
<b>First Semester</b>		<b>Second Semester</b>	
MGT-401	Advanced Management	MGT-406	Strategic Management
MGT-402	Quality Management	MGT-407	Business Ethics and Corporate Social Responsibility
MGT-403	Management Information System	MGT-408	Organizational Behavior
MGT-404	International Business and Management	MGT-409*	Research Methodology
MGT-405	Investment Analysis and Portfolio Management	MGT-410	Human Resource Management

\* CCH: Core Course for all Departments under the Faculty of Business Studies.

\*\*Students have to appear a viva-voce test at the end of 2nd semester in each year.

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**DETAILED SYLLABUS  
OF  
BACHELOR OF BUSINESS ADMINISTRATION  
IN  
MANAGEMENT STUDIES**

*BBA Program is of 4(four) years duration divided into 8(eight) semesters. Each academic session consists of two semesters. The program includes teaching of 40 (forty) course units. Out of 40 course units, 16 (sixteen) course units are core courses common to all the Departments under the Faculty. Five courses are offered in each semester. Each course carries 100 marks. Of the full marks of 100 for each course there is 60% marks for written examination at semester final and 30% marks for in-course test, home assignments, oral tests, etc, and 10% marks for class attendance. A three-hour written examination is held for each course at the end of each semester. Additionally, students have to appear a Viva-voce at the end of 2nd semester in each academic session. A full mark of 100 is given for each viva-voce. The results are published in grade earned and grade point average (GPA) at semester and/or session end. Students will undergo an internship program for three months and write a report, which shall be submitted, to the 4th year examination committee.*

**First Year First Semester**

**MGT-101 (CCH): INTRODUCTION TO BUSINESS**

1. Introduction: Definition-Features-Importance and scope to business and industry-Types of industry and commerce-Branched of commerce.
2. Location of business: Factors considered in selecting a suitable business site-Rural vs. Urban location.
3. Forms of business organization: Sole tradership-Partnership-Joint stock company-State Enterprise-Cooperative societies-Effectiveness of various types of business organization in Bangladesh.
4. Institutions for promotion of business: Support services of government institutions-Chamber of commerce and industry, trade associations-The Dhaka Stock Exchange. The Chittagong Stock Exchange and the Securities and Exchange Commission (SEC).
5. Trade practice in Bangladesh: Commercial policy-Import procedure-Export procedure formalities-Problems and measures to overcome them.
6. Business combination and integration: Types-Levels-Internal and external-Advantages and disadvantages-Growth of MNCs and EPZs in Bangladesh.

**Books Recommended:**

1. M.C. Shukla : Business Organization and Management
2. Khan and Arif : Essentials of Business Organization and Management
3. Richard Norman Owns : Business Organization and Combination
4. May and Baker : Introduction to Business.

*(Further references may be given by the course teacher)*

**MGT-102 (CCH): PRINCIPLES OF MANAGEMENT**

1. Introduction to management: Definition of management-Nature-Purpose and principles of management-Manual responsibility-Types of managers-Management process-Skills-Concepts of productivity-Effectiveness and efficiency-Is management a science or art? -Is management a profession?
2. Environment: Internal and external environment of organizations-Components of external environment-Managing environment.

## **BBA**

3. Planning: Meaning-Nature-Types-Limits to planning-Making planning effective.
4. Objectives: Nature of objectives-Management by objectives-Process of MBO-Setting objectives-Benefits and weakness of MBO.
5. Decision making: Decision making process-Problem and opportunity findings-Nature of managerial decision making-Other factors in decision making-Decision support systems.
6. Organizing: Meaning-Nature-Purpose-Types of organization-Organizational structure-Span of management-Departmentation-Delegation of authority-Centralization and decentralization-Coordination.
7. Leading: Human factors in management-Relevant theories-Creativity and innovation-Motivation-Leadership.
8. Controlling: Meaning-Nature-Principles-Control process-Types of control methods-Requirements of effective controls.

### **Books Recommended:**

1. Harold Koontz and Heinz Weihrich : Management
  2. Ricky W. Griffin : Management
  3. W. H. Newman : Administrative Action
  4. E. Dale : Management Theory and Practice
- (Further references may be given by the course teacher)*

## **MGT-103 (CCH): PRINCIPLES AND PRACTICES OF ACCOUNTING**

1. Introduction: Concept of accounting-Objectives of accounting-Branched of accounting-Accounting equation-Users of accounting information. Accounting cycle: Concept-Steps in accounting cycle-Concept of account-Types of account-Double entry accounting system-Journal-Ledger-Trial balance.
2. Adjusting the accounts: Concept of adjustments-Types of adjustment-Reasons of adjustments-Adjusting entries.
3. Worksheet: Concept of worksheet-Reasons of worksheet preparation-Worksheet problem exercise of service company-Closing entries-Reversing entries.
4. Account of merchandising company: Income statement-Balance sheet-Correction of errors.

## **BBA**

5. Special journals: Purchase journal-Sales journal-Cash book-Bank reconciliation statement.
6. Accounting of plant assets: Concepts and nature of plant assets-Depreciation-Factors affecting depreciation-Methods of depreciation.
7. Accounting for different types of organizations: Non-trading concern-Sole tradership and partnership.
8. Company accounting: Concepts-Types of shares-Issuance of shares.
9. Inventory accounting: Concept of inventory-Types of inventory-Methods of inventory calculation.

### **Books Recommended:**

1. Hermanson Etar : Accounting Principles
  2. Philip E. Fees and Carl S. Warren : Accounting Principles  
South Western Publishing  
Company, Cincinnati, 1984
  3. M. Khan : Advanced Accounting Vol. 1
  4. Nisownger and Fess : Accounting
  5. Welsch Newman and Zlatkovich : Intermediate Accounting
  6. Smith and Skonsers : Intermediate Accounting
- (Further references may be given by the course teacher)*

### **MGT-104 (CCH): MICRO ECONOMICS**

1. Nature and scope of economics-Economic law-Normative and positive economics-Utility-Low diminishing marginal utility.
2. Theory of demand: Demand curves-Elasticity of demand-Consumption-Consumer surplus-Indifference curve analysis.
3. Theory of supply: Supply curves-Elasticity of supply and its measurement-Exceptional supply curves.
4. Theory of production and cost: Production function-Diminishing returns>Returns to scales-Cost of production-Variou economic concepts of cost-Long run and short-run cost curves-Measurement of opportunity cost-Least-cost combination.
5. Theory of firm: Market structure-Equilibrium of firm and industry-Price determination under different market conditions.
6. Theory of distribution: Rent-Wages-Interest profit.

**Books Recommended:**

1. R.U. Lipsey : An Introduction to Positive Economics
2. R. M. Henderson and R. E. Quent : Micro Economic Theory
3. J. L. Hanson : A Text Book of Economics
4. K. R. Dowett : Modern Economic Theory
5. A. Samuelson Paul : Economics
6. Dominick Salvatore : Theory and Problems of Microeconomics

*(Further references may be given by the course teacher)*

**MGT-105 (CCH): PRINCIPLES OF FINANCE**

1. Finance: Conceptual framework-Financial decision making-Role of finance in a firm-Goal of financial management of a firm-Finance as a discipline-Agency Theory.
2. Time value of money: Basic concept-Computing present values-Future values.
3. Risk and return: Financial and business risk-Leverage and risk-Measuring risk-Probability distribution-Expected value-Standard deviation and co-efficient of variation-Risk premium-Risk and required return.
4. Valuation: Fundamental-Valuation of bonds-Valuation of common stock.
5. Financing working capital: Concept of working Capital-Major sources of short term financing, the matching principle-Estimation of working capital requirements.
6. Intermediate and long term financing: Term loans-General characteristics of financing-Methods debt-Preferred stock-Common stock-Retained earnings-Raising funds form the capital market-Institutions supplying long term finance in Bangladesh.
7. Leasing: Basic concepts-Type of leases-The lease or buy decision.
8. Capital Budgeting-Basic concepts: The capital budgeting process-Cash flow from an investment-Introduction to the evaluation techniques.

**Books Recommended:**

1. Charled W. Haley and Schall J. T. Auth : Introduction to Financial Management
2. L. J. Gitmen : Principles of Managerial Finance

3. Weston and Brigham : Managerial Finance
4. R. D. Bird and Perison : Business Finance
5. Brealey and Myers : Principles of Corporate Finance.

*(Further references may be given by the course teacher)*

### **First Year Second Semester**

#### **MGT-106 (CCH): PRINCIPLES OF MARKETING**

1. Marketing: Definition-Nature-Objectives-Scope and importance-Marketing-Marketing concept-Approach to study of marketing-Role of marketing-Marketing in various economic systems.
2. Marketing functions: Exchange function-Physical distribution Function-Ancillary functions.
3. Market and buyers behavior: Classification of market-Market segmentation-Targeting and positioning psychological influences on buyer's behavior.
4. Marketing environment: Macro and microenvironment organization's internal environment-Marketing mix.
5. Product: Basic concept-Classification-Characteristics and marketing considerations of different types of consumer goods-Industrial goods and services-Product life cycle-Product line simplification-Diversification-Product identification.
6. Price: Importance-Objectives influencing factors for price determination pricing methods-Price policy and strategy.
7. Channel of distribution: Types and functions of channels utility of channel-Channel objectives and options-Selection of channel of distribution.
8. Promotion: Objectives and importance-Promotional tools-Consumer. Promotion and trade promotions.

#### **Books Recommended:**

1. Michael William and Walkor : Fundamentals of Marketing
2. Philip Kotler : Principles of Marketing
3. Etorin H. Lowis : Marketing Channels, Structure and Strategy
4. Tromes C. : Principles of Marketing
5. Kinnear Kenneth; L. Bernh and N. Ranjan Nair : Marketing

*(Further references may be given by the course teacher)*



**MGT-107 (CCH): BUSINESS STATISTICS**

1. Introduction: Definition Nature-Scope-Functions-Limitations-Uses of statistics in business.
2. Data collection and presentation: Collection-Classification and tabulation of statistical data-Frequency distribution and graphical representation of data.
3. Measures of central tendency: Mean median and mode-Their computation and properties-Problems.
4. Measures of dispersion: Absolute and relative measures of dispersion-Computation and properties-Problems.
5. Skewness, Moments and Kurtosis: Moments from arbitrary value moments from Mean-Relations between moment's measures of Skewness and Kurtosis and their uses.
6. Regression and Correlation: Difference between regression and correlation analysis-Regression line-Scattered diagram-Regression equation-Regression coefficients-Significance of the study of correlation and causation coefficients of correlation-Rank correlation coefficients.
7. Probability: Meaning addition and multiplication theorems-Sample space-Events marginal-Conditional probability-Statistical independence of events buy's theorem expected value.
8. Index number: Construction of price-quantity-Value and cost of living-Index numbers-Problems of construction ideal index -Tests and uses of index number.
9. Time series analysis: Definition-Utility-Components and trend.
10. Sampling: Sampling and census-Advantages and disadvantages of sampling over complete counting-Different types of sampling-Social surveys-Planning of surveys-Different methods of securing information-Schedule-Questionnaire-Published statistics in Bangladesh.

**Books Recommended:**

1. Gupta and Gupta : Business Statistics
2. Yale and Kendall : Introduction to Theory of Statistics
3. Richard and Levin : Statistics for Management
4. Md. Ali Mian and Alimullah Miyan : Introduction to Statistics
5. M. C. Shukla and B. B. Gulshan : Statistics: Theory and Practice

6. A.L. Buddington : Statistics and Their Application in  
Commerce  
(Further references may be given by the course teacher)

**MGT-108 (CCH): GENERAL COMMERCIAL LAW**

1. Law of contract: Definition-Essential elements of contract-Classification of contracts offer and acceptance-Consideration capacity-Free consent-Contract made through agents-Remedies for breach of contracts.
2. Partnership Act: Definition of partnership-Essential elements of partnership-Formation of partnership-Relation of partners and their powers-Rights and duties-Dissolution of partnership and its consequence.
3. Sale of Goods Act: Definition-Essential elements of contract for the sale of goods-Stipulation of sale-Transfer of ownership.
4. Negotiable Instrument Act: Definition and nature of negotiable instrument-Types of negotiable instruments-Rights and liabilities of different parties of negotiable instruments-Dishonor of negotiable instruments.
5. Carriage of Goods Act: Carriage of goods by road-Laws relating to goods by road, Sea and air.
6. Insolvency Act: Insolvent and its nature-Effects of insolvency and discharge of liability.
7. Company Act: Definition-Features and classification of companies-Formation-Memorandum and articles of association-Commencement of business-Management and winding up of company.

**Books Recommended:**

1. Mofizul Islam : Principles of Commercial Law
2. Arun Kumer Sen and Jitendra Kumar Mitra : Commercial Law and Industrial Law
3. Govt. of Bangladesh : Contract Act, Partnership Act, Sales of Goods Act, Carriage of Goods Act, Companies Act
4. M. C. Kuchhal : Mercantile Law  
(Further references may be given by the course teacher)

### **MGT-109 (CCH): MACRO ECONOMICS**

1. Some fundamental concepts of macro economics-Aggregate income-Consumption-Savings and investment-Stock and flow variables-Static's and dynamics.
2. National income accounting: Concepts and measurement of GNP, NNP and GDP-National and real national income.
3. Classical theory of output: Income and employment-Simple graphical and analytical exposition of ABC theory-Attainment of full employment.
4. The Kayncian theory of Income and Employment-Simple exposition of Keynesian structure-Obstruct to attainment of full employment-Inflationary and deflationary gaps.
5. Simple concept of consumption and savings functions-Marginal propensity to consumer-Derivation of the multiplier.
6. Simple concept of investment: Functions-Interest rate-Rate of return on investment-MEC, MEI and level of investment.
7. Monetary policy and fiscal policy.

#### **Books Recommended:**

1. D. Dolvator and E. Dowling : Macro Economic Theory  
(Scharm's Outlines Series)
2. Dornbuscin Pisher : Macro Economics
3. Cardner Rckely : Macro Economic Theory
4. Michael Parkin : Macro Economics
5. Edward Shapiro : Macro Economics
6. M. C. Vaish : Macro Economic Theory

*(Further references may be given by the course teacher)*

### **MGT-110: ENGLISH FOR BUSINESS**

1. Sentence: Meaning, patterns and types; Basic sentence structures. Transformation of sentence.
2. Phrases and clauses: Noun, adjectives, adverb etc.
3. Vocabulary: Roots, compound words, phrases and idioms, parts of speech.
4. Composition: Sentence making; effective sentences, paragraph writing.
5. Business and job letter writing: Purpose and functions of business letter, letter planning, patterns of business letters, job letters.

## **BBA**

6. Tools for internal communication: Memorandum, office order, circulars.
7. Translation, comprehension, and internship report writing.

### **Books Recommended:**

1. A. S. Hornby : Oxford Advanced Learner's Dictionary of Current English
2. Ashley : A Handbook of Commercial Correspondence
3. Chowdhury and Hossain : Advanced Learner's Functional English
4. Md. Omar Ali : Business Communication: Theory and Application
5. P. C. Das : Applied English Grammar and Composition
6. Omar Ali : Business Communication: Theory and Application

*(Further references may be given by the course teacher)*

## **Second Year First Semester**

### **MGT-201 (CCH): BUSINESS COMMUNICATION**

**(Answer shall be in English)**

1. Introduction to communication: Nature-Scope-Principles of communication-Business and social communication-Barriers to communication.
2. Different methods of communication: Verbal-Non-verbal and electronic communication
3. Different perspective of communication: Down ward-Upward-Horizontal-Diagonal-External-Internal-Formal-Informal/Grapevine-Intrapersonal-Interpersonal-personal-Organisational-Group and public communication.
4. The communication process: Essential elements-One-way versus two-way communication-Different models of the communication process.
5. Communication networks: Types-Selection of networks.
6. Organizational communication: Intra and interorganisational communication-Tools of internal communication-Memorandums-Office orders-Circulars: Inter-organisational communication-Business and job letters-Writing an application letter-Preparing a CV/Resume.

## **BBA**

7. Mass communication: Importance-Media of mass communication-Mass communication in the business enterprise of Bangladesh.
8. Meeting: Types of meetings-Writing notice-Agenda and minutes-Convening and conducting meetings-Points of information-Points of order-Motions.
9. Report writings: Informal and analytical reports-Planning business reports-Preparatory steps of writing reports-Writing the final reports-Documenting reports.
10. Business English: Fundamentals of grammar-Composition-Translation and comprehension.
11. Commercial terms and abbreviations.

### **Books Recommended:**

1. M. Omar Ali : Business Communication: Theory and Application
2. Betty R. Ricks and Day F. Gow : Business Communication, Systems and Application
3. Bovee; Thill and Schatzman : Business Communication Today
4. Lesikar and Flatley : Basic Business Communication
5. Remond VI. Lesikar, John D. Peit Jr. : Report Writing for Business
6. A. Thomson and A.V. Martinet : A Practical English Grammar
7. M. Mario; Kenneth Stewart and R. Lyn Clark. : Business English and Communication

*(Further references may be given by the course teacher)*

### **MGT-202: LABOUR LAW**

1. Elementary principles of labour laws.
2. Laws relating to Factories Act.: Rules regarding health and Hygiene, safety, welfare of workers, hours of work, employment of persons and provisions regarding leave and holidays of workers.
3. Laws relating to Industrial Relations Ordinance: Laws relating to trade union. Registration, rights, and privileges of collective bargaining agent and registered trade unions. Settlement of labour disputes. Joint consultation. Conciliation and mediation. Strikes and lockouts. Labour court. Labour appellate tribunal.
4. Laws relating to payment of wages.
5. Laws relating to workmen's compensation.

**Books Recommended:**

1. Government of Bangladesh : The Bangladesh Labour Codes 2006.

*(Further references may be given by the course teacher)*

**MGT-203 (CCH): BUSINESS MATHEMATICS**

1. Theory of Sets: Definition-Finite Sets-Null set-Unit set-Equal set-Equivalent set-Subset-Power set-Union and intersection of sets-Universal set-Complement and deference of sets-Set operation and its application to business problems.
2. Functions and Equations: Idea of functions-Implicit and explicit functions-Linear, quadratic, cubic and bi-quadratic functions-Solution of linear, Quadratic and simultaneous equation-Graphs of function.
3. Coordinate Geometry: Rectangular coordinate system-Distance between two points-Grandaunt-Equations of straight lines-Slope intercepts form-Two point's form-Parallel and perpendicular lines-Equation and graphical representation of circle-Parabola and hyperbola.
4. Matrix and Determinants: Definition of matrix and determinant and their properties-Addition and multiplication of matrices-Inverse of matrix-Solution of simultaneous equations.
5. Elementary Calculus: (A) Differentiation: Definition-Basic rules of differentiation-Successive and partial differentiation-Rules theorem-Application to elasticity of demand-Marginal cost and revenue functions-Conditions for profit and output maximization and cost minimization. (B) Integration: Definition-Basic rules of integration-Methods of substitution and integration by parts-Idea of definite integral-Application.

**Books Recommended:**

1. D. C. Sancheti and V. K. Kapoor : Business Mathematics
2. Zamiruddin and Khanna : Business Mathematics
3. Karl E. Bowmen : Mathematics: With Application in Management and Economics
4. M. Raghavacharia : Mathematics for Management

*(Further references may be given by the course teacher)*

**MGT-204 (CCH): BANGLADESH ECONOMICS**

## **BBA**

1. Introduction: Basic economic problems of Bangladesh-Main characteristics of Bangladesh economy-Basic economic problems of Bangladesh-Solution of the economic problems-Causes of low per capital income and low standard of living in Bangladesh-Measures to increase per capital income-Non economic problems of Bangladesh.
2. Economic development: Concepts of development and underdevelopment-Economic growth and economic development causes of economic backwardness-Methods and processes and determinants of development of Bangladesh.
3. Resources for development: Internal and external resources-Private and public resource-Methods for mobilization of domestic resources-Role of foreign aid-Foreign capital in economic development.
4. Agricultural development of Bangladesh: Modernization-Problems and solutions.
5. Industrial development of Bangladesh: Processes of industrialization-Nationalization of industries-Problems and prospects of nationalized, de-nationalized and private industries-Small and medium industries-Importance of small and cottage industry in the economy
6. Economic planning in Bangladesh-Short and long-range plans-Population policy and manpower training.
7. Foreign trade of Bangladesh-Export promotion and banking system.

### **Books Recommended:**

1. Khan Azizur Rahman : The Economy of Bangladesh
2. J. Farland and J. R. Parkinson : Bangladesh Test Case of Development
3. A. Abdullah : Land Reform and Agrarian Change in Bangladesh
4. M.R. Khan : a) Bangladesh Population during the PEY Plan  
b) Population Policy and Prospects for Zero Population Growth for Bangladesh
5. Nurul Islam : Development Planning in Bangladesh
6. Rehman Sobhan : Foreign Aid Dependence to Self-Reliance
7. Journals : a) Bangladesh Economic Review  
b) Political Economy  
c) BIDS Reports and Publications

8. First, Second, Third, Fourth and Fifth Five Year Plans Bangladesh
9. Report of the Task Forces on Bangladesh Development Strategies for the 1990s Vol.1 & 2

*(Further references may be given by the course teacher)*

### **MGT-205: INDUSTRIAL PSYCHOLOGY**

1. Introduction: Scope and history of industrial psychology-Human factor in modern industry-Present status of industrial psychology.
2. Causation in behavior: The stimulus-The organism-The concept of interaction between S and O.
3. Motivation: Theories of motivation-Financial and non-financial method of motivation-Attitude and morale of the workers-Factors and effects of the attitude and moral on performance-Measurement of employee attitude and moral.
4. General principles of personnel testing: The use of psychological test in industry-The types of best aptitude tests and achievement tests.
5. Training of industrial employee: Basic principles of training effectiveness of different types of training.
6. Frustration: The symptoms of frustration-Dealing with frustration.
7. Psychological factor in labor turnover: Fatigue and absenteeism.
8. Supervisory leadership-The styles of leadership-Effectiveness of different leadership styles.

#### **Books Recommended:**

1. J. Tiffin and J. Mc. Cormick : Industrial Psychology
2. Norman R. F. Maier : Psychology in Industry
3. M. Roger Bellows : Psychology of Personnel in Business and Industry

*(Further references may be given by the course teacher)*



## Second Year Second Semester

### MGT-206 (CCH): PRINCIPLES OF COST AND MANAGEMENT ACCOUNTING

1. Meaning-Objects-Importance and advantages of cost accounting- Essentials of a costing system-Relationship between cost and financial accounting-Methods of costing-Limitations of cost accounting.
2. Elements of costs: Classification of cost-Preparation of cost sheet- Determination of profit
3. Cost accounting cycle: Double entry system in cost accounting- Control accounts-Integrated system-Separate system.
4. Reconciliation of cost and financial accounting.
5. Management accounting: Definition-Objects-Importance-Scope difference between financial accounting-Cost accounting and management accounting-Use of accounting for management purposes functions of management accountants-Limitations of management accounting.
6. Cost behavior in decision making: Fixed and variable costs- Behavior of fixed cost-Classification of fixed cost-Behavior of variable cost-Classification of variable cost-Mixed cost-Behavior of mixed cost-Segregation of mixed cost-Total cost-Cost per unit- Behavior unit- Behavior of cost per unit-Product cost and period cost-Relevant and irrelevant cost.
7. Different types of management accounting techniques: Marginal costing-Direct costing-Absorption costing-Budgeting and budgetary control and standard costing.

#### Books Recommended:

1. Banarjee : Cost Accounts
2. Matz; Curry and Usry : Cost Accounting: Planning and Control
3. C. T. Horngren and T. Charles : An Introduction to Management
4. J. Batty : Management Accounting

*(Further references may be given by the course teacher)*

**MGT-207 (CCH): COMPUTER IN BUSINESS**

1. Introduction to computers: Components-CPU-Input devices-Output devices-Advantages and disadvantages of computerization-Effects of computers in business.
2. Components of computer system: The central processing units (CPU)-Input device-Output devices-Storage concepts.
3. Computer codes and arithmetic: Binary-Octal-Hexadecimal-Number system-Conversion of number systems.
4. Software components: Types of software-System software-High level languages-Assembler-Compilers-Interpreters-System-Utilities -Flow chart.
5. Data processing: Purpose of data processing-Operation structure-Concepts-Modern techniques.
6. Application of packages: Word processing-Spread sheet-Database-Statistical packages.
7. Computer in Bangladesh: Application-Problems-Prospect.

**Books Recommended:**

1. William S. Davis : Computers and Business Information Processing
2. Sanders D. Donald : Introduction to Information Processing
3. S. E. Hutchinson, and S. C. Sawyer : Computers and Information System
4. Mahesh K. Goal : Introduction of Computer Science
5. W. S. Davis : Computers and Business Information Processing
6. User's Manuals for word, Excel and Access  
*(Further references may be given by the course teacher)*

**MGT-208: INSURANCE AND RISK MANAGEMENT**

1. Introduction: Nature-Functions-Principles-Role and importance - Organization contract.
2. Risk and insurance: Risk-Peril-Hazard-Handling-Risk management process.
3. Insurance industry: Features of insurable risks-Fields-Operations.
4. Insurance and Law: Policy essential elements of contract.
5. Life Insurance: Characteristics-Policy-Types-Policy provisions-Annuities-Claim.

## **BBA**

6. Fire Insurance: Nature and use-Policy types-Policy provisions-Claims.
7. Marine Insurance: Nature-Marine losses-Policy types and conditions-Claims.
8. Insurance for small business: Property insurance-Direct lessees-Less of income-Burglary and robbery-Employee dishonesty liability insurance-General, auto, professional and workers compensation.
9. Insurance organization: Types and selection of insurer's company-Financial operations-Training and education.

### **Books Recommended:**

1. Frederick G. Grane : Insurance Principles and Practices
2. M. N. Mishara : Insurance Principles and Practices
3. Azizul Haq Chawdhuri : Elements of Insurance
4. Robert Riegel and Jerome S. Mille : Insurance Principles and Practices

*(Further references may be given by the course teacher)*

## **MGT-207: MANAGERIAL ECONOMICS**

1. Managerial economics: Meaning and scope-Manual economics and economic theory-Theory of the firm-Profit maximization vs. Wealth maximization.
2. Decision making under risk and uncertainty: The nature of decision problem-Meaning and measurement of risk-Utility theory and risk aversion-Decision making under uncertainty.
3. Theory of demand: The basis for demand-The market demand function-The demand curve-Measuring responsiveness: Elasticity-Price elasticity's of demand income elasticity of demand-Other elasticity's of demand-Price elasticity for derived demand product-Estimation of demand.
4. Business and economic forecasting: Significance of forecasting and selection of forecasting techniques.
5. Production function: Total, average, and marginal product-Determining the optimal use of the variable input-Determining the optimal combination of inputs.
6. Theory of cost: The meaning and measurement of cost-Incremental costs in decision making-Short run cost output function-Long-run cost output function-Cost and size of the plant.

7. Profit analysis: Profit measurement: Relevant cost concepts in measuring profit-Economics versus accounting measurement of profit-Profit planning-The profit budget-Break-even analysis-Time series projections.

**Books Recommended:**

1. K. K. Sec and Rernard J. Winzer : Managerial Economics
  2. James L. Pappas, Eugene, Brigham : Managerial Economics and Mark Hischey
  3. Chopra : Managerial Economics
  4. Edwin Mansfield : Managerial Economics
- (Further references may be given by the course teacher)*

**MGT-210: FINANCIAL MANAGEMENT**

1. Financial statements, depreciation and cash flow: Fund management-Statements of changes in financial position-Sources and use of cash-Depreciation and cash.
2. Financial analysis and planning: Ratio analysis and their uses-Analysis of operatives and financial leverage.
3. Valuation relationship: Valuation fundamentals valuation of bond-Preferred stock and common stock.
4. Cost of capital: Basic concept-Individual component-Cost of capital-Weighted average cost of capital-The marginal cost and investment decisions.
5. Financing growth and development: Fundamentals of business combination (Merger, Consolidation and Holding Companies) Analyzing and negotiating business combination.
6. Dividend policy.

**Books Recommended:**

1. Lawrence J. Gitman : Principles of Managerial Finance
  2. Eugene E. Brigham : Fundamental of Financial Management
  3. Benton E. Gup : Principles of Financial Management
  4. Stanley B. Block and Geoffrey Hirt : Foundation of Financial Management
- (Further references may be given by the course teacher)*

## **Third Year First Semester**

### **MGT-301: BUSINESS ENVIRONMENT**

1. Industry as a system of production in the society-Technology and organization.
2. The social structure of industry: The industrial bureaucracy-The executive in the industrial bureaucracy-The role of specialists-The supervisory personnel and the white-collar workers, the blue-collar workers and their role in the production process.
3. Technology: Technical change and automation-Technology and a social structure in industry-Technical change and resistance to change.
4. The structure of social relationship at work-Industrial relations-The cause of industrial conflict-Role of trade unions-Collective bargaining.
5. Industry, community and the polity:
  - A) Industry and community-Industry influences the community - The community influences industry.
  - B) Industry and the policy: Political and legal constraints in industry-Industry and political influence.
6. Business and government: Causes of government controls-Attitudes of business economic systems-The market economy the planned economy and the mixed economy-Government and allocation of resources.

#### **Books Recommended:**

1. L. S. Smith : Business Environment
  2. E.V. Schneider : Industrial Sociology
  3. S. R. Parker; R.K. Brown; J. Child and M.A. Smith : The Sociology of Industry
  4. D. C. Miller and W. H. Form : Industrial Sociology
  5. Richard Hyman : Industrial Relations
  6. K. Ashawthappa : Essentials of Business Environment
- (Further references may be given by the course teacher)*

### **MGT-302 (CCH): TAXATION**

1. Principles of public finance: Objective of taxation-Types of taxes in Bangladesh-Incidence-Shifting of burden.
2. History of income tax act.-Income for tax purposes-Characteristics-Classifications of income and their effects-Exceptions-Income year

and assessment year-Assesses-Residential status of assesses and tax liability-Locales of income-Determination of total income.

3. Heads of income-Methods of computing income and allowable deduction under each head.
4. Assessment procedure-Tax return and assessment of individuals.
5. Income tax authorities in Bangladesh-Administrative judicial appeal-Revision-Penalties.
6. Wealth tax, vat and custom duty-Gift tax-Assessment
7. Tax evasion and avoidance-Methods and techniques-Preventive measures.

**Books Recommended:**

1. Income Tax Ordinance 1984 and finance Acts
2. Khaja Amjad Sayeed : Income Tax
3. A. H. Shahadatullah : Income Tax Law and Practice
4. M. Nurunnabi : Income Tax Law and Practice
5. M. Morshed & Others : Income Tax
6. Priyatosh Dewanji : Income Tax
7. Dhaka Chamber of Commerce : Taxation Rules

*(Further references may be given by the course teacher)*

**MGT-303: OPERATIONS MANAGEMENT**

1. Operations management: Definition-Functions-Transformation process-Life cycle approach-Relations with other specialties-Historical development.
2. Operations strategy: Corporate strategy-Market analysis-Competitive priorities-Services strategy-Manufacturing strategies-Mass customization.
3. Product design and process selection: Product design and development sequence-Origin of the product idea-Process selection-Process automation-Process flow design-Service system design matrix-Service blueprinting.
4. Capacity-Location and layout
5. Quality management: Role-Elements of TQM-Cost-Planning and control tools-SPC.
6. Inventory systems: Definition-Purposes-Types-Costs-Independent versus dependent demand-Basic model types-EOQ-MRP-Purposes-Objectives, and philosophy-Master production schedule-capacity requirements-Manufacturing resources.

## **BBA**

7. Job design: Reengineering and work measurement.
8. Operating decisions: Aggregate planning-Resource planning-Linear programming-Forecasting-Scheduling-Lean systems-Supply chain management.

### **Books Recommended:**

1. Krajewski and Ritzman : Operations Management
2. Chase and Aquilano : Production and Operations Management
3. Panneerselvan : Production and Operations Management  
*(Further references may be given by the course teacher)*

## **MGT-304: BANK MANAGEMENT**

1. Banking System: Origin-Types-Banking and management-Importance.
2. Central Bank System: Function-Relations with state and economic development and developing economics-Bangladesh Bank-Organization-Objectives, functions and policies.
3. Commercial Bank System: Structure-Management and internal organization-Reporting-Regulation, policies and organization-Investment portfolio-Regulation and management-Investment account-Policy and organization-Analysis of financial statement-Balance sheet items-Net worth's budgets -Ratio analysis.
4. Specialized Bank: Bangladesh Shilpa Bank (BSB)-Bangladesh Krishi Bank (BKB)-Rajshahi Krishi Unnayan Bank (RKUB)-Investment Corporation of Bangladesh (ICB)-Organization and management-Functions-Objectives and policies.
5. Training on Bank Management: Organization-Programs and objectives-Bangladesh Institute of Bank Management (BIBM)-Other bank institutes and centers.

### **Books Recommended:**

1. S. A. Shakoor : Hand Book of Bank Management
2. Govt. of Bangladesh : The Bangladesh Banks order 1972
3. M. Radha Swamy and S. V. Vasydevan : A Text Book of Banking
4. Peter S. Rose : Commercial Bank Management  
*(Further references may be given by the course teacher)*

**MGT-305: COMPARATIVE MANAGEMENT**

1. Comparative Management: Its Meaning & scope, Management and Culture, different models of Comparative Management.
2. International Transmission of Resources: Basic Economic Relationship, Types of Resources, Country Decisions, Methods of Transmissions.
3. Management in U.K. Nature and Extent of Industrialisation, Managerial Resources, Management as a System of authority. An evaluation of British Management.
4. Management System of Japan: Short Socio Economic History of Japan, National Culture and Political Philosophy, Salient features and problems of Japanese Management.
5. Management System of China: Short Socio-Economic history, National Culture and Political Philosophy, Salient features & problems of Chinese Management System. Chinese Modernisation programme.
6. Management system of Germany: Short Socio-Economic System of Germany, National Cultural and political philosophy. Salient features and problems of German Management System, A critical evaluation.
7. Lessons for Bangladesh from both Capitalist and Socialist Management System.

**Books Recommended:**

1. Management in the Industrial world. An International analysis, Frederic Harbison & Charles A. Myres.
2. Management: A Book of Readings, Harold Koontz and Cyril O. Donnell.
3. Management in International perspective, S. Benjamine Prasad.
4. International Business Management: A Conceptual Framework, John Fayer weather.
5. International Business, Farmer & Richman
6. The Executive Overseas, John Fayer weather Theory Z How American Business Can Meet the Japanese Challenge, Cuchi. W C.  
*(Further references may be given by the course teacher)*



## **Third Year Second Semester**

### **MGT-306: MARKETING MANAGEMENT**

1. Marketing management and marketing planning process: Goals-Function and scope of marketing management-Marketing management philosophies-Strategic planning-Analyzing in marketing opportunities-Selecting target-Developing marketing strategies.
2. Marketing information system: Meaning-Assessing information needs-Developing and distributing information-Marketing research.
3. Consumer behavior: Mode of behavior-Role of buying behavior in marketing-Consumer decision making process-Steps in decision making process-Organizational buying behavior-Model of consumer and organizational buying behavior.
4. Marketing environment: Micro environment-Economic environment-Technological-Socio-Culture environment.
5. Marketing mix: Product strategies-Promotion strategies-Pricing strategies-Distribution strategies.
6. Marketing services: Innovation in service marketing intermediaries in distribution of services-Implications for service marketing.
7. Marketing efforts: Marketing planning-Implementation-Marketing development organization-Marketing control.
8. Social responsibilities of marketing: Social criticisms of marketing-Marketing ethics.

#### **Books Recommended:**

1. P. Kotlar : Marketing Management: Analysis Planning and Control
2. William J. Stanton : Fundamentals of Marketing
3. Peter and Donnelly : Marketing Management: Knowledge and Skills
4. Victor P. Buell : Marketing Management: A Strategic Planning Approach

*(Further references may be given by the course teacher)*

### **MGT-307: QUANTITATIVE ANALYSIS FOR MANAGEMENT**

1. Estimation-Test of hypothesis-T test, Chi-square test-ANOVA-F test-One way, two way sampling-Binomial Poisson-Normal, exponential distribution.
2. Parametric and nonparametric statistics: Advantages and disadvantages-Comparison of two population using independent samples.
3. The Wilcoxon Rank-Sum Test-Sign Test.
4. Interpolation and Extrapolation.
5. Statistical quality control.

#### **Books Recommended:**

1. C. R. Kothari : Quantitative Techniques
  2. S. P. Gupta and M. P. Gupta : Business Statistics
  3. Freund and Williams : Modern Business
  4. Lawrence L. Lapin : Statistics for Business Decisions
- (Further references may be given by the course teacher)*

### **MGT-308: ENTREPRENEURSHIP DEVELOPMENT**

1. Introduction: Definition of entrepreneurship-Classification of entrepreneurs-Characteristics and qualities of entrepreneur-Functions of entrepreneur-Role of entrepreneurship in economic development-Entrepreneurship as critical resources.
2. Theories on entrepreneurship: Psychological theories-Socio-psychological and cultural theories-Other theories.
3. Entrepreneurship development in Bangladesh: Problems and prospects of entrepreneurship development in Bangladesh-Policy guidelines and sources of institutional assistances for entrepreneurship development-Role of BSCIC, MIDAS, Grammen Bank, Universities and other organizations engaged in the development of entrepreneurship in Bangladesh-Different schemes of entrepreneur training in Bangladesh.
4. Sub-contracting industries: Definition-Origin-Features-Types-Reasons for the promotion and development of sub-contracting industries-Advantages and limitations of sub-contracting system - Promotion of sub-contracting industries in Bangladesh-Role of sub-contracting in the development of entrepreneurship and small business-Obstacles to the promotion of subcontracting and essential preconditions for the promotion of sub-contracting system in

Bangladesh-International sub-contracting-Suitable industries for international sub-contracting in Bangladesh.

**Books Recommended:**

1. Rowshon : Problems of Small Scale and Cottage Industries in Bangladesh
2. S. S. Khanka : Entrepreneurial Development
3. Nazrul Islam and Mamun : Entrepreneurship Development

*(Further references may be given by the course teacher)*

**MGT-309: INDUSTRIAL RELATIONS**

1. Nature of industrial relations-Need for desirable industrial relations-Industrial relations and development.
2. Industrial conflict: Types and causes of disputes-Resolving the conflict and settlement of industrial disputes.
3. Parties to industrial relation: The workers-Trade union-Employer and government.
4. Trade union movement: Historical analysis-Types of trade union-Trade union management and leadership in Bangladesh.
5. Collective bargaining: Purpose-Process-Pre-requisite of effective bargaining-Successful collective bargaining-Collective bargaining agent-Determination of CBA.
6. State and industrial relations: Role of state-Industrial relations in Bangladesh-Nature-Measures to be adopted for better relation.

**Books Recommended:**

1. Sloyd G. Reynold : Labour Economics and Industrial Relation
2. J. H. Richardson : An Introduction to the Study of Industrial Relation
3. R. Hyman : Industrial Relations

*(Further references may be given by the course teacher)*

**MGT-310: SMALL BUSINESS MANAGEMENT**

1. Introduction: Definition-Role and features of small Business comparison with big business-Fields of small business-Fields of small business-Problems of small business.

## **BBA**

2. Business plan: Outline of a model business plan for small firm valuation of a business-The cost approach the market value approach the capitalized income approach.
3. Management of small business: Understanding various aspects of small business-Management marketing of small business-Financial management in small business-Labor and other legal aspects management of small business.
4. Small enterprises and cottage industries in Bangladesh: Definition-Importance in the economy of Bangladesh-Problems and future prospects-Role of BSCIC and other government and non-government organization in the development of small business in Bangladesh.
5. Comparative small business management: Small business of Japan, UK, USA and India and their pattern of the management.

### **Books Recommended:**

1. S. R. Sondeno : Small Business Management Principles
2. H. N. Broom, Justin G. Longenecker : Small Business Management
3. D. Steinhoff and J.F. Burgess : Small Business Management Fundamentals
4. Rowshon : Problems of Small Scale and Cottage Industries in Bangladesh
5. William L. Megginson and Mary Jone Byrd : Small Business Management
6. M. Shah Nowaz Ali and M. Saiful Islam : Financing of Small Scale Industries

*(Further references may be given by the course teacher)*

## **Fourth Year First Semester**

### **MGT-401: ADVANCED MANAGEMENT**

1. Management: Schools of management thought-Management and society.
2. Planning: Planning premises-Logistic and strategies.
3. Organization: Formal and informal organization-Making organization effective.
4. Direction: Human and social factor-Leadership types and theories-Communication-Participate management.
5. Decision making: Meaning-Process-Decision theory approaches.
6. Objective: Meaning-Types and characteristics in setting of objective-Attainment of objective-Management by Objective (MBO)-Management by Exception (MBE)-Management by walking around.
7. Controlling: Process of control-Special control techniques-Control of overall performance.
8. Professionalization of management: Meaning and characteristics of profession-Status of management as profession in the third world.
9. Scientific management: Definition-Scope and principles of scientific management-F.W. Taylor, the father of scientific management.

#### **Books Recommended:**

1. Koontz and O. Donell : Principles of Management
2. E. McFarland Dalton : Management Principles and Practices
3. Fred Luthans : Organizational Behavior
4. George R. Terry : Principles of Management

*(Further references may be given by the course teacher)*

### **MGT-402: QUALITY MANAGEMENT**

1. Introduction: Brief history-Concept of quality-Principles of Total Quality Management (TQM)-TQM and traditional management practices.
2. Approaches to quality: Need for new management approaches-Approaches to total quality-Deeming management philosophy-Juan philosophy-Crossly philosophy-Frameworks for total quality.
3. Tools and techniques for quality planning and improvement Tools for quality planning-Tools for continuous improvement.

## **BBA**

4. Quality teamwork: Importance of teams in TQM-Types of TQM teams-Effective teamwork-Teamwork in action-Comparison to organizational behavioral theories.
5. Quality leadership: Importance of leadership to quality-Role of quality leader-Quality leadership in action-TQM and leadership theory.
6. Strategic planning and total quality implementation: Quality as strategy-Strategic management process-Implementing a TQ strategy.

### **Books Recommended:**

1. J. W. Deans and J. R. Evans : Total Quality: Management, Organization and Strategy
2. Paul Jones : The Total Quality Management: An Introductory
3. John Bank : The Essence of Total Quality Management

*(Further references may be given by the course teacher)*

## **MGT-403: MANAGEMENT INFORMATION SYSTEM**

1. Introduction to MIS: Definition-Characteristics-MIS services-Limitations-Types of MIS-importance-Potential risks of information systems-data and Information-Difference between data and information-Quality of good information-The process of converting data into information.
2. Fundamentals of Information systems: System concepts-Information systems-Information technology-Differences between IS and IT-The expanding role of information systems-Activities of information systems-Information systems resources-Classifications of information systems
3. Information systems and organization: Information systems and organizational structure-Roles of IT and IS in organizational decision making-A system approach to problem solving
4. Computer hardware and software: The computer system concept-Functions of computer system-Components of a computer system-Software-Program concept-Programming languages-Types of software
5. Telecommunications networks: Telecommunications-Information superhighway-Components of telecommunications network-

- Network, protocol-Types of telecommunication signal-Communication channel-Communication processor-Communication software-Network topology-Communication channel characteristics-Types of telecommunication network-Telecommunication carriers-Business value of telecommunications
6. Enterprise-wide networking and Internet: Enterprise wide networking-The client/server model of computer-Difference between a LAN environment and a C/S environments-Developing client-server systems-Organizational implications of client-severs-Internet-Types of Internet-Business use of the Internet-Enterprise collaboration systems-Groupware for enterprise collaboration-Internet benefits to organization-Problems on the Internet.
  7. Database design and management: Concept of database-Data hierarchy-Types of databases-Methods of organizing data in files-Explain the problems of the traditional file environment-Data base management systems-Components of a DBMS-Objectives-Advantages-Functions of DBMS-Models of database-Principles of database management systems.
  8. Information and managerial decision making: Information and the roles of management-information and the levels of management-Information and decision making-Decision support systems-Different types of business problems-Different types of managerial decision making-Functions, Components and Applications of DSS-GDSS-Executive information systems-functions of an EIS-Rationale for EIS-Characteristics of DSS and EIS-Critical success factors for DSS/EIS-Difference between TPS, MIS, DSS and EIS.
  9. Information systems for business operations and strategic advantage: Information systems in business-Marketing information systems-Manufacturing information systems-Human resource information system-Accounting information systems-Financial information systems-Strategic information system-Fundamental of strategic advantage-Competitive strategy concepts-Strategic roles for information systems-Information systems and the value chain-Strategic applications and issues in information.
  10. Information systems security and control: Computer security-Reasons of computer systems vulnerability-Types of computer security breaches-Security controls-Audit of information systems.

**Books Recommended:**

1. James A. O'Brien : Management Information Systems: Managing Information Technology in the Networked Enterprise
2. Kenneth C. Laudon and Jane P. Laudon : Management Information Systems: Organization and Technology
3. Kenneth C. Laudon and Jane P. Laudon : Management Information Systems: Managing the Digital Firm
4. Uma G. Gupta : Management Information Systems: A Managerial Perspective

*(Further references may be given by the course teacher)*

**MGT-404: INTERNATIONAL BUSINESS AND MANAGEMENT**

1. The Nature and scope of international business: The field pattern-Theories.
2. International business environment and business opportunities: Economic environment-Social and cultural environment-Legal environment-Political environment-Geographical environment-Business opportunities in developed countries-Business opportunities in LDCs.
3. The framework for international transaction: Foreign exchange and international money markets-International monetary system the balance of payment-Trade framework and theory.
4. Global business strategy: Building a global strategy-National economic and demand assessment-Assessing political risk and national controls-Organizations of the multinationals planning in an international setting.
5. Functional aspects of international business: International staffing-The control processes in an international context international productions and logistics-Assessing the intentional market and export marketing-Managing the marketing mix in an international context-Financial management in international corporation.
6. Global organization for a global economy: Multinationals to global corporation-Evaluation of MNCs-Cross-culture awareness-Cultural imperative
7. Management in the future: Management processes in foreign countries-Applying American management theories and abroad-Theory Z-The merge of American and Japanese Management.



**Books Recommended:**

1. Anant. R. Negordhi : International Management
2. Stetan H. Robock and Kenneth Suminounds : International Business and Multinational Enterprise
3. Arvind V. Phatak : Managing Multinational Corporation
4. Lewis D. Solomen : Multinational Corporation and the Emerging World Order

*(Further references may be given by the course teacher)*

**MGT-405: INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT**

1. Introduction: The efficient market and random walk-Inflation and investment-Common stocks-Growth stocks-Defensive stocks-Speculative stocks-Bond investment-Bond prices and interest rates-Bond analysis and ratings-Sources and uses of funds-Primary and secondary markets.
2. Obtaining Investment information: Individual investor-Financial analysis-Institutional investor-Brokerage houses-The financial press-Market indexes-The investment advisory services.
3. Strategic investment decisions: Major tact's of modern portfolio theory the efficient frontier-The optimal risky portfolio-Random walk and efficient markets measurement of investment performance-Basic measurement procedures measuring bond portfolio performance.
4. Investment timing: Business cycle-Stock prices and interest rates-Interest rates and investment timing-Business cycle-Forecasting technical analysis-General market analysis.
5. Investment selection decisions: Understanding financial statement, Industry analysis-Company analysis fixed income securities-Quality appraisal-Price behavior and portfolios strategies.

**Books Recommended:**

1. Jerome B. Cohea and Others : Investment Analysis and Portfolio Management
2. G. Foster : Financial Statement Analysis

*(Further references may be given by the course teacher)*

## **Fourth Year Second Semester**

### **MGT-406: STRATEGIC MANAGEMENT**

1. Strategic management-Strategy and policy-Why strategic management-Difference between operation management & strategic management-Strategic management-Elements-Tasks of strategic management
2. Framework of decision making-Pay-off matrix-Decision making under uncertainties and risk.
3. Strategic advantage analysis & diagnosis-Considering strategic alternatives-Strategic choices.
4. Implementing strategy-Implementation process-Resource allocation-Organizational implementation-Planning systems to implement strategic management-Functional policy implementation lead-Reship implementation
5. Evaluation the strategy-Control and evaluation process-Motivation to evaluate-Criteria for evaluation-Measuring feedback-Evaluation & corrective action.
6. Case methods of teaching and analysis of business problems through cases.

#### **Books Recommended:**

1. W. F. Glueck and L. R. Jauch : Business Policy and Strategic Management
  2. William H. Newman : Business Policies and Management
  3. W. T. Greenwood : Business Policy: Management Audit Approach.
  4. David W. Miller, & Martin K. Starr : Executive Decisions and Operations Research
  5. Raymond : Problems in Business Administration
  6. Thomas Cichino : Analysis by the Case Method
- (Further references may be given by the course teacher)

**MGT-407: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**

1. Philosophical issues in business ethics: Ethical egoism-Truth telling-Ethical relativism-Utilitarianism-Ethics of duties-Ethics of rights and justice-Virtue ethics-Feminist ethics-discourse ethics-postmodern ethics-Morality, and organizations.
2. Economics, values, and justice: The profit motive-Private ownership and public interest-Individual liberties and social justice.
3. Rights, liability, and the state: Business and the employee-Business and the consumer-Business and the government.
4. Business in modern society: Business trends and social responsibility-Business and environment issues.
5. Corporate social responsibility (CSR): Definition-Evolution-Different concepts of CSR-Profitability Vs Philanthropy, and CSR in Bangladesh.

**Books Recommended:**

1. Thomas Donaldson & Patricia H. Werhance (1979) *Ethical Issues In Business: A philosophical Approach*, Prentice-Hall, Inc, ISBN- 0-13-290064-5
2. Manuel G. Velasquez (2005) *Business Ethics, A Teaching and Learning Classroom Edition: Concepts and Cases*, Prentice Hall; 6th edition, ISBN-10: 013193007
3. David E. Hawkins (2006) *Corporate Social Responsibility: Balancing Tomorrow's Sustainability and Today's Profitability*, Palgrave Macmillan, ISBN-10: 023000220X
4. Jacqueline Cramer (2006) *Corporate Social Responsibility and Globalisation*, Greenleaf Pubns, ISBN-10: 1874719314
5. Philip Kotler & Nancy Lee (2004) *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*, Wiley; 1 edition, ISBN-10: 0471476110
6. C. K. Prahalad & Michael E. Porter(2003) *Harvard Business Review on Corporate Responsibility*, Harvard Business School Press,ISBN-10: 1591392748

**MGT-408: ORGANIZATIONAL BEHAVIOR**

1. Introduction and overview: Definition-Nature and importance of organizational behavior-Individual behavior and its element-Fundamental element of organizational behavior-Social system.
2. Conflict in organisation: Industrial conflict-Organizational conflicts at the individual and group level-Organizational reaction to conflicts at the individual and group level-Organisational reaction to conflict-Inter organisational conflict.
3. National theories: The classical model-Two factor theory-Equity theory-Multiplicative theory-Maslaw`s need priority-Job satisfaction.
4. Leadership in organisation: Leadership traits and characteristics-Personality factors-Situation factors-Interaction of personality and situation factors-Leadership effectiveness-Theories and research.
5. Management development and training: A system view-The group for organisational effectiveness-Types of training-Evaluation of training Programs.

**Books Recommended:**

- James G. March and           : Organization  
Herbert A. Simon  
W. T. Greenwood           : Management and Organization Behavior  
  Theories  
Keith Davis                 : Human Relation at Work: The Dynamics  
  of Organization Behavior

(Further references may be given by the course teacher)

**MGT-409 (CCH): RESEARCH METHODOLOGY**

1. Introduction to research: Meaning-Types-Basic and applied steps-Scientific method-Significance to managers.
2. Research process and design: Problem identification-Research proposal-Theoretical framework-Hypothesis development-Elements-Types-Ex post facts and experimental-Managerial considerations.
3. Sampling design: Nature-Terms-Rationale-Process-Types-probability and non-probability-Population mean and proportion estimation-Sample size determination-Operational definition.
4. Data collection methods: Types-Primary and secondary-Interviewing-Questionnaires-Observation.

## **BBA**

5. Measurement and scaling: Nature-Components and process scales-Nominal, ordinal, interval and ratio-Tests-Validity and reliability-Testing of hypotheses-Format-Use of graphic aids.
6. Data analysis: Data editing-Cronbach's alpha-Descriptive and inferential statistics-Software package-SPSS-Excel.
7. Report writing: Interpretation-Steps-Types-Layout-Oral presentation-Mechanisms and follow-up.

### **Books Recommended:**

1. Uma Sekarah : Research Methodology for Business
2. C. R. Kothari : Research Methodology
3. Devis and Consenza : Business Research for Decision Making
4. W. G. Zikmund : Business Research Methods

*(Further references may be given by the course teacher)*

## **MGT-410: HUMAN RESOURCE MANAGEMENT**

1. Introduction: Meaning- Characteristics-Principles and evolution of HRM-Factors influencing the emergence of the concept Human Resource Management-Difference between personal management and HRM-Functions of HRM-The organization of HRM-The role of the human resource department in the HRM-Responsibilities.
2. Job analysis and job design: Meaning-Methods and process of job analysis-Job description-Job specification-Meaning and techniques/approach of job design-Job characteristics model.
3. HRM policy and planning: Meaning-Policy areas-Factors influencing the designing HRM policies-Formulating or revising HRM Policies-Meaning-Importance and process of HRM planning.
4. Recruitment and selection: Purpose-Role of HR department in recruitment process-Recruitment process-Constraints-Sources and methods of recruitment-Differences between recruitment and selection-Constraints on the selection process-Selection process-Methods and types of interview-Interview errors-Guidelines for employment interview.
5. Training and development: Meaning-Importance-Objectives-Process of training-Types and methods of training-Differences between training and development-Importance of management development-The management development process-Management development methods.
6. Career development: Related terms-Differences with training and development-Importance-Career stages-Responsibilities of career

## **BBA**

development-Special issues in career development-Career development for non-exempt employees-Development of personal career.

7. Performance appraisal: Processes-Purposes-Methods-Appraisal-Interviews-Evaluation-Problems-Improving appraisal.
8. Compensation administration: Compensation terminology-Specific actions to achieve compensation goals-Compensation policies-Factors affecting the wage mix-Wage survey methods of wage payment-Incentive wage plans.
9. Job evaluation: Meaning-Differences with job analyses-Objectives-Processes and methods.
10. Promotion: Meaning-Objectives-Principles-Types of promotion-Demotion-Transfer-Layoff-Resignation-Termination.
11. Safety and health management: Concepts-Importance-Safety programs-Occupation diseases-Protection of employee health-Health programs-Stress management.
12. Discipline: Concepts-Principles-Factors-Procedures.

### **Books Recommended:**

1. Gary Dessler : Human Resource Management
2. David A. Decenzo and Stephen P. Robbins : Human Resource Management

*(Further references may be given by the course teacher)*