



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

# **CHITTAGONG INDEPENDENT UNIVERSITY**

## **DEPARTMENT OF MARKETING**

### **BACHELOR OF BUSINESS ADMINISTRATION (BBA) IN MARKETING PROGRAM**

## **Part A**

### **VISION OF CHITTAGONG INDEPENDENT UNIVERSITY**

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

### **MISSION OF CHITTAGONG INDEPENDENT UNIVERSITY**

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



## DEPARTMENT OF MARKETING

### **VISION:**

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

### **MISSION:**

<b>M1</b>	To produce the marketing graduates of high standard equipped with sufficient knowledge in marketing.
<b>M2</b>	To advance the knowledge of marketing through relevant and contextual research.
<b>M3</b>	To integrate Sustainable Development Goals (SDGs) in all aspects of teaching, learning, and research in the field of marketing.
<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 Marketing.*

### **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 in any one of the following 6 fields: Finance, International Business, Accounting, General Management, Human Resources Management, Management Information System.	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, and critical thinking ability;
- 5) Tendency to develop team working ability, intercultural competency, inquisitiveness, self-awareness, and lifelong learning habit.



### Program Education Objectives (PEOs):

<b>PEO1</b>	<b>Understanding core concepts and principles of marketing:</b> The students are expected to be able to exhibit an appropriate blend of knowledge in the field of marketing.
<b>PEO2</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>PEO3</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>PEO4</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>PEO5</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 marketing in the 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>PEO1</b>	3	3	2
<b>PEO2</b>	3	3	2
<b>PEO3</b>	3	2	3
<b>PEO4</b>	3	2	3
<b>PEO5</b>	3	1	3

### Mapping PLOs with the PEOs:

<b>PLOs</b>	<b>PEO1</b>	<b>PEO2</b>	<b>PEO3</b>	<b>PEO4</b>	<b>PEO5</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:**

Sl No.	Courses		PLO1	PLO2	PLO3	PLO4	PLO5
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	MKT-0414-312		3	3	2	3	2
42	MKT-0414-340		3	2.5	2.5	2.5	1.5
43	MKT-0414-350		3	3	3	3	1.5
44	MKT-0414-481		3	3	2.5	2.5	1.5
45	MKT-0414-491		2	2	2	3	2
46	MKT-0414-360		3	2	3	2.5	2
47	MKT-0414-381		3	3	2	1.5	3
48	MKT-0414-401		2.5	2.5	3	3	1.5
49	MKT-0414-410		3	3	2	1.5	2.5
50	MKT-0414-440		2	2	2	3	2
51	MKT-0414-444		3	2.5	3	1.5	2.5
52	MKT-0414-450		3	3	2	2	1.5
53	MKT-0414-460		2.5	3	3	3	1.5
54	MKT-0414-470		3	3	2	2	2
55	MKT-0414-490		2.5	3	3	3	1.5
56	MKT-0414-400L		3	3	2.5	2.5	1.5
57	LFE-0111-201		2.5	2	2	2.5	3
58	BBA-0111-496		3	3	2.5	2	3
59	BBA-0111-497		3	3	2.5	2	3

## **Part B**

### **Structure of the Curriculum**

#### **BBA IN MARKETING 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 শাহিত্তো)	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 MARKETING:**

Course requirements for Major in Marketing: 23 Credits

Course requirements for Minor in Marketing: 15 Credits

**List of courses for both Marketing Major & Minor**

<b>Group: A (Mandatory)</b>			<b>Credit Hours</b>
1.	MKT-0414-312	Marketing Management	3
2.	MKT-0414-381	Sales Management	3
3.	MKT-0414-350	Service Marketing	3
4.	MKT-0414-481	Consumer Behavior	3
5.	MKT-0414-460	Digital Marketing	3
<b>Group: B (Optional) Any Three including MKT 400L</b>			
1.	MKT-0414-360	Marketing Research	3
2.	MKT-0414-340	Advertising	3
3.	MKT-0414-401	International Marketing	3
4.	MKT-0414-410	Marketing for Nonprofit Organizations	3
5.	MKT-0414-440	Hospitality and Tourism Marketing	3
6.	MKT-0414-444	Green Marketing	3
7.	MKT-0414-450	Product and Pricing Policy	3
8.	MKT-0414-491	Strategic Marketing	3



9.	MKT-0414-470	Brand Management	3
10.	MKT-0414-490	Project in Marketing	3
11.	MKT-0414-400L	Software Applications in Marketing (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 Marketing 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 Marketing 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 Marketing 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 Marketing 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 Marketing 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 Marketing 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

**Seventh Semester- BBA in Marketing 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

**Eight Semester- BBA in Marketing Program:**

Sl No.	Course Code	Course	PoE	Credits	Marks
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

# Part C Description of the Courses

## BBA IN MARKETING PROGRAM

### GENERAL 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 advice &amp; responding questions appropriately</b>	3	Teacher- Student interaction, Student-Student interaction	Test/ Presentation / Assignment	1, 2
<b>4.Infering 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 Oral Presentation</b>	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

	PL01	PL02	PL03	PL04	PL05
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:

CL01	Understand the importance of being an effective business communicator in today's changing workplace.
CL02	Write a polished resume and cover letter
CL03	Create and maintain a proper LinkedIn profile
CL04	Speak publicly impromptu and on a predetermined topic
CL05	Present professionally using various applications

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CL01	2	1	3	2	1
CL02	3	3	3	3	1
CL03	2	3	3	3	1
CL04	1	2	3	2	1
CL05	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-	9	Lecture and Class Participation-Practice	Test	2, 3

Indirect Strategy				
<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</b>		Classwork on		

<b>data in order to make inferences</b> draw conclusion, identifying stressed words and reductions	3	Listening Practice and Problem solution in the class	Lecture	CLO3
<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 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</b>	2	Lecture	Test	1, 2, 3



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

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

### Assessment and Evaluation

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

CL01	Make the students aware about the important link between environment and society
CL02	Highlight the importance of environmental issues and factors in maintaining a healthy and productive life.
CL03	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**

	PL01	PL02	PL03	PL04	PL05
CL01	2	2	2	2	1
CL02	2	2	3	2	1
CL03	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</b>	2	Lecture	Test and Exam	1, 2, 3



<b>Problems and Sustainable Development</b>				
<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 Exam	2, 3

### **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
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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 (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
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**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:

CL01	Develop understanding of the fundamentals of sociological concepts and perspectives
CL02	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
CL03	Gain the ability to apply domain specific knowledge to explain the contemporary issues in sociology in local, regional and global context
CL04	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
CL05	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
CL01	3	3	3	2	1
CL02	3	3	2	3	1
CL03	3	3	3	3	3
CL04	3	2	3	2	1
CL05	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 sociology).	6	Lecturing with audio- visual aid and various Pair/ Group work	Written exam/report /assignment /presentation	1 & 2
<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,	6	Lecturing with audio- visual aid and various Pair/ Group work	Written exam/report /assignment /presentation	3 & 4

Measuring Crime, Race, Class, Gender, and Crime, Criminal Justice System.		work		
<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 Strategy	Assessment Strategy	Corresponding CLOs
<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	6	Lecture & Class Participation	Test & Quiz	1, 2



Cultural Anthropology, Archaeological Anthropology, Linguistic Anthropology.				
<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, 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	4	Lecture	Test & Assignment	1, 4

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**

	PL01	PL02	PL03	PL04	PL05
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,	3	Lecture & Class Participation	Assignment & Test	1



Quantitative methodology, Qualitative Methodology, Similarities and differences of the two methodologies.				
<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 and characteristics, Validity of qualitative methods: Internal and external, Triangulation in research.	3	Lecture	Test & Quiz	2
<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,	3	Lecture	Test and Quiz	2

Sampling in survey research, Questionnaire design, Survey in developing countries, Advantages and disadvantages of survey research.				
<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 objective, Mode, mean and median from simple frequency distributions and grouped distributions, Deciles, quartiles and percentiles.	3	Lecture & Group Discussion	Assignment & Test	3
<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>	3	Lecture &	Assignment	3

Characteristics of the normal distribution, Area under the curve, Standard/ Z cores and the normal curve, Calculating Z scores and confidence intervals.		Group Discussion	& Test	
<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

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

### 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:

CL01	Recognize and use business-relevant vocabulary
CL02	Explain the different economic systems and the key economic indicators
CL03	Describe how businesses operate in our modern political, social, and economic environment
CL04	Present a general background in the elements and characteristics of business enterprise
CL05	Discuss the many aspects of business functions such as management, organization, human relations, marketing, finance, and ethics
CL06	Explain the role of profits in our economic system

### Mapping of CLOs to PLOs

	PLO1	PLO2	PLO3	PLO4	PLO5
CL01	3	3	3	2	1
CL02	3	3	2	3	1
CL03	3	3	3	3	3
CL04	3	2	1	2	1
CL05	3	3	2	3	1
CL06	3	1	2	3	3

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

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

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
<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>		Lecture, Problem	Final term	5

Role of Finance and Financial Managers- Financial Planning-Need for Operating Funds- Obtaining Short Term Financing and Long term financing- Importance of Money.		solving		
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**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
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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 responsibility, Stakeholder theory of the firm, Corporate citizenship-the firm as a political actor	4.5	Lecture & Discussion	1 <sup>st</sup> Term and Midterm	2
<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

<p><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</p>	4.5	Lecture & scenario analysis	1 <sup>st</sup> Term and Midterm	3
<p><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</p>	4.5	Lecture & in-class activity	Assignment and Midterm	1, 2
<p><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</p>	4.5	Lecture & scenario analysis	Final	1, 2
<p><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</p>	3	Lecture & scenario analysis	Final	1, 2
<p><b>8. Suppliers, Competitors and Business Ethics:</b> Suppliers and competitors as stakeholders, Ethical issues and suppliers, Ethical issues</p>	4.5	Lecture & discussion	Assignment and Final	1, 2

ad 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				
<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
<b>11. 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	4.5	Lecture & Presentation	Final	3

stakeholder groups				
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**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:**

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	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,	4	Classroom Lectures and	Class Test	1

Society and Culture.		Feedback		
<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, Fundamental rights, The Executive, The Legislature, The Judiciary, Amendment of the Constitution	4	Classroom Lectures and Feedback	Mid-Term	2
<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>	3	Classroom	Final	3



Economic problems of Bangladesh and probable solutions, Contribution of garments industry in Bangladesh economy, the role of remittance in our economy		Lectures and Feedback	Examination	
<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	Presentation	3

		Participation		
<b>9. Development of Nationalism and Movement for Self-Determination</b>	3	Lecture and Class Participation	Test & Quiz	3 & 4
<b>10. Development of Nationalism and Movement for Self-Determination</b>	3	Lecture and Class Participation	Test & Quiz	3 & 4
<b>11. Mass Upsurge in 1969 and 11-Point Movement</b>	3	Lecture	Test & Quiz	3
<b>12. Elections in 1970 and Bangabandhu's Declaration of Independence</b>	3	Lecture	Test & Quiz	3
<b>13. Liberation War 1971.</b>	3	Lecture and Video Presentation	Test & Quiz	3
<b>14. Liberation War 1971.</b>	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





5) mswÿß Av†jvPbv: evsjvfvlv, evsjv beel,© GKz†k †deªæqvix, gyw³hy×	3	Classroom Lectures and Feedback	Test & Quiz	CLO3
6) evsjvi Drme, wek^vqb, AvaywbK Z_¨ cÖhyw³, gvbeZv I ^bwZKZv	3	Classroom Lectures and Feedback	Test & Quiz	CLO3
7) AwfÁZv eY©bv, Wvqwi wjLb	3	Classroom Lectures and Feedback	Test & Quiz	CLO3
8) cÖeÜ : eZ©gvb wek^mvwnZ¨, KweZv: e½evYx, e½fvlv	2	Classroom Lectures and Feedback	Assignment & Test	CLO3
9) †QvUMÍ : †cv÷gv÷vi; KweZv : Avgvi cwiPq	3	Classroom Lectures and Feedback	Assignment & Test	CLO4
10) KweZv: LvuPvi wfZi AwPb cvwL, wbS©†ii ¨^cæf½, evsjvi gyL Avwg	3	Classroom Lectures and Feedback	Test & Quiz	CLO4
11) KweZv : †Zvgv†K cvIqvi R†b¨ †n¨^vaxbZv, ¨§,,wZ¨Íæ, Agi GKz†k; cÖeÜ : ^Zj	2	Classroom Lectures and Feedback	Test & Quiz	CLO4
12) †QvUMÍ : bqBPviv, LvuPv, †gŠb bq	3	Classroom Lectures and Feedback	Test & Quiz	CLO4
13) †QvUMÍ: AcNvZ cÖeÜ : ev½vjv fvlv	3	Classroom Lectures and Feedback	Test & Quiz	CLO4
14) †QvUMÍ: cyuBgvPv; cÖeÜ : mf¨Zvi msKU	3	Classroom Lectures and Feedback	Test & Quiz	CLO4
15) Wvqwi : GKvĒ†ii w`b,wj – Rvnvbnviv Bgvg; cÖeÜ : Avgv†`i evsjv D¨PviY	2	Classroom Lectures and Feedback	Test & Quiz	CLO4
16) cÖeÜ : Avgv†`i AvZÿcwiPq bvUK: Kei	3	Classroom Lectures and Feedback	Test	CLO4

**Textbook(s)**

*Bmjvg, iwdKzj †mŠwgĀ †kLi| evsjv fvlv I mvwnZ¨*

**Reference(s)**

*gwbi, W. kvnRvnv| D¨PZi evsjv e¨vKiY I wbwgwZ|*

**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:

CL01	Realize the importance of using financial accounting in different types of organizations
CL02	Identify the basics of financial accounting through the accounting cycle for service and merchandise business.
CL03	Apply the theoretical foundation of financial accounting (concepts, assumptions, and principles) and the financial statements of an enterprise
CL04	Perform the different steps of the accounting cycle for service and merchandising businesses

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

	PLO1	PLO2	PLO3	PLO4	PLO5
CL01	3	2	3	3	1
CL02	3	3	2	2	1
CL03	3	3	3	2	2
CL04	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
<p><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.</p>	8	Lecture, Presentation & Class Participation	Test & Viva	1
<p><b>2. The Recording Process</b> The Account, Steps in Recording Process, The Trial Balance, Practical Problems on Recording Process.</p>	7	Lecture & Case	Test & Viva	2
<p><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.</p>	7	Lecture & Case	Test	2
<p><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 &amp; Closing the Books.</p>	9	Lecture & Case	Test & Assignment	2
<p><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.</p>	7	Lecture & Case	Test, Viva & Group Discussion	2
<p><b>6. Plant Assets, Natural Resources and Intangible Assets</b> Determining the Cost of Plant Assets, Depreciation, Expenditures During Useful Life, Plant Asset Disposals, Natural Resources, Intangible Assets, Research &amp; Development Costs, Practical Problems on Different</p>	7	Lecture & Case	Test & Viva	3 & 4

Methods of Depreciation				
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### Textbook

Jerry J. Weygandt, Donald E. Kieso, Paul D. Kimmel, *Accounting Principles*, John Willey & 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

	PL01	PL02	PL03	PL04	PL05
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	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding 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 vs. Periodic Cost, Uses & Limitations, Applications of Absorption and direct costing..	6	Lecture & Class Participation	Exam 1	2

<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)

Managerial Accounting by Ray H. Garrison, Eric W. Noreen and Peter C. Brewer, Published by McGraw-Hill/Irwin, 13<sup>th</sup> edition.

### 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

	PL01	PL02	PL03	PL04	PL05
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
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(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 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 Courts, Appeal & Revision	6	Lecture & Presentation	Test & Viva	1
<b>7. Tax Assessment and Collection</b> Procedures, Relevant Provisions, Types of assessment, Time limit	6	Lecture, Problem Solving & Presentation	Test & Viva	2, 3 & 5

for completing assessment, Re-assessment of Escaping Income, Tax Deducted at sources, Advance payment, Refund, Practical problems.				
<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 operations, Matrix multiplication, Determinant, Inverse matrix	4.5	Lecture & Problem solving	1 <sup>st</sup> Term and Midterm	1
<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	4.5	Lecture & Problem solving	Assignment and Final	2, 3

profit function, Linear demand and supply function, Break-even model, Market equilibrium				
<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</b>	6	Lecture	Test & Quiz	2, 3, 4





models		Case Analysis	Project	
<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; Free Consent; Legality of Consideration and object; Contingent Contracts and Wagering Agreement; Quasi Contract	9	Lecture & Case Analysis	Assignment & Presentation	2
<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;	3	Lecture	Midterm	2

Formation of Company; Memorandum and Article of association, Prospectus, Membership in the Company, Shares Capital, Shares etc				
<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. Zulfiqar 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> Stages in the research process-Decision alternatives in the research process.	6	Lecture & Class Participation	Assignment & Test	2
<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>	3	Lecture	Test & Quiz	3



Implications of sample Design- steps involved- Criteria for selecting a sampling procedure- random sampling—sample fundamentals.				
<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 Strategy	Assessment Strategy	Corresponding 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	6	Lecture &	Assignment	1&2

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		Group Discussion	& Test	
<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 demand, Optimal combination of resources, Labor wages, and earnings, The minimum wage controversy, Wage differentials, Pay for performance	6	Lecture	Test & Quiz	1&2
<b>7. Externalities and asymmetric information</b> Efficiently functioning markets, positive and negative externalities, Society's optimal amount of externality reduction, assymetric 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-	Assessment	Correspon
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		Learning Strategy	Strategy	ding 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	Presentatio n	2
<b>6.Money, Growth and Inflation</b> Quantity theory of money, Monetary equilibrium, Classical theory of inflation, Velocity and quantity equation, Fisher effect, Costs of inflation	6	Lecture & Problem solving	Final	1,2
<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
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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:

CL01	Know about the nature and scope of finance
CL02	Capture the understanding of the structure of financial markets
CL03	Recognize important concepts of time value of money and risk-return relationship
CL04	Acquire required knowledge about the processes of short-term and long-term financing and their consequences
CL05	Know about the insights and techniques of making decisions and judgment regarding current assets like cash, accounts receivable, and inventory
CL06	Know about the tools for quantitative analysis of past financial performance

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

	PLO1	PLO2	PLO3	PLO4	PLO5
CL01	3	3	1	3	3
CL02	3	3	1	3	3
CL03	3	3	3	3	2
CL04	3	3	2	3	2
CL05	3	3	2	3	3
CL06	3	2	2	3	2



Average	3	2.83	1.83	3	2.5
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(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 and Return, Components of Return, Relationship between Risk and Return, Various Types of Risk, and Measurement of Risk.	6	Lecture	Test	3
<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> An 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 (Report of Income)</b>	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

	PLO1	PLO2	PLO3	PLO4	PLO5
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,	3	Lecture	Quiz and open discussion	1

<p>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)</p>				
<p><b>2. The Strategic Role of Human Resource Management</b> (e seven steps in the strategic 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)</p>	3	Lecture	Case solving & Exam	1, 2
<p><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)</p>	6	Lecture & open discussion (brainstorming)	Assignment & Quiz	1, 2, 4
<p><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</p>	6	Lecture	Exam & Quiz	1, 2, 5,



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)				
<b>5. Employee Testing and Selection</b> (Why is it important to test and select employees, what is meant by reliability and validity, e the basic categories of selection tests, with examples, how to use two work simulations for selection, ways to improve an employer's background checking process)	3	Lecture and small case discussion (brainstorming)	Exam & Quiz	1,2,4,5
<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

<p><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 approach to appraisal)</p>	3	Lecture	Exam & Quiz	1, 2,5
<p><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)</p>	6	Lecture	Quiz	1,2,4
<p><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)</p>		Lecture, interactive session, video tutorial, puzzle interviews	Exam & Quiz	1,2,4
<p><b>11. Managing Global Human Resource</b> (List the HR challenges of international business, illustrate</p>	3	Lecture & open discussion (brainstor	Case solving	1.4.5

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)		ming)		
<b>12. Managing HR in small and Entrepreneurial Firms</b> (Explain why HRM is important to 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.)	3	Lecture & open discussion (brainstorming)	Case solving	1.4.5

### 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	Quizzes	Mid-term	Final-	Total
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	and Case solving			term	
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> 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.	4.5	Lecture	Test & Quiz	1, 2, 4
<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,	7.5	Lecture & Class Participation	Test & Case Analysis	1, 2, 4

compulsory group insurance.				
<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' responsibly for payment of compensation.	4.5	Lecture	Test	1, 2, 3
<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:

CL01	Understand the concept of management from various perspectives as well as the management functions, levels, skills and managerial roles.
CL02	Identify and describe the levels and the types of culture that exists within an organization
CL03	Conduct business environment analysis and explain how a specific business strategy can help an organization gain a competitive advantage
CL04	Describe the types of organizational structures managers can design, and explain why they choose one structure over another
CL05	Understand and apply leadership and motivation theories
CL06	Explain how planning and controlling adds to an organization's goals

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

	PLO1	PLO2	PLO3	PLO4	PLO5
CL01	3	3	2	1	1
CL02	2	1	3	3	3
CL03	3	3	2	3	2
CL04	3	3	3	2	2
CL05	2	2	1	2	3
CL06	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
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<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	9	Lecture & Group Discussion	Test & Presentation	5



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.				
<b>5. Controlling</b> 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.	7.5	Lecture	Test	6

#### **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
<b>Total</b>	<b>10</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>40</b>	<b>100</b>

**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 influencing Perception, Perceptual Distortion.	6	Lecture & Group Discussion	Test & Quiz	1, 2, 3
<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	7.5	Lecture & Class Participation	Test	4

Power, Concept and Types of Power.				
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**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 Preparation to become a Successful Entrepreneur:</b> 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 More.	3	Lecture	Test & Quiz	3 and 4
<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
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**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; The Objective of a Supply Chain, The importance of Supply Chain Decisions; Decision Phases in a Supply Chain; Process Views of a Supply Chain	3	Lecture	Class Test	1
<b>3. Operations Strategy</b> Introduction; Competitiveness, Strategy; Productivity	3	Lecture	Assignment & Presentation	2
<b>4. Designing Distribution</b>	6	Lecture &	Midterm	2





<b>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		Presentation.		
<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 Category	Assignments & Presentation	Quizzes	Mid-term	Final-term	Total
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:

CL01	Understand the basic concepts of strategic management and strategic leadership
CL02	Know the importance of creating sustainable competitive advantage for long-term success of an organization
CL03	Scan the dynamics of internal and external environment to have a competitively superior fit between an organization and its changing environment
CL04	Design and implement the appropriate strategies for different levels of an organization

**Mapping of CLOs to PLOs**

	PLO1	PLO2	PLO3	PLO4	PLO5
CL01	3	3	3	2	2
CL02	2	2	3	2	1
CL03	1	1	3	3	3
CL04	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>	9	Lecture Case Analysis	Assignment Test	1



Definition strategic Management, Importance of SM, objectives of SM, SM Process, types of Strategies: deliberate and emergent strategies, Strategic leadership				
<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, Complementary Asset.	5	Lecture, Case –study Discussion, Video session on the topic	Test, Quiz, Assignment	1
<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;	5	Lecture, Case –study Discussion, Video session on the topic	Test, Quiz, Assignment	2



Tools and Technologies for Collaboration and Teamwork				
<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 Management</b> DBMS, Relational DBMS, Object-Oriented DBMS, Querying, Reporting Normalization, Entity-Relationship Diagram, Data Warehouses, Data Marts, OLAP. Data Mining, Databases & the web.	5	Lecture, Case –study Discussion, Video session on the topic	Test, Quiz, Assignment	5

<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:

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

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

	PLO1	PLO2	PLO3	PLO4	PLO5
CL01	3	3	1	2	1
CL02	3	3	3	3	1
CL03	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,	6	Lecture	Test	1





Core Marketing Concepts, Developing the Marketing Mix, Marketing Management Philosophies, Building Customer Relationship, Connections with Marketing's Partners, Major challenges in the connected world				
<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 Marketing:

### MKT-0414- 312: MARKETING MANAGEMENT

**Credit Hours: 3**

#### Rationale of the Course:

The course focus on the working knowledge of different concepts of Marketing and their use in managerial decisions to formulate an effective marketing program.

#### Course Objective

Marketing Management is a course that examines the role and importance of marketing in the firm and other organizations. This course provides an in-depth exploration and practical application of basic marketing tools. It analyses the business need for customer orientation, the evaluation of markets and the targeting of market opportunities. The course will focus specifically on issues such as the selecting segments in which to compete, developing meaningful points of differentiation and positioning statements, allocating



resources, designing products, setting and managing prices, developing and managing distribution strategies, and developing and managing promotion strategies.

### Course Learning Outcomes (CLO)

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

CLO1	Enhance their knowledge about marketing theories, principles, strategies and concepts and how they are applied;
CLO2	Provide the students with opportunities to analyze marketing activities within the firm;
CLO3	Demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

### Mapping CLOs to PLOs

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	3	3	1	2	1
CLO-2	3	3	2	3	2
CLO-3	3	3	3	3	2
Average	3	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. Defining Marketing for the 21ST Century:</b> Definition, Core Concepts of Marketing, Demand States, Marketing Management Orientations, Building Customer Relationships, Capturing Value from Customers, The New Marketing Landscape.	6	Lecture	Test	1
<b>2. Company and 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. Adapting Marketing to the New Economy:</b> The major drivers of the new economy, How business practices Are changing, How marketing practices are changing: setting up web sites, How	6	Lecture & Group Discussion	Assignment & Test	3

marketing practices are changing				
<b>4. Creating Customer Value, Satisfaction and Loyalty:</b> Definition of Customer Perceived Value, Steps in a Customer Value Analysis, Value Proposition, Measuring Satisfaction, Customer-Product Profitability Analysis, Framework for CRM, CRM Strategies, Customer Retention, Using the Database.	6	Lecture	Test & Quiz	3
<b>5. Gathering Information and Measuring Market Demand:</b> The marketing intelligence system, marketing decision support system, forecasting and demand measurement.	3	Lecture	Test & Quiz	3
<b>6. Analyzing Consumer markets and Buyer Behavior:</b> Influencing buyer behavior, the buying decision process, stage of the buyer decision process.	3	Lecture	Quiz & Presentation	3
<b>7. Dealing with Competition:</b> Competitive Forces, Identifying Competitors, Industry Concept of Competition, market Leader, Market Challenger, Market Follower, and Market Niche.	6	Lecture	Quiz & Presentation	3
<b>8. Setting Product and Brand Strategy:</b> The Product and Product Mix, Product-Line & Brand Decisions, Packaging and Labeling, Nature and Characteristics of a Service.	6	Lecture and Group Discussion	Test	3
<b>9. Developing New Market Offerings:</b> Challenges in new-product development, managing the development process: ideas, managing the development process: concept to strategy, managing the development process: development, The consumer-adoption process.	3	Lecture	Test	3

### Textbook(s)

Philip Kotler. Marketing Management. Pearson.

### Reference(s)

1. Text Book: Marketing Management, Philip Kotler (11<sup>th</sup> Edition)
2. Fill, Sinha and Page. Marketing, Baines. Oxford University Press, New Delhi.



### Assessment and Evaluation

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

### MKT-0414-381: SALES MANAGEMENT

**Credit Hours: 3**

#### Rationale of the Course:

The course will equip marketing students with various theories and practices of sales management. They will know how the Sales force and the Sales Department function and play a critical role in the revenue equation of the venture.

#### Course Objective

The course examines the elements that enable a sales force to be an effective component of an organization's overall marketing strategy. The course will extend students' understanding of the sales process, the relationship between sales and other organizational functions, the various types of sales force structures, the use of technology to improve sales force effectiveness, and issues concerning recruiting, selecting, training, motivating, compensating, and retaining salespeople.

#### Course Learning Outcomes (CLO)

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

CL01	To have basic theoretical knowledge regarding sales management, its process and the role it plays in the marketing strategy of the organization.
CL02	To know about the basic sales techniques and environmental influence on the sales operation.
CL03	To have sound knowledge about the sales department and its relationship with other units of the organization.
CL04	To know about sales analytics and sales territory design.
CL05	To have knowledge about sales force recruitment, selection, training and



motivation.
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### Mapping of CLOs to PLOs

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	3	3	1	2	2
CLO-2	3	3	3	1	2
CLO-3	3	2	1	2	3
CLO-4	3	3	2	1	3
CLO-5	3	3	2	1	3
Average	3	3	2	1.5	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. An overview of sales management</b> -The Selling process-Doing business ethically	3	Lecture and Class Participation	Quiz	1
<b>2. The strategy role of selling and sales management</b> - Organizational learning and market orientation- The role of personal selling in a Firm's marketing strategy-Improving post sale customer service and loyalty	3	Lecture and Class Participation	Quiz	1
<b>3. The process buying and selling</b> -An overview of selling and buying processes-The organizational buying process, selling activities-Relationship formation and selling	3	Lecture and Class Participation	Test and Assignment	2
<b>4. Environmental influences on sales programs and performance</b> -The external environment- The organizational environment.	3	Lecture and Class Participation	Test and Assignment	2

<p><b>5. Organizing the sales force- purposes of the sales organization-</b>Horizontal Structure of the sales force- Organizing to service national and key accounts-Organizing to service global account.</p>	3	Lecture and Class Participation	Test and Assignment	3
<p><b>6. Demand estimation and sales Quotas-</b>Importance of the sales forecast-Time series analysis- statistical demand analysis</p>	6	Lecture and Class Participation	Quiz	3
<p><b>7. Sales territories-</b>The need for sales territories-Sales force size-Sales territory design</p>	6	Lecture and Class Participation	Quiz	4
<p><b>8. Salesperson performance:</b> behaviour-Role perceptions, and satisfaction-Understanding salesperson performance- Rewards-Satisfaction-The salesperson's role perceptions- Susceptibility of the salesperson's role-Role conflict and ambiguity</p>	6	Lecture and Class Participation	Test and Assignment	4
<p><b>9. Salesperson performance:</b> Motivating the sales force- The psychological process of motivation-The impact of a salesperson's personal Characteristics on motivation- Career stages and salesperson motivation-The impact of environmental conditions on motivation-The impact of organizational variables on motivation</p>	6	Lecture and Class Participation	Test and Assignment	5
<p><b>10. Personal Characteristics and sales aptitude:</b> criteria for selecting salespeople-Sales performance-Characteristics of successful salespeople-Job-specific determinants of good sales performance-Implications for sales management</p>	6	Lecture and Class Participation	Test and Assignment	5

### Textbook(s)

Tanner, J., Honeycutt, E. D., & Erffmeyer, R. C. (2013). *Sales Management: Pearson New International Edition PDF eBook*. Pearson Higher Ed.

### Assessment and Evaluation

Bloom's Category	Quiz 1 (15)	Test 1 (25)	Quiz 2 (15)	Test 2 (25)	Assignment 1 (10)	Assignment 2 (10)	Total (100)
Remember	3	5	3	5	1	1	18
Understand	3	5	3	5	1	1	18
Apply	3	5	3	5	1	1	18
Analyze	3	5	3	5	1	1	18
Evaluate	3	5	3	5	1	1	18
Create					5	5	10
Total	15	25	15	25	10	10	100

**Grading System:** As per UGC recommendation

### MKT-0414-350: SERVICE MARKETING

**Credit Hours: 3**

#### Rationale of the Course

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

#### Course Objective

This course is going to educate us on why has there been a need for marketing of services as a separate area; why have business managers to redefine the marketing mix of services; what those mixed variables are; and what detailed mix of ingredients are there to those variables of services marketing mix? To get convincing answers to the sequential questions cited above, the course is going to get into multi-nature aspects of service operations, the dynamics of service encounters (the interaction between service providers and customers), customer relationship management, and service strategies.

#### Course Learning Outcomes (CLO)

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

CLO1	Define characteristics of services and learn the elements of marketing mix for services.
CLO2	You will be able to understand the dynamics of service quality and its related issues that are needed to be developed as a marketing manager.
CLO3	You will be able to conceptualize the new frameworks for understanding service





	recovery strategies, service pricing, integrated marketing communication.
CLO4	You will be able to increase focus on customer expectations, perceptions and what they imply for marketers. And you also will be able to learn how to fashion 7 P's of Services marketing which is unique to this course.
CLO5	You will also be able to focus on financial and economic impact of service quality and also cross functional treatment of issues through integration of marketing with other disciplines such as operations and Human resources.
CLO6	You will be able to develop detail service Blueprint- a tool for describing, designing and positioning services.
CLO7	Finally, you will also learn how to work as an effective member of a team while doing different assignments/project works.

### Mapping of CLOs to PLOs

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	2	2	3	3	1
CLO-2	3	3	3	2	1
CLO-3	3	3	3	2	1
CLO-4	2	3	3	3	1
CLO-5	3	3	2	3	1
CLO-6	3	3	2	3	2
CLO-7	2	3	3	2	1
Average	3	3	3	3	1.5

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

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

Topic	Hours	Teaching-Lecturing Strategy	Assessment Strategy	Corresponding CLOS
<b>1. Introduction to services:</b> Service Characteristics- Distinguishing Characters of Services-Challenges of Service Sector-Impact of Globalisation on Service Sector	3	Lecture		1
<b>2. Gaps model of service quality:</b> Customer Gap and provider Gaps-How to Figure out Service Quality Gaps and how to close the gaps	6	Lecture and Class Participation		2
<b>3. Consumer expectation of services:</b> Different levels of service expectations, Factors Influencing Customer Expectation-Sources of Service Expectations-Zones of Tolerance and how it varies person to person and for different service quality dimension	6	Lecture and Class Participation		4
<b>4. Customer perceptions of services:</b> What is customer perception and why it is important to measure it, different	6	Lecture and Class Participation		4



Sources of Customer Perceptions, moments of truth, different types of encounters-Factors Affecting Desired Level of Service and Adequate Level Service				
<b>5. Understanding customer expectations and perception through Marketing research:</b> Qualitative and Quantitative Research Techniques used in Service Marketing areas, SERVEQUAL used by marketers to measure service quality, different research techniques etc.	6	Lecture and Class Participation		4
<b>6. Physical evidence and The services:</b> Physical Evidence as an Element of Service Marketing Triangle-How to Align it with other Ps-How to Manage Physical Evidence, services and its importance in managing quality of service.	6	Lecture and Class Participation		4,7
<b>7. Development of Service Design:</b> What is Service Blueprint and How to Design it-How to Design Physical Evidence, on the Stage, off the Stage and Support Services in Designing Services. How it will help in closing the service quality gap.	6	Lecture and Class Participation		3,6
<b>8. People in Service Delivery:</b> Importance of People as part of 7Ps-How to Train, Motivate and Retain People-The Role of People in Providing Service Quality, internal Marketing and its importance to ensure service quality.	6	Lecture		5,7

### Textbook

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

### Related Books :

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



### Assessment and Evaluation

Bloom's Category	Presentation (10)	Assignments (20)	Quizzes (10)	Mid-term (Test) (30)	Final (Test) (30)	Total (100)
Remember	-	-	3	5	5	13
Understand	5	-	3	5	5	18
Apply	-	5	-	5	5	15
Analyze	-	5	2	5	5	17
Evaluate	-	5	2	5	5	17
Create	5	5		5	5	20
Total	10	20	10	30	30	100

**Grading System:** As per UGC recommendation

### MKT-0414-481: Consumer Behavior

**Credit Hours:** 3

#### Rationale of the Course

The rationale of this course is to introduce students to consumer behavior in the market place and their impact on marketing strategy and buying decision process.

#### Course Objective

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

#### Course Learning Outcomes (CLO)

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

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

#### Mapping of CLOs to PLOs

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

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

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

	Hours	Teaching-	Assessment	Correspon



		Learning Strategy	Strategy	ding CLOs
<b>1. Introduction:</b> The Impact of the Digital Revolution on Consumer Behavior, Definition of consumer behavior, Changes in the Business Environment, Segmentation, Targeting, and Positioning, Successful Relationships, Types of Customers, Customer Profitability-Focused Marketing.	6	Lecture	Test	1
<b>2. Consumer Research:</b> Quantitative Research, Qualitative Research, The Consumer Research Process, Observational Research, Validity, Reliability, Focus Group, Projective Techniques, Non-probability Sampling Designs.	6	Lecture	Assignment & Test	2
<b>3. Market Segmentation:</b> Three Phases of Marketing Strategy, Bases for Segmentation, Criteria for Effective Targeting of Market Segments.	6	Lecture & Group Discussion	Assignment & Test	3
<b>4. The Consumer as an Individual:</b> Types of Needs, Goals, Changing Consumer Needs, frustration, Defense Mechanism, Motivational Research.	3	Lecture	Test & Quiz	2
<b>5. Personality and Consumer Behavior:</b> The Nature of Personality, Theories of Personality, Personality Traits and Consumer Innovators, Fixated Consumption Behavior, Consumer Ethnocentrism.	3	Lecture	Test & Quiz	3
<b>6. Consumer perception:</b> Definition, Elements, aspects of Consumer Perception, positioning and repositioning.	6	Lecture	Quiz & Presentation	3
<b>7. Consumers in their Social and Cultural Settings:</b> Definition of Reference Group, Factors , Selected Consumer-Related Reference Groups, Types of Celebrity Appeals, Consumer Socialization, Functions & role of the Family.	6	Lecture	Quiz & Presentation	3

<b>8. Consumer Learning:</b> Importance of Learning, Learning Theories, Learning Processes, Elements of Learning Theories, Measures of Consumer Learning.	3	Lecture and Group Discussion	Test	3
<b>9. Cross-Cultural Consumer Behavior:</b> An International Perspective, Importance of Country of Origin Effects, Issues in Cross-Cultural Consumer Analysis, Alternative Multinational Strategies: Global Versus Local.	3	Lecture	Test & Quiz	3
<b>10. The Influence of Culture on Consumer Behavior:</b> Culture, Beliefs, Values, Culture and Advertising, The Measurement of Culture.	3	Lecture	Test & Quiz	3

### Textbook(s)

Consumer Behavior, Leon G. Schiffman & Leslie Lazar Kanuk

### Reference(s)

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

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

### Assessment and Evaluation

**Grading System:** As per UGC recommendation

### MKT-0414-460: DIGITAL MARKETING

**Credit Hours:** 3

### Rationale of the Course



In this digital world, students must know five most important elements of a digital campaign consist of mobile considerations, organic search, social media marketing, and content marketing and lead nurturing. All of these elements combined make up a cohesive digital marketing strategy.

### Course Objective

The Internet has emerged as a key platform to facilitate marketing and communication on a global basis. With the explosion of the Internet era and the changing business environment in Bangladesh as well as in the world, the demand for knowledge and skills in using online communication tools continues to grow at an exponential rate. Today millions of commercial Internet sites are doing business around the globe. This unit introduces students to a range of marketing uses of the Internet based upon sound strategy developed from academic research and practitioners' experience.

### Course Learning Outcomes (CLO)

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

CLO1	Identify and apply digital marketing knowledge to business situations in local and global environment.
CLO2	Identify and research digital marketing issues in business situations, analyze the issues, draw appropriate and well-justified solutions, and develop and evaluate an effective digital marketing plan.
CLO3	Effectively communicate digital marketing knowledge in oral and written contexts.
CLO4	Critically review digital marketing decisions based on social, environmental and cultural considerations.
CLO5	Participate collaboratively in team-work and presentations.

### Mapping of CLOs to PLOs

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	2	1	3	3	1
CLO-2	2	3	3	3	1
CLO-3	2	3	3	3	2
CLO-4	3	3	2	2	2
CLO-5	2	3	3	3	1
Average	2.5	3	3	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>Introducing digital marketing:</b> how have digital technologies transformed marketing? Digital marketing in practice, digital marketing and	6	Introduction to the unit  Video – History	Test	1

<p>multichannel marketing, Introduction to digital marketing strategy, Key features of digital marketing strategy, Applications of digital marketing, Benefits of digital marketing, Alternative digital business models, e-commerce and e-business, Different forms of online presence, Challenges in developing and managing digital marketing strategy, A strategic framework for developing a digital marketing strategy,</p>		<p>of the Internet</p> <p>Initiate group formation</p>		
<p><b>Creating initial Digital Marketing Plan; 6</b>  <b>Digital marketing strategy development</b>          Digital marketing strategy as a channel marketing strategy, The scope of digital marketing strategy, The need for an integrated digital marketing strategy, How to structure a digital marketing strategy, Setting goals and objectives for digital marketing, The online revenue contribution, Setting SMART objectives, Frameworks for objective setting, Strategy formulation for digital marketing.</p>	6	<p>Discussion of the assessments</p> <p>Group formation</p> <p>Review of digital-marketing plan</p> <p>Inform students to select a firm for digital-marketing plan</p>	Assignment & Test	2
<p><b>Online marketplace analysis:</b> micro-environment &amp; macro-environment- Situation analysis for digital marketing. The digital marketing environment, Understanding customer journeys, Customer analysis, Demand analysis and implications for marketing planning, Online consumer behavior and implications for marketing The buying process, The shape and nature of online competitive markets, Competitor analysis and benchmarking, The rate of environment change, Technological forces, economic forces, political forces, legal forces,</p>	6	<p>Digital marketing in practice</p> <p>Group Finalization</p> <p>Review of digital-marketing environment</p>	Assignment & Test	3

<b>Digital Marketing Tools</b> – Website, Google AdWords, Google Analytics, Search engine marketing (SEM), SEO, Best practice in planning and managing SEO, Online partnerships including affiliate marketing, Social media and viral marketing	6	Lecture	Test & Quiz	3
<b>The impact of digital media and technology on the marketing mix-</b> Product and Pricing Strategy in Online, Internet for Distribution, Promotion Strategies in Online -Paid, Earned and Owned media	4	Lecture	Test & Quiz	3
<b>Online Consumer Behavior and Experience Relationship Marketing in Online-</b> e-CRM to social CRM, The challenge of customer engagement, Benefits of using e-CRM to support customer engagement, Marketing applications of e-CRM, CRM technologies and data, Permission marketing, ‘Right touching’ through developing online contact strategies, Measuring the voice of the customer in digital media, Differentiating customers by value and engagement	6	Digital marketing in practice  The Smart Insights interview: Guy Stephens of IBM	Test & Quiz	2
<b>Delivering the online customer experience-</b> Planning website design and redesign projects, Prototyping and agile software development, Domain name selection and registration, Website performance optimisation, Reviewing competitors’ websites, Designing the information architecture, Blueprints, Wireframes, Landing pages, Designing the user experience	6	Dell gets closer to its customers through its social media strategy	Test & Quiz	3
Review of the unit	5	Lecture	Quiz & Presentation	3

### Textbook(s)

1. J. Strauss and R. Frost (2014) E-Marketing, Pearson International Edition, 7th Edition, Pearson/Prentice Hall: New Jersey

### Reference(s)

1. Dave Chaffey, Fiona Ellis-Chadwick, Digital Marketing (Current edition), Pearson





2. D. Chaffey and PR Smith (2013), E-marketing Excellence: Planning and Optimizing Your Digital Marketing, 4<sup>th</sup>

### Assessment and Evaluation

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

### MKT-0414-360: MARKETING RESEARCH

**Credit Hours: 3**

#### Rationale of the Course

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

#### Course Objective

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

#### Course Learning Outcomes (CLO)

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

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

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

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



CLO-3	3	3	3	3	2
Average	3	2	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 to Marketing Research:</b> Definition, Marketing Research Process, Types, When to Conduct Marketing Research	6	Lecture	Test	1
<b>2. The Marketing Research Process:</b> Major steps in marketing research process, The interrelationship among and interdependence of the process steps, Development of marketing research ethics	6	Lecture	Assignment & Test	2
<b>3. Exploring Marketing Research Design :</b> Components of a Research Design, Types of Research, Degree of Problem Definition, Exploratory Research, Descriptive Research, Causal Research	6	Lecture & Group Discussion	Assignment & Test	3
<b>4. Research Design:</b> Secondary Data: Primary vs. Secondary Data, Criteria for Evaluating Secondary Data, Published External Secondary Data, Computerized Databases	6	Lecture	Test & Quiz	3
<b>5. Exploratory Research Design:</b> Qualitative Research: Qualitative Vs. Quantitative Research, Focus Group, Depth Interview, Projective Techniques	3	Lecture	Test & Quiz	3
<b>6. Descriptive Research Design Survey and Observation:</b> Survey Methods, Classification, Observation Methods, Classification, Comparison of Survey and Observational Methods, International Marketing Research, Ethics in Marketing Research	3	Lecture	Quiz & Presentation	3
<b>7. Causal Research Design:</b> Experimentation: Concept of Causality, Conditions for Causality, Definition of Concepts, Validity in Experimentation,	6	Lecture	Quiz & Presentation	3

Extraneous Variables, Controlling Extraneous Variables, Laboratory Vs. Field Experiments.				
<b>8. Measurement and Scaling:</b> Fundamentals and Comparative Scaling: Measurement and Scaling, Primary Scales of Measurement, Comparative Scaling Techniques.	3	Lecture and Group Discussion	Test	3
<b>9. Measurement and Scaling:</b> Non-comparative Scaling Techniques: Classification, Continuous Rating Scale, Itemized Rating Scales, Likert Scale, Semantic Differential Scale, Stapel Scale.	3	Lecture	Test	3
<b>10. Questionnaire &amp; Form Design:</b> Questionnaire Design Process, Precoded Questionnaire, Reproduction of the Questionnaire, Pretesting	3	Lecture	Test	3

### Textbook(s)

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

### Reference(s)

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

### Assessment and Evaluation

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

### MKT-0414-340: ADVERTISING

**Credit Hours: 3**

### Rationale of the Course



The course will introduce marketing students to various theoretical aspects of advertising and how to develop an advertisement campaign from the scratch.

### Course Objective

This course is designed to provide an overview of marketing communications, with a specific emphasis on advertising's role in marketing planning, crafting advertising message strategy, understanding the principles of media selection and placement, and analysis of audience segmentation to determine the appropriate message and media. The course will provide a solid understanding of advertising as a business tool and a social force. This course will emphasize on the problems faced by advertisers and advertising agencies; policies and procedures used for advertising solutions to business problems; evaluation and selection of advertising media; evaluation of layout and copy for sound advertising performance.

### Course Learning Outcomes (CLO)

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

CLO1	To understand the role of advertising in marketing and promotional mix.
CLO2	To identify the scientific and creative aspects of advertising as a business discipline.
CLO3	To explore the social, economic and ethical issues surrounding advertising in a free society.
CLO4	To understand the relationship between marketing strategy, creative strategy and media strategy.
CLO5	To understand the structure, processes, techniques, and terms used in the working relationship between brands, agencies and the media.
CLO6	To develop the ability to apply objective, practical criteria in the evaluation of advertising concepts.

### Mapping of Course Learning Outcomes to Program Learning Outcomes:

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	3	2	2	3	1
CLO-2	3	1	2	3	1
CLO-3	2	3	2	3	3
CLO-4	3	2	3	2	1
CLO-5	3	2	3	2	1
CLO-6	3	3	3	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. Introduction to Advertising:</b> What is Advertising-Roles and Functions of Advertising-Key Players-Types of Advertising-What Makes an Effective Ad-The Evolution of Advertising-The	6	Lecture and Class Participation	Viva and Test	1

Current Advertising Scene				
<b>2. Advertising's Role in Marketing:</b> What is Marketing-The Key Players and Markets-The Marketing Process-How Agencies Work-International Marketing	6	Lecture and Class Participation	Viva and Test	2
<b>3. Advertising and Society:</b> Advertising's Social Role-Review and Regulation of Advertising-Advertising's Regulatory Environment-Media Review of Advertising-Advertising Ethics-Determining What is Ethical	6	Lecture and Class Participation	Viva and Test	3
<b>4. How Advertising Works:</b> How Advertising Works as Communication-Effects Behind Advertising Effectiveness-Perception-Cognition-Affective or Emotional Response-Association-Persuasion-Behavior	9	Lecture and Class Participation	Viva and Test	4
<b>5. The Consumer Audience:</b> How Does the Consumer Behavior Work-Cultural and Social Influence on Consumer Behavior-Psychological Influences that Motivate Consumers-Behavioral Influences on Consumer Behavior-Consumer Decision Process-Segmenting and Targeting	9	Lecture and Class Participation	Viva and Test	5
<b>6. Strategic Research:</b> The Quest for Intelligence and Insight-The Uses of Research-Research Methods Used in Advertising Planning-Research Challenges	9	Lecture and Class Participation	Viva and Test	6

**Textbook(s):**

Wells, W. D., Burnett, J., & Moriarty, S. (2012). Advertising: principles and practice (7th ed.). New Delhi: Pearson.

**Assessment and Evaluation**

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

**Grading System:** As per UGC recommendation

## **MKT-0414-401: INTERNATIONAL MARKETING**

**Credit Hours: 3**

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

A marketer needs to know how it is to expand target market. Need to Learn How to boost brand reputation? Why it is important to connect business with the world? And also how to open doors for future opportunities?

### **Course Objective**

This course will basically give you the better understanding of all the issues and decisions related to Domestic and International Markets. This unit will help you as an International Marketer to find out the right direction or adaptation if needed for your company. We need to develop an ability to apply Marketing principles to problems facing marketers in international markets. Also you will be able to come up with right strategic orientation for a firm based on uncontrollable environment and uncertainties faced in different countries.

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

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

CL01	Realize the importance of using financial accounting in different types of organizations
CL02	Apply the key terms, definitions, and concepts used in marketing with an international perspective.
CL03	Compare the value of developing global awareness vs. a local perspective in marketing.
CL04	Evaluate different cultural, political, and legal environments influencing international trade.
CL05	Distinguish the advantages and disadvantages Canadian products and services possess in international marketing in both emerging markets and mature markets.
CL06	Explain the impact of global and regional influences on products and services for consumers and businesses.



CLO7	Apply basic internationally oriented marketing strategies (total product concept, pricing, place, and promotion).
CLO8	Develop creative international market entry strategies.
CLO9	Understand the importance of the Internet for global business.

### Mapping of CLOs to PLOs

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	2	1	3	3	1
CLO-2	2	3	3	3	1
CLO-3	2	3	3	3	2
CLO-4	3	3	2	2	2
CLO-5	2	3	3	3	1
CLO-6	3	3	3	2	1
CLO-7	3	3	3	2	2
CLO-8	2	1	2	2	2
CLO-9	2	3	2	3	2
Average	2.5	2.5	3	3	1.5

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

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

Topic	Hours	Teaching-Lecturing Strategy	Assessment Strategy	Corresponding CLOS
<b>1. Introduction to Domestic Marketing and International Marketing:</b> Scope & challenges of International marketing, differences between INTL Marketing and DM. International and global Marketing and related field of study.	3	Lecture	Test (Quiz 1)	1
<b>2. Export procedure:</b> Export process, documentation, Internationalization process and concerns, Corporate strategy, different types of exports, export pricing etc.	3	Lecture and Class Participation	Test (Quiz 1)	2, 5, 8
<b>3. International Trade vs. International Marketing:</b> Types of international business, different entry modes, advantages and disadvantages of	6	Lecture	Test (Quiz 1)	1, 5

different modes of entry, merchant and agents role in International trade.				
<b>4. International Business imperatives:</b> Importance of International Business, recent changes in international business, globalization and its impact on international business.	6	Lecture	Test (Mid)	7, 5
<b>5. International Organizations:</b> Overview on WTO, GATT, UNCTAD, SAARC, NAFTA, OPEC, APEC, ASEAN, SAPTA, and EU, trade restrictions, tariff and non-tariff barriers, different regional Blocs, and its impact on trade.	3	Lecture and Class Participation	Test (Mid)	3
<b>6. Cultural Environment:</b> Cultural elements including educational institution, aesthetics, material values, language, food habits, clothing, business etiquette etc.) of different countries	3	Lecture	Test (Mid), Assignment	3, 5
<b>7. Political &amp; Legal environment:</b> Different types of political risks involved in IM.	3	Lecture and Class Participation	Test (Mid), Assignment	3
<b>8. Economical and Financial Environment:</b> Study of all economic variables related to trade (population, income, trade & non tariff barriers, infrastructure, communication, consumption pattern, competitiveness, and market types.	6	Lecture and Class Participation	Test (Mid), Assignment	3
<b>9. Product Policy:</b> (product, features, packaging, design, branding, after sales service etc.), Product adaptation or standardisation, when to adapt and when to standardise product/service	3	Lecture	Test (Quiz 2 and Final)	5, 6, 9
<b>10. Pricing Policy:</b>	3	Lecture and	Test (Quiz 2	6, 9



Different pricing considerations while setting price, pricing process, different pricing strategy. How to align pricing with other marketing mix elements.		Class Participation	and Final)	
<b>11. Advertising and distribution case study:</b> Real life case study of different Global companies and presenting its solution to their problems faced.	3	Lecture	Test (Quiz 2 and Final)	6, 8, 9
<b>12. International/Global branding:</b> Consumer products//services branding in International market, global braiding advantage, growing global brand(culture, values and more), Brand building rules, building Brand partnership etc.	3	Lecture and Class Participation	Test (Quiz 2 and Final)	4, 6, 9

### Textbook(s)

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

### Reference(s)

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

### Assessment and Evaluation

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

**Grading System:** As per UGC recommendation

## **MKT-0414-410: MARKETING FOR NONPROFIT ORGANIZATIONS**

**Credit Hours: 3**

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

Nonprofit organization is a brand, therefore marketers need to raise awareness just like any other business or company. Marketing raises awareness of your brand, and brand awareness spreads the word about your organization and your overall cause. Purposes of these organizations may include Religious, Scientific, Public safety-oriented, Charitable, Literary, Sports, Cruelty prevention etc. which requires different strategies to adopt.

### **Course Objective**

Marketing is managing “profitable” customer relationship. Then what about the nonprofit organizations? Don’t they do any marketing? The answer is “Yes”. They also do marketing but their objective is not to maximize profit. Nonprofit organizations do marketing to get funding, volunteers and to promote their cause. This course will introduce students with marketing not from the corporate perspective, but through the lens of nonprofit organizations.

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

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

CL01	To understand the basics of nonprofit organizations and nonprofit marketing.
CL02	To learn about the 4Ps of nonprofit marketing.
CL03	To attract major gifts and arrange special events.
CL04	To attract volunteers and run social cause campaigns.
CL05	To appreciate nonprofit’s collaboration with business sector.

### **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	2	3	1	1
CLO-2	3	3	2	2	2
CLO-3	3	3	2	1	3
CLO-4	3	3	2	2	3
CLO-5	2	2	1	1	2
Average	3	3	2	1.5	2.5

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

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

<b>Topic</b>	<b>Hours</b>	<b>Teaching-Learning Strategy</b>	<b>Assessment Strategy</b>	<b>Corresponding CLOs</b>
<b>1. Introduction to Nonprofit Marketing:</b> Dimensions of	3	Lecture and Class	Quiz	1



nonprofit marketing-Importance of nonprofit sector-Types of nonprofit sector-Challenges faced by the nonprofit sector-Adoption of marketing approach-Current issues in nonprofit marketing		Participation		
<b>2. Setting the Path of Nonprofit</b> <b>3. Organization:</b> Defining a focus and scope-Strategic objectives to achieve the organization's mission-Differentiation-Positioning-The unique value proposition-Branding-Segmentation	3	Lecture and Class Participation	Quiz	1
<b>4. Research in Nonprofit Organizations:</b> Publics of nonprofits-Orientations of nonprofits-Why nonprofits must do research-Why nonprofits should have a marketing information system (MkIS)-Where research fits into a nonprofit's MkIS-The research process	3	Lecture and Class Participation	Mid Exam and Assignment	1
<b>5. Offers in Nonprofit Organizations: Product and Place:</b> The nonprofit marketing mix-Identifying the offers in nonprofit organizations-The five levels of an offer-Offer classification-Managing nonprofit offers-Nonprofit offer development-Managing nonprofit distribution	3	Lecture and Class Participation	Mid Exam and Assignment	2
<b>6. Offers in Nonprofit Organizations: Promotion and Price:</b> Marketing communication-Promotion objectives-The promotional mix-Prices in nonprofit organizations-Monetary prices-Pricing objectives-Setting prices-Nonmonetary prices for nonprofit offers	3		Mid Exam and Assignment	2

<p><b>7. Strategic Approached to Attracting Major Gifts:</b> Major gifts from individual donors-A nonprofit's largest donors-Seeing through the eyes of potential donors-The potential major gift information file-Traditional tactics for major gift fund raising-The individual major gift donor file-Tasks related to effective nonprofit major gift fund raising-Asking for the major gift-Alternative major gift formats for prospect consideration</p>	6	Lecture and Class Participation	Quiz	3
<p><b>8. Special Events in Nonprofit Sector:</b> Special events definition, rationale, planning and design-Scope of events in the nonprofit sector-Objectives of special events-Strategic issues in producing special events-Managing special events-Marketing and promoting special events-Evaluating special events</p>	6	Lecture and Class Participation	Quiz	3
<p><b>9. Marketing to Volunteers:</b> Importance of volunteers-Classifying volunteers-Understanding volunteer motivations-Marketing for potential volunteers-Virtual volunteering</p>	6	Lecture and Class Participation	Final Exam and Assignment	4
<p><b>10. Social Marketing:</b> Changing public behavior-The social marketing plan-Issue Marketing-changing public policy-Involvement of business sector</p>	6	Lecture and Class Participation	Final Exam and Assignment	4
<p><b>11. Cause Related Marketing and other Collaborations with the Business Sector:</b> Importance of collaborating with the business sector-Costs and benefits-Different types of relationships with businessnes-Setting objectives-Finding a corporate</p>	6	Lecture and Class Participation	Final Exam and Assignment	4, 5

partner-Managing the relationship-Model of consumer responses to campaign				
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### Textbook(s)

Wymer, W., Knowles, P., & Gomes, R. (2006). *Nonprofit marketing: Marketing management for charitable and nongovernmental organizations*. Sage.

### Reference(s)

Kotler, P. (1982). *Marketing for nonprofit organizations*. Prentice-Hall.

### Assessment and Evaluation

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

**Grading System:** As per UGC recommendation

## MKT-0414-440: HOSPITALITY & TOURISM MARKETING

**Credit Hours: 3**

### Rationale of the Course

The rationale to study this course is to introduce the students to the aspects of Hospitality and Tourism marketing. With marketing skills, students can be able to appreciate the scope of marketing as an essential component in the Hospitality and Tourism Industry.

### Course Objective

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

### Course Learning Outcomes (CLO)

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

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

### Mapping of CLOs to PLOs

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	1	2	1	2	1
CLO-2	2	1	2	3	3
CLO-3	3	3	3	3	2
Average	2	2	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 to Hospitality Management:</b> It will discuss about hospitality industry will cover history, current practices, future of the industry, restaurant/food service operations, hotel/motel management, travel/tourism, managing in the service industry, operations management and personnel leadership.	6	Lecture	Test	1
<b>2. Tourism and Travel:</b> Knowledge of Tourism and Travel by examining how the different sectors of Tourism and Travel work separately and in unison. Some of the aspects covered will include the economics, psychology and sustainability of travel and tourism	6	Lecture	Assignment & Test	2
<b>3. Food &amp; Beverage Control Systems:</b> Food preparation to restaurant success, food history, kitchen and restaurant cost controls, menu development, purchasing, receiving, equipment operation and maintenance, and basic food preparation and presentation. Overall Planning and supervising food and beverage service operations in a hospitality establishment.	6	Lecture & Group Discussion	Assignment & Test	3
<b>4. Facilities &amp; Guest Services:</b> In-	6	Lecture	Test & Quiz	3



depth study of operations of food and rooms divisions in the hospitality industry. Topics will include hiring, staff development, quality services, and ethics.				
<b>5. Menu Planning and Food Safety:</b> Comprehensive exploration of the basic functions in contemporary food service management. The course examines menu management and food safety within the modern food service industry.	3	Lecture	Test & Quiz	3
<b>6. Economics of Tourism:</b> The student will learn how to create value in tourism, who are the consumers of tourism and the impact of tourism on GDP. The student will visit a convention and visitors bureau and will prepare an impact project on an aspect on tourism on the local economy.	3	Lecture	Quiz & Presentation	3
<b>7. Hotel Operations:</b> Creating and managing hospitality properties including building, design and operations of room and food operations. In this course students will write a business plan for a hospitality property.	6	Lecture	Quiz & Presentation	3
<b>8. Event Planning and Management:</b> Fundamentals of event management. Students will learn that gatherings, meetings and events have been occurring for centuries. The student will visit an event center and will plan an event either actual or simulated from start to finish.	6	Lecture and Group Discussion	Test	3
<b>9. Destination Management and Marketing:</b> Marketing of Tourism and Travel. industry uses destination marketing and management to guide the consumer to make more efficient use of their leisure time.	3	Lecture	Test	3
<b>10. Sustainable Tourism:</b> Understanding of the concepts and principles of the marketing	3	Lecture	Test	3

and management of ecotourism activities and the development of sustainable growth in tourism sectors				
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### Textbook(s)

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

### Reference(s)

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

### Assessment and Evaluation

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

**Grading System:** As per UGC recommendation

### MKT-0414-444: GREEN MARKETING

**Credit Hours: 3**

#### Rationale of the Course

Students need to know by adopting Green marketing how firms developing and selling environmentally friendly goods or services. Also how it helps to improve credibility, how to enter a new audience segment, and how to stand out among competitors as more and more people become environmentally conscious.

#### Course Objective





The alarm of climate change and global warming is ringing in almost every corner of the planet. And it is highly resonating not only in the realm of science but also in the politics, the economy and the society. Majority of the developed nations of the world are formulating laws and policies to protect the environment that the people and the companies need to abide by. So the “green compliance” is effecting the way of doing business. Nowadays an increasing number of people are environmental conscious too. They are green investors and green consumers. They invest in, support and publicize firms which are green, not grey. So this is another huge push for the companies to be more and more environment friendly and support causes that support the global green movement. This course will orient the students with the effects of this “greening” policy and movement on business and marketing.

### Course Learning Outcomes (CLO)

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

CLO1	To understand the basics of environmental marketing and environmental consumerism.
CLO2	To know about strategic marketing planning for green marketing and green marketing strategies.
CLO3	To manage and lead the greening process of the organization.
CLO4	To understand and apply green segmentation and eco positioning.
CLO5	To know about environmentalist activities in Bangladesh.

### Mapping of CLOs to PLOs

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	3	2	2	1	3
CLO-2	3	3	2	1	2
CLO-3	3	3	3	2	2
CLO-4	3	2	3	1	2
CLO-5	3	2	3	2	2
Average	3	2.5	3	1.5	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.Principles of Environmental Marketing:</b> Natural and Social environment influencing the quality of human lives-A complex and changing interrelationship among the business, society and environment-Meaning of	9	Lecture and Class Participation	Quiz	1

environmental marketing- Emerging ideas of environmental marketing-Key ideas of environmental marketing-Micro and macro environmental forces- Responding to marketing environment-Future of environmental marketing				
<b>2.Environmental Consumerism:</b> Meaning, nature and enduring trend in environmental consumerism-The age of green consumer-Profile of green consumerism-Green consumer psychology-Emerging green purchasing ethics-Corporate response to environmental consumerism-Corporate green stakeholders	6	Lecture and Class Participation	Mid Exam and Assignment	1
<b>3.Green Marketing:</b> Challenges of green marketing-Meaning and characteristics of green marketing-Importance of green marketing-Organizing for green success-Elements of green marketing-Green marketing practices in the developed and developing countries-Strategic marketing planning for green marketing	6	Lecture and Class Participation	Mid Exam and Assignment	2
<b>4.Green Marketing Strategies:</b> Green product strategies-Green packaging strategies-Creating green conscious through marketing communication and promotion-Development issues in green marketing-Emphasizing on corporate social responsibility-Effective decision making and implementation	6	Lecture and Class Participation	Quiz	2
<b>5.The Greening of the Organization:</b> The corporate response-The organizational dimension of greening-Total	6	Lecture and Class Participation	Quiz	3

quality environmental management-The evolution of green organization-Marketing within the green organization-A new vision of the organization				
<b>6. Segmenting and Positioning within Green Markets:</b> The hunt for green consumers-Defining green market segments-The role of environmental knowledge—the role of attitudes toward the environment-Segmenting green industrial market-Segmenting the green consumer markets-Eco positioning and branding	6	Lecture and Class Participation	Final Exam and Assignment	4
<b>7.Environmentalism in Bangladesh:</b> State of the natural, social and cultural environment in Bangladesh-Environmental consciousness among people-Emerging trend of environmentalism-Government role in protecting living and social environment-Activities of environmental lawyer’s association and other environment friendly groups-Environmental legislation and legal provision in Bangladesh-Corporate environmentalism in Bangladesh	6		Final Exam and Assignment	5

### Textbook(s)

- Ottman, J. A. (1993). Green Marketing: Challenges and Opportunities for the New Marketing. *Marketing Review*, 2.
- Hunt, D., & Johnson, C. (1996). Environmental management systems-Principles and practice. In *Fuel and Energy Abstracts* (Vol. 4, No. 37, p. 302).

### Assessment and Evaluation

Bloom’s Category	Quiz 1 (20)	Mid Exam (20)	Quiz 2 (20)	Final Exam (20)	Assignmentx2 (20)	Total (100)
Remember	5	5	5	5		20
Understand	5	5	5	5	5	25

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

**Grading System:** As per UGC recommendation

## **MKT-0414-450: PRODUCT AND PRICING POLICY**

**Credit Hours: 3**

### **Rationale of the Course**

The rationale to study this course is to provide students a comprehensive examination and discussion of relevant theories, models, concepts, mechanisms of pricing decisions in various market environments.

### **Course Objective**

The course is designed to provide an understanding of elements that affect the success of products in the market place and to make students able to develop strategies for successful pricing and product management. This course will familiarize students with applications of new product management, planning and policy techniques, essentials of branding and approaches to effective branding strategy.

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

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

CLO1	Develop different product and price strategies, and explain how these can influence a company's competitive advantage.
CLO2	Describe how to analyze the market to gain product relevant consumer insights.
CLO3	Describe how different aspects of product choice and pricing impact consumer behavior and consequently affect choice of product and pricing strategies.

### **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	2	1	2	1
CLO-2	3	3	2	1	1
CLO-3	3	3	3	3	2
Average	3	3	2	2	1.5

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

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

<b>Topic</b>	<b>Hours</b>	<b>Teaching-Learning Strategy</b>	<b>Assessment Strategy</b>	<b>Corresponding CLOs</b>
<b>1. Introduction to New-Product Development:</b> Overview and Perspective, Initiating Factors, Role of New-Product	6	Lecture	Test	1



Management.				
<b>2. Innovation Strategy :</b> Key Sources of Innovation, Areas to Innovate, Innovation Strategy, Relationship to Corporate Strategy, Reactive and Proactive Strategies.	6	Lecture	Assignment & Test	2
<b>3.Opportunity Identification:</b> Market Growth Models, Desirable Characteristics of markets, Market Definition, Idea Generation.	6	Lecture & Group Discussion	Assignment & Test	3
<b>4. Design Process:</b> Customer Measurements, Perceptual Maps, Value Maps, Factor Analysis, MDS, Preference Analysis, Benefit Segmentation, Estimating Sales Potential, Testing and Improving New Products.	6	Lecture	Test & Quiz	3
<b>5. Repositioning of Products:</b> Effective Brand Communications Strategies and Repositioning Strategies, Branding, Brand positioning, repositioning strategies and Brand Loyalty, Brand Equity, Brand management practices.	6	Lecture	Test & Quiz	3
<b>6. Price Segmentation:</b> What is price segmentation, Vital steps to implement price segmentation, Create a Pricing Mechanism, Will price segmentation boost profitability, Examples of price segmentation.	3	Lecture & Test	Test & Quiz	2
<b>7. Introduction to Brand Management:</b> Brand equity concept, elements of Building effective brands, Product and Brand Strategy Building & Measuring Brand Equity, Building & Measuring Brand Equity, Designing and Implementing Branding Strategies.	3	Lecture & Test	Test & Quiz	3
<b>8. Pricing considerations &amp; Pricing factors:</b> Factors Affecting Pricing Decision, Internal vs. External, Issues	3	Lecture	Quiz & Presentation	3

& Challenges with Pricing Products, Effective pricing Tools to apply them in practice.				
<b>9. Effective Pricing Strategy and Techniques:</b> New product pricing strategy market skimming & penetration pricing product mix pricing, optional product pricing, captive product pricing, Predatory pricing, price bundle pricing, Price changes/adjustment strategies, discount and allowance pricing, initiating price changes, different Approaches: Consumer segment pricing, product-form, time & location pricing, psychological Pricing, Promotional Pricing, Geographical Pricing, Dynamic and Internet Pricing, International Pricing.	6	Lecture	Quiz & Presentation	3

### Textbook(s)

1. Y L R Moorthi. Brand Management. UBS publishers Ltd. New Delhi, India.
2. Merle Crawford and Anthony. New Products Management. DiBenedetto.
3. T. Nagle, J. Hogan, and J. Zale . The Strategy and Tactics of Pricing. Prentice Hall.

### Reference(s)

1. W. Kip Viscusi, Joseph E. Harrington and John M. Vernon. Economics of Regulation and Antitrust, MIT Press.
2. G.L. and J.R. Hauser, Englewood Cliffs, N.J. Design and Marketing of New Products. UrbanPrentice Hall.
3. Keller, Kevin Lane. Strategic Brand Management. Prentice Hall.

### Assessment and Evaluation

Bloom's Category	Assignments/ Presentation (15)	Quizzes (15)	Mid-term (Test) (20)	Final-term (Test) (50)	Total (100)
Remember	-	15	05	05	25
Understand	-	-	05	15	20
Apply	05	-	-	10	15
Analyze	5	-	-	10	15
Evaluate	-	-	05	05	10
Create	05	-	05	05	15
Total	15	15	20	50	100

**Grading System:** As per UGC recommendation



## MKT-0414-491: STRATEGIC MARKETING

Credit Hours: 3

### Rationale of the Course

The Strategic Marketing course aims to provide students with the necessary tools and frameworks to enable them to make proactive marketing decisions and different strategic plans that best fits in the changing marketing environment.

### Course Objective

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

### Course Learning Outcomes (CLO)

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

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

### Mapping of CLOs to PLOs

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	1	2	1	2	1
CLO-2	2	1	2	3	3
CLO-3	3	3	3	3	2
Average	2	2	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. Market-driven Strategy</b> Market-driven strategy, Market Orientation, Capabilities, Creating value for customers, Becoming market driven.	6	Lecture	Test	1
<b>2. Business and Marketing Strategies</b> Corporate Strategy, Business and	6	Lecture	Assignment	2



marketing strategy, marketing strategy process, preparing the marketing plan.			& Test	
<b>3. Market vision, Structure, and Analysis</b> Market and strategies, Mapping product-markets, Describing and analyzing end-users, Market size estimation.	6	Lecture & Group Discussion	Assignment & Test	3
<b>4. Segmenting Markets</b> Segmentation and market-driven strategy, Forming segments, Finer segmentation strategies.	6	Lecture	Test & Quiz	3
<b>5. Continuous Learning about Markets</b> Market orientation and organization organizational learning, Marketing research information, computerized information systems, Issues in collecting and using information.	3	Lecture	Test & Quiz	3
<b>6. Market Targeting and Strategic Positioning</b> Market targeting strategy, Targeting in different market environments, The position process, Determining positioning effectiveness.	3	Lecture	Quiz & Presentation	3
<b>7. Relationship Strategies</b> The rationale for international relationships, Types of organizational relationships, developing effective relationships between organizations.	6	Lecture	Quiz & Presentation	3
<b>8. Planning for New Products</b> Steps in new product planning, Idea generation, Product and process development, developing marketing strategy and market testing, Commercialization.	6	Lecture and Group Discussion	Test	3
<b>9. Strategy brand management</b> Product management issues, Analyzing product performance, strategies for product/brands, strategy brand management.	3	Lecture	Test	3
<b>10. Managing Value-Chain Relationships</b> Strategic role of distribution, Channel of	3	Lecture	Test	3



distribution strategy, Managing the channel, Legal and ethical considerations.				
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**Textbook(s)**

Tony Proctor. Strategic Marketing: An Introduction. Routledge.

**Reference(s)**

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

**Assessment and Evaluation**

<b>Bloom's Category</b>	<b>Assignments/ Presentation (10)</b>	<b>Quizzes (10)</b>	<b>Mid-term (Test) (30)</b>	<b>Final-term (Test) (50)</b>	<b>Total (100)</b>
Remember	-	10	05	05	20
Understand	05	-	05	10	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

**MKT-0414-470: BRAND MANAGEMENT**

**Credit Hours: 3**

**Rationale of the Course:**

The course will facilitate marketing students to learn important lessons regarding managing a brand – from creating to managing and from elements to strategies.

**Course Objective**

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

**Course Learning Outcomes (CLO)**

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

CLO1	To describe necessary branding concepts and applications.
CLO2	To demonstrate analytical, creative skills and a systematic understanding of brand management including contemporary debates, developments and theories.



CLO3	To explain brand-product strategies and financial evaluations.
CLO4	To carry out analysis to establish and exploit brand identity.

### Mapping of CLOs to PLOs

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	3	1	1	2	2
CLO-2	3	3	2	2	1
CLO-3	3	3	3	2	3
CLO-4	3	3	2	1	1
Average	3	3	2	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.What is Brand-Why Do Brand Matter-Can Everything be Branded-What are the Strongest Brands-Branding Challenges and Opportunities-The Brand Equity Concept-Strategic Brand Management Process</b>	9	Lecture and Class Participation	Viva	1
<b>2.Customer-Based Brand Equity-Making a Brand Strong-Sources of Brand Equity-Building a Strong Brand-Creating Customer Value</b>	9	Lecture and Class Participation	Viva and Test	1
<b>3. Identifying and Establishing Brand Positioning-Positioning Guidelines-Defining and Establishing Brand Mantras-Internal Branding-Brand Audits</b>	9	Lecture and Class Participation	Viva and Test	2
<b>4.Criteria for Choosing Brand Elements-Options and Tactics for Brand Elements</b>	6	Lecture and Class Participation	Viva	2
<b>5.New Perspectives on Marketing-Product Strategy-Pricing Strategy-Channel Strategy</b>	6	Lecture and Class Participation	Viva and Test	3

<b>6.The New Media Environment</b> -Overview of Marketing Communication Options-Establishing a Brand Equity Management System	6	Lecture and Class Participation	Viva and Test	4
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### Textbook(s)

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

### Assessment and Evaluation

Bloom's Category	Viva 1 (20)	Exam 1 (30)	Viva 2 (20)	Exam 2 (30)	Total (100)
Remember	10	3	10	3	26
Understand	10	3	10	3	26
Apply	-	6	-	6	12
Analyze	-	6	-	6	12
Evaluate	-	6	-	6	12
Create	-	6	-	6	12
Total	20	30	20	30	100

**Grading System:** As per UGC recommendation

## MKT-0414-490: PROJECT IN MARKETING

**Credit Hours: 3**

### Rationale of the Course:

A project in Marketing rationale is an argument in favor of implementing the proposed project by an organization. It gives a detailed explanation of why the project is required in the area. A project rationale could be the evaluation of competing technology solutions.

### Course Objectives :

The course provides students with the opportunity to undertake a supervised research project on a marketing topic. Using qualitative and quantitative techniques of marketing research, you will conduct a research project on a marketing problem to address challenges facing any organization including market segmentation, targeting and positioning, estimating market potential, forecasting demand, advertising, pricing and more. It will develop students' knowledge of the scope of research, together with the processes and techniques used in marketing research. Specific topics include an introduction to research in marketing, research problem identification, research design, qualitative and quantitative methods, data collection instruments, qualitative and quantitative data analysis, reporting and presentation of results.

### Course Learning Outcomes (CLO)

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

CLO1	Formulate, scope and position a research report within an appropriate
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	literature/context.
CLO2	Generate a professional or theoretical research question and appropriate methodology.
CLO3	Collect appropriate data, analyze according to the research problem and draw relevant conclusions.
CLO4	Write a professional research report
CLO5	Present and argue a position in a professional manner within a group setting.
CLO6	Fulfill the requirements for conducting research in a professional and ethical manner.

### Mapping of CLOs to PLOs

PLO/CLO	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5
CLO-1	2	1	3	3	1
CLO-2	2	3	3	3	1
CLO-3	2	3	3	3	2
CLO-4	3	3	2	2	2
CLO-5	2	3	3	3	1
CLO-6	3	3	3	2	1
Average	2.5	3	3	3	1.5

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

### Course Plan :

Topic	Hours	Teaching-Lecturing Strategy	Assessment Strategy	Corresponding CLOS
1. ROLE OF ADVERTISING IN MOTIVATING CONSUMER BRAND PREFERENCE FOR BEVERAGES IN BANGLADESH	3	Lecture	Test (Quiz 1)	1,3,4
2. RELEVANCE OF MARKET SEGMENTATION IN THE EFFECTIVE MARKETING OF COSMETICS PRODUCTS	3	Lecture and Class Participation	Test (Quiz 1)	1,2,4
3. THE IMPACT OF SALES PROMOTION ON THE PURCHASING OF CONSUMER PRODUCT IN BANGLADESH	3	Lecture	Test (Quiz 1)	1,2,4
4. IMPACT OF MARKETING RESEARCH IN ACHIEVING ORGANIZATIONAL GOAL	1,5	Lecture	Test (Mid)	1,2,3,4
5. EFFECT OF ADVERTISING ON BRAND PERFORMANCE	1.5	Lecture and Class	Test (Mid)	2,5,6

		Participation		
6. THE EFFECT OF PURCHASING SEGMENTATION AS A TOOL FOR ACHIEVING ORGANIZATIONS SALES OBJECTIVES	3	Lecture	Test (Mid), Assignment	1,2,4
7. EFFECTIVENESS OF PRODUCT INNOVATION AS A TOOL OF ACHIEVING COMPETITIVE ADVANTAGE IN THE PURCHASING ENVIRONMENT	1.5	Lecture and Class Participation	Test (Mid), Assignment	2,3,4
8. APPLICATION OF MARKETING CONTROL TECHNIQUES IN MANUFACTURING FIRMS	1.5	Lecture and Class Participation	Test (Mid), Assignment	2,3,5,6
9. THE ROLE OF PRODUCT MANAGEMENT IN THE MARKETING OF BANKING SERVICE	3	Lecture	Test (Quiz 2 and Final)	2,3,4,5
10. THE IMPACT OF MARKETING STRATEGY ON THE PRODUCTIVITY OF AN ORGANIZATION.	3	Lecture and Class Participation	Test (Quiz 2 and Final)	2,4, 5,6
11. HE PROBLEMS FACING THE MARKETING OF POULTRY PRODUCT	3	Lecture	Test (Quiz 2 and Final)	4,5,6
12. AN EVALUATION OF PIPELINE TRANSPORTATION IN THE MARKETING OF PETROL IN BANGLADESH	3	Lecture and Class Participation	Test (Quiz 2 and Final)	4,5,6
13. THE IMPACT OF MARKETING IN THE DEVELOPMENT OF TOURISM IN BANGLADESH	3	Lectures and class	Test	4,5,6
14. AN APPRISAIAL OF EFFECTIVE ADVERTISING IN INCREASING SALES OF COSMETICS	3	Class lectures	Test quiz (2)	2,3,4,5
15. ATTITUDE OF CONSUMERS TOWARDS PUBLIC UTILITIES (A CASE STUDY OF NEPA, ENUGU METROPOLIS	3	lectures	Test quiz	3,4 5.6

16. THE IMPACT OF PERSONAL SELLING IN THE MARKETING OF BEVERAGES IN BANGLADESH	3	lectures	test	3,4,5,6
17. A STUDY ON THE ROLE OF ADVERTISING IN TOURISM DEVELOPMENT	3	lectures	Assignment and presentation	3,4,5,6

### Textbook (s)

1. Malhotra, Nunan and Birk, (2017) Marketing Research: An Applied Approach eBook (5e).
2. Chernev, Alexander. "Segmentation and Targeting Analysis." In *Strategic Marketing Management*. Brightstar Media, Inc., 2009. ISBN: 9780982512647.
3. "Value Proposition and Positioning." In *Strategic Marketing Management*. Brightstar Media, Inc., 2009. ISBN: 9780982512647.
4. Best, Rogers. "Economic Benefits and Value Creation." In *Market-Based Management-Strategies for Growing Customer Value and Profitability*. 5th ed. Prentice Hall, 2009. ISBN: 9780132336536.
5. Paul, Peter J., and James Donnelly. "Analyzing Marketing Problems and Cases." Section II in *A Preface to Marketing Management*. Richard D. Irwin, Inc., 1994. ISBN: 9780256122510.
6. Cressman, George, and Thomas T. Nagle. "How to Manage an Aggressive Competitor." *Business Horizons* 45, no. 2 (2002): 23-30.

### Reference(s)

1. Wickham, L., Wilcock, J (2016), Management Consulting: Delivering an Effective Project, 5th Edition, Harlow, UK: Pearson. Earlier versions are not a problem.
2. Osterwalder, Alexander & Pigneur, Yves (2010) Business Model Generation, First Edition, Wiley,
3. Preparing a Marketing Plan, Medlin, C.J., 2019 (pdf on MyUni site)
4. Lecture Powerpoints (pdf MyUni site)
5. Communications Skills Guide (pdf MyUni sit
6. Burton, S. & Steane, P. Surviving your thesis. Routledge, 2004.
7. Marsen, S. (2007). Professional writing : The complete guide for business, industry and it. Basingstoke, New York: Palgrave Macmillan.
8. Phillips, E.M. & Pugh, D.S. How to get a phd. Milton Keynes, Open University Press, 1993.

### Assessment and Evaluation

Bloom's Category	Viva 1 (20)	Exam 1 (30)	Viva 2 (20)	Exam 2 (30)	Total (100)
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Remember	10	3	10	3	26
Understand	10	3	10	3	26
Apply	-	6	-	6	12
Analyze	-	6	-	6	12
Evaluate	-	6	-	6	12
Create	-	6	-	6	12
Total	20	30	20	30	100

**Grading System:** As per UGC recommendation

## **MKT-0414-400L: SOFTWARE APPLICATIONS IN MARKETING**

**Credit Hours: 2**

### **Rationale of the Course**

The course will introduce marketing students to various applied skills just like marketing data analysis using various applications. Students will receive hands-on lessons in the lab and perform various analytical functions themselves.

### **Course Objective**

The course will orient you with marketing analytics. It will enrich the students' knowledge and contribute in their career portfolio. Students will learn how to improve the marketing campaigns. They will learn about data-driven marketing decisions, defining and evaluating brand, measuring the customers' lifetime value, testing hypotheses and interpreting results.

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

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

CLO1	To learn about the marketing process, objectives, outcomes and making sense of these in terms of quantifiable measures; i.e., margin, ROI, CLB etc.
CLO2	To use numbers to make sense of brand investment
CLO3	To make judicious investment on individual customers to reap the benefit of Customer Lifetime Value
CLO4	To use experiments to find out causality and rationalize the marketing budget

### **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	2	2	1
CLO-3	3	3	2	2	2
CLO-4	3	2	3	3	2
Average	3	3	2.5	2.5	1.5

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

### **Course Plan:**

Topic	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLOs
<b>1.The Marketing Process:</b>	6	Lecture and	Assignment	1



Marketing Objectives-Marketing Strategy-STP-4P-Financials		Class Participation	and Test	
<b>2. Metrics for Measuring Brand Assets:</b> Brand-Brand Personality-Brand Architecture-Analytics-Brand Valuation-Financial Analysis-Market Analysis-Brand Analysis	6	Lecture and Class Participation	Assignment and Test	2
<b>3. Customer Life Time Value:</b> CLV and Marketing Analytics-CLV and Resource Allocation-Financial Consequences of Marketing Strategy	6	Lecture and Class Participation	Assignment and Test	3
<b>4. Marketing Experiments:</b> Forecasting Expected Return on Investment-Determining Campaign Budget-Correlation and Causation-Return on Marketing Investment	6	Lecture and Class Participation	Assignment and Test	4

### Assessment and Evaluation

Bloom's Category	Assignment 1 (20)	Test 1 (30)	Assignment 2 (20)	Test 2 (30)	Total (100)
Remember		5		5	10
Understand	4	5	4	5	18
Apply	4	5	4	5	18
Analyze	4	5	4	5	18
Evaluate	4	5	4	5	18
Create	4	5	4	5	18
Total	20	30	20	30	100

**Grading System:** As per UGC recommendation

## Live-in-Field-Experience (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):

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

Topics	Hours	Teaching-Learning Strategy	Assessment Strategy	Corresponding CLO
Introductory Session	2	Lecture	Test and Exam	1, 2, 3
Professional Ethics: Part I	2	Lecture	Test and Exam	1, 2, 3
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	2	Lecture	Test and Exam	1, 2, 3



Force Analysis				
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 Infrastructure	2	Lecture	Test and Exam	1, 2, 3
Digital Infrastructure and Inclusion	2	Lecture	Test and Exam	1, 2, 3
Economy and Production Cycle	1.5	Lecture	Test and Exam	1, 2, 3
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:**

Bloom's	Attendance	Assignment	Presentation	Class	Mid-	Final	Total
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Category	(10)	(20)	(10)	Tests (30)	Term Exam (15)	Exam (25)	(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

## **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 to Program Learning Outcomes:**

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**

1. Students will submit a report on completion of their internship program and present it before the board.



2. There will be a starting date of internship program, report processing period and submission date of Internship report- all of which will be decided and declared by the business school. However tentative course of actions may be as follows:
  - a) Forwarding Letter (Issued by the business school): After completion of 126 credit hours.
  - b) Duration of Internship: Three Months (90 hours).
  - c) Internship Start: Within second week of each semester.
  - d) Report Preparation: One week before final submission, a draft copy must be submitted to the supervisor for proof reading and correction.
  - e) Report Submission and Presentation: During semester final examination.
3. A permission letter from the organization is needed to start Internship. A copy of permission letter must be submitted to the business school by the student or the organization.
4. A list of supervisor will be published at the beginning of the semester.
5. Students must keep in touch with their supervisor by their own on a regular basis. Supervisor will not be responsible to communicate with the student regarding internship.
6. Student evaluation shall be based on Organization's Assessment, Internship Report, Internship Presentation, Attendance in Workshop and regular contact with supervisor and Viva-voce.

### Assessment 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 to Program Learning Outcomes

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:

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

## Part-D Grading Policy

### Grading Scale & Grades:



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

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

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

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

**Course Withdrawal Procedure:**

A student may withdraw from a course by the deadline with the consent of the instructor and the Academic Advisor. Withdrawal from only one course in a semester is allowed but the students should provide valid reasons along with documents while applying for the withdrawal. However, withdrawal from the whole semester may be permitted on a case-by-case basis provided the student has valid reasons for withdrawal from the semester along with valid documents. A grade of 'W' will be recorded on the transcript. Withdrawing from a course does not discharge a student from financial liability or responsibility for the course.

**Course Add/Drop Procedure:**

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

**Incomplete (I) Grade Policy:**



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

**Retake/Grade Improvement Policy:**

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