

**North East University Bangladesh (NEUB)**  
Sheikghat, Sylhet, Bangladesh

**School of Business**

**Curriculum of:**  
**Regular MBA Program**

**Department of Business Administration**

## **Master of Business Administration (MBA)**

The MBA program under the School of Business of Northeast University of Bangladesh (NEUB) aims to increase the technical and managerial competency of the students for the decision making levels for the industry, business, government and non government organizations so that they can contribute efficiently in the economic development of the country and over the world. This program will help the students in acquiring the decision making skills, communication skills, writing skills and will make capable to build interpersonal relationship for the success of the organization. The program is designed with the combination of multidisciplinary itinerary and practical knowledge.

**Program Description:** The MBA Program is of 64 credits consisting 20 taught courses and one practical course of two years duration. The taught courses again are divided into 08 foundation level courses, 08 core courses and 04 concentration (major) courses. Students are required to take courses in a predetermined sequence offered throughout the year. The calendar year is divided into three academic semesters of 4 months each. The academic semester's are- i. Spring Semester (January- April) ii. Summer Semester (May-August) and iii. Fall Semester (September- December). Students can take admission in thrice in a year at any semester. Before going to internship/ project work students should select any one area of concentration from the following six areas:

1. Accounting and Information Systems
2. Finance;
3. Management;
4. Marketing;
5. Banking and Insurance; and
6. Human Resource Management.

Note: Candidates with undergraduate degree in business may be waived a maximum of 24 credits from the foundation level courses only satisfying the course waiver policy of the university.

### Program structure

Type of Course	No. of Courses	Credit per course	Total credits	Remarks
Foundation Level Courses	8	03	24	May be waived
Core courses	8	03	24	Compulsory
Elective (Concentration ) courses	04	03	12	
Internship/Project work	01	03	03	
Total			63	--

### Course Abbreviation and Elaboration:

Serial	Course Abbreviation	Course Elaboration
01	MGT	Management
02	INS	Insurance
03	MAT	Mathematics
04	STA	Statistics
05	ECO	Economics
06	BUS	Business
07	ACC	Accounting and Information Systems
08	FIN	Finance
09	BNK	Banking
10	MKT	Marketing
11	HRM	Human Resource Management
12	INT	Internship
13	PRJ	Project work

### Foundation Level Courses:

Serial	Course Code	Course Title	Credits
01	MGT-511	Principles of Management	03
02	ACC-513	Financial Accounting	03
03	MAT-515	Business Mathematics	03
04	BUS-517	Business Communication	03
05	ECO-521	Managerial Economic	03
06	STA-523	Business Statistics	03
07	MKT-525	Principles of Marketing	03
08	FIN-527	Principles of Finance	03

**Core Courses:**

Serial	Course Code	Course Title	Credits
01	MKT-531	Marketing Management	03
02	ACC- 533	Managerial Accounting for Decision Making	03
03	BUS-535	Strategic Management	03
04	FIN-537	Managerial Finance	03
05	BUS-541	Organizational Behavior	03
06	HRM-543	Human Resource Management	03
07	BUS-545	Corporate Governance and Corporate Social Responsibility	03
08	BUS-547	Advance Business Research methods	03

**Elective Courses in the Concentration Areas:**

(Any 04 from anyone of the following areas): 04 Courses X 03 Credits = 12Credits

**1. Accounting and Information Systems:**

Serial	Course Code	Course Title	Credits
01	ACC-551	Accounting Theory and Standards	03
02	ACC-553	Corporate Financial Reporting and Analysis	03
03	ACC-555	International Accounting	03
04	ACC-557	Budget and Budgetary Control	03
05	ACC-558	Advanced Auditing	03
06	ACC-559	Human Resource Accounting	03
07	ACC-560	Accounting Information System	03
08	ACC-561	Financial Analysis and Control	03

**2. Finance:**

Serial	Course Code	Course Title	Credits
01	FIN-551	Corporate Finance	03
02	FIN-553	Investment Theory	03
03	FIN-555	Financial Derivatives	03
04	FIN-557	International Financial Management	03
05	FIN-558	Management of Financial Institutions and Capital Market	03
06	FIN-559	Investment Analysis and Portfolio Management	03
07	FIN-560	Insurance and Risk Management	03
08	FIN-561	Project Management	03

### 3. Management:

Serial	Course Code	Course Title	Credits
01	MGT-551	Organizational Development and Design	03
02	MGT -553	Management of Change and Technology	03
03	MGT-555	Comparative Management	03
04	MGT -557	Leadership theory and Practices	03
05	MGT -558	Management of NGO and State Enterprise in Bangladesh	03
06	MGT -559	Industrial Relations and Conflict Management	03
07	MGT- 560	Total Quality Management	03
08	MGT-561	Information and Knowledge Management	03

### 4. Marketing:

Serial	Course Code	Course Title	Credits
01	MKT-551	Consumer Behaviour	03
02	MKT-553	Strategic Marketing	03
03	MKT-555	Brand Management	03
04	MKT-557	E-Marketing	03
05	MKT-558	Tourism and Hospitality Marketing	03
06	MKT-559	Relationship Marketing	03

### 5. Banking and Insurance:

Serial	Course Code	Course Title	Credits
01	BNK-551	Management of Central Bank and Commercial Bank	03
02	BNK -553	Merchant and Investment Banking	03
03	INS -555	Insurance and Risk Management	03
04	INS -557	Claims and Premium Management	03
05	BNK -558	E-banking and Mobile Banking	03
06	INS-559	Underwriting and Portfolio of Risk	03

### 6. Human Resource Management:

Serial	Course Code	Course Title	Credits
01	HRM-551	Performance Appraisal and Compensation Management	03
02	HRM-553	Human Resource Planning and Staffing	03
03	HRM-555	Legal Aspects of Human Resource Management	03
04	HRM-557	Organization and Conflict Management	03
05	HRM-558	Managerial Skills Development and Management	03
06	HRM-559	Comparative Perspective of Human Resource Management	03

## Semester-wise Course Distribution

### First Semester:

Course Code	Course Title	Type of the Course	Credit
MGT- 511	Principles of Management	Foundation	03
ACC- 513	Financial Accounting	Foundation	03
MAT- 515	Business Mathematics	Foundation	03
BUS- 517	Business Communications	Foundation	03

### Second Semester:

Course Code	Course Title	Type of the Course	Credit
ECO- 521	Managerial Economics	Foundation	03
STA- 523	Business Statistics	Foundation	03
MKT- 525	Principles of Marketing	Foundation	03
FIN- 527	Principles of Finance	Foundation	03

### Third Semester:

Course Code	Course Title	Type of the Course	Credit
MKT- 531	Marketing Management	Core	03
ACC- 533	Managerial Accounting for Decision Making	Core	03
BUS-535	Strategic Management	Core	03
FIN-537	Managerial Finance	Core	03

### Fourth Semester:

Course Code	Course Title	Type of the Course	Credit
BUS-541	Organizational Behavior	Core	03
HRM-543	Human Resource Management	Core	03
BUS-545	Corporate Governance and Corporate Social Responsibility	Core	03
BUS-547	Advanced Business Research Methods	Core	03

**Fifth Semester (Concentration Courses):** Students should take any four courses from the schedule of his/her concentration area as mentioned earlier according to the rules of NEUB.

### Sixth Semester:

Course code	Course Title	Credits
INT/PRJ- 599	Internship/ Project work	04 credits

## Course Description

### Foundation Level Courses:

#### **MGT-511: Principles of Management: 3 Credits**

Provides a basic discussion of the environments, approaches, principles and process of management. Topics include environmental forces, planning, organizing and control processes, motivation, teamwork, group dynamics and leadership in business and non-business organizations.

#### **ACC-513: Financial Accounting: 3 Credits**

The course deals with functional of bookkeeping and accounting. It covers the basic accounting concepts, double-entry system of book-keeping, recording of transaction, accounting principles, preparation of trial balance, treatment of adjustment entries, preparation and analysis of financial statements, accounting for assets and liabilities, inventory valuation and depreciation, internal control and check, accounting system and accounting practices in different types of organization.

#### **MAT-515: Business Mathematics: 3 Credits**

Trigonometry: Trigonometric ratios, Coordinates Geometry: Coordinates and its mid-points, Straight lines. Theory of sets: Elementary set, operations with sets, venn diagrams, Applications of set Theory, Differential Calculus: Graphs of Mathematical Function, limit of the function. Continuity of the function, Derivative, Differentiation of algebraic function, Exponential function, Differentiation of logarithmic function, Application of derivative, partial differentiation, Maxima and minima, Business application of differential calculus, Integral Calculus: Indefinite integral, Some rules of integration, Some standard formula for integration, Definite integral, Rules of definite integral. Differential equation: Introduction to differential equation, Ordinary differential equation of 1<sup>st</sup> order & 1<sup>st</sup> degree, Matrix: Different types of Matrices, Matrix operation, Equivalence matrix, Rank of the matrix, system of equations, Mathematics of finance.

#### **BUS-517: Business Communication: 3 Credits**

Understanding the principles and methods of communication; composing, editing and revising business documents; Use of letters, Memos and E-mail; Business Report writing, Non-verbal Communication; Listening and using the Telephone; Conducting and Participating in Meetings.

#### **ECO-521: Managerial Economics: 3 Credits**

This course focuses on the problem of business decisions, making extensive use of cases. Topics include basic supply-demand theory and marginal analysis, the structure of decision problems, the impact of the market setting (i.e. competitive, oligopolistic or monopolistic structures) and strategic interactions among firms using game theory. The

emphasis throughout is on the use of economic reasoning to solve actual business decision problems. The course also includes Computation of National Income and Product; Aggregate supply and demand models; Savings, consumption and investment; Aggregate levels of production; Theory of money and inflation; Monetary and fiscal policy.

**STA-523: Business Statistics: 3 Credits**

Nature of business data and the methods of collecting business data; Designing questionnaire, sampling methods, interviews; Presenting the collected data through charts, diagrams and graphs; Statistical averages and dispersion; Simple correlation and regression; Business Forecasting; Time series analysis; Index Numbers; Elementary probability and test of hypotheses.

**MKT-525: Principles of Marketing**

Understanding of marketing and the marketing process including marketing environment-Development of marketing opportunities and strategies which includes the marketing information system and research, consumer markets and consumer buyer behavior, business markets and business buyer behavior, segmentation, targeting and positioning for competitive advantage and marketing mix & its elements. Use of marketing cases.

**MKT-527: Principles of Finance**

Nature and goals of business finance, short-term and long-term sources of finance, financing decision and leverage, cost of capital, capital structure theories and designing capital structure, working capital-determination and management.

**Core Courses:**

**MKT-531: Marketing Management: 3 Credits**

Marketing philosophy and concept; Marketing environment; Consumer behavior process; Elements of marketing mix; Market segmentation and positioning; Pricing considerations; Promotion; Channel of distributions; Marketing ethics; Extended marketing and Relationship marketing.

**ACC-533: Managerial Accounting for Decision Making: 3 Credits**

Understanding managerial accounting and the business environment, Cost terms, concepts, and cost behavior, Cost-volume-profit analysis, Relevant costs for decision making, Budget and budgetary control, Capital budgeting, Cash flow statement.

**BUS-535: Strategic Management: 3 Credits**

Analysis of policy formulation and implementation from a company wide standpoint; emphasis on integration of knowledge and approaches across functional areas; techniques of strategy formulation and implementation by single-business, diversified and multinational firms.



**FIN-537: Managerial Finance: 3 Credits**

This course presents the basic principles and analytical techniques of financial management. The main objective here is to familiarize students with basic financial concepts, methods and techniques managers use to successfully run the financial affairs of a company. Major topics to be covered in this course include time value of money, security valuation, risk and return, bond and equity valuation and market, fund management, capital budgeting, cost of capital, net working capital and short term financing decisions.

**BUS -541: Organizational Behavior: 3 Credits**

The objective of this course is to familiarize students with both traditional and emerging concepts and trends of management and organizational behavior. Students are prepared for general management and supervisory positions and are provided background for further study in specialized topics in management and organizational behavior. Covers issues of individual behavior, group functioning and the actions of organizations in their environments. Problems of work motivation, task design, leadership, communication, organizational design and innovation are analyzed using multiple theoretical perspectives. Implications for the management of organizations are illustrated through examples, cases and exercise.

**HRM-543: Human Resource Management: 3 Credits**

Scope, role and function of Human Resource Management; Staffing the Organization: human resource planning and forecasting, recruitment selection; Job design and analysis; Job evaluation; Performance management; Training and development; Disciplinary measures; Human resource audit and research; Forms of employee participation; Labor Relations; and Work Environment and Human resource management systems.

**BUS- 545: Corporate Governance and Corporate Social Responsibility: 3 Credits**

This course will include –Concepts of corporate governance (CG) Corporate Social Responsibility ( CSR), Overview of CG and CSR, Theory and Practice of CG and CSR, Agents and Institutions of CG, Facilitators, Role Players and Regulators of CG, Issues and Problems of CG in Bangladesh. CG and CSR in a Global Society

**BUS- 547: Advanced Business Research Methods: 3 Credits**

This course includes- Sampling Design, Measurement and Scaling techniques, Processing and Analysis of Data, Development hypothesis, Testing of hypothesis- Chi-square test, ANOVA, Z-test, T-test, Interpretation and Report writing.

**Concentration Courses:****ACC-551: Accounting Theory and Standard: 3 Credits**

An interpretative study of the origin and evolution of the accounting thoughts; the development of accounting theories; conceptual framework of accounting; Development Accounting Standard, International Accounting Standard(IAS), Bangladesh Accounting Standard(BAS), Elements of financial statements along with their reporting and disclosure IAS .

**ACC-553: Corporate Financial Reporting and Analysis: 3 Credits**

Includes meaning of the Corporate Financial Reporting (CFR ), Objectives of CFR, Users of CFR, Standards of CFR, Corporate Financial Reporting and Analysis Environment, Corporate Financial Reporting Fundamentals, Statutory and Non-Statutory Dimensions of Corporate Financial Reporting, New Perspective in Corporate Financial Reporting, Adequate Disclosure in Corporate Financial Reporting, Corporate Accountability and The Independent Auditor, Framework for Financial Statement Analysis, Financial Statement Analysis: Various tools and techniques of financial analysis and application of these tools and techniques in analyzing financial statements necessary for practical business decisions.

**ACC-555: International Accounting: 3 Credits**

Understanding growth and spread of multinational operations, global competition, cross-border mergers and acquisitions, internationalization of capital markets, European equity markets. Development and classification, comparative3 accounting, Reporting and disclosure, Foreign currency translation, Financial reporting and changing prices, International accounting harmonization, International financial statement analysis, International taxation and transfer pricing.

**ACC-557: Budget and Budgetary Control: 3 Credits**

Understanding budget, budgeting and budgetary control systems, difference between planning and control, budget period, budget committee. Kinds of budget. Budget on the basis of period: Short-term budget and long-term budget. Budget on the basis of flexibility: Fixed budget, Flexible budget. Budget on the basis of function: Production budget, Purchase budget, Sales budget, Plant utilization budget, Production cost budget, Administration cost budget, Capital expenditure budget, Research and development budget, Cash budget, Responsibility budget, Master budget, etc.

**ACC-559: Advanced Auditing: 3 Credits**

This course will provide about -Accounting profession in Bangladesh- rules & regulations governing the profession- institutes of chartered accountants of Bangladesh & England & Wales, AICPA- professional ethics- Auditors independence. International

auditing guidelines. Auditor's report & certificates- qualified and unqualified report. Profit; Divisible profit and dividends- capital profit - leading cases. Statutes affecting the audit & auditors of Banks, Insurance, Companies, Co-Operative societies; Educational institute and local authorities. Government audit – legal framework and practices- pre audit- post audit functions of the director general of audit. Audit of computerized accounting system.

**ACC-559: Human Resource Accounting: 3 Credits**

Introduction to Human Resources Accounting: HRA scenario; Development of HRA; Human as capital in organizations; Human resources accounting approaches.

Cost approach to human resources: Acquisition cost Model; Replacement cost model; Value Approach to human resources: value to the organization; present value of future earnings method; discounted future wage model; Competitive Bidding of method; Expense model. Managerial accounting decisions regarding human capital; Recruitment planning; Turnover Analysis; Personnel advancement analysis; capital budgeting; Information management in human resources accounting; Monetary measures for assessing individual values; Intellectual capital; characteristics of human capital; Investment Decisions in human capital; Classification of human capital; capitalization of human cost; Future development of human resources accounting.

**ACC-560: Accounting Information System: 3 Credits**

The integration of information flows of various segments of a business organization into an information system of the total organization with emphasis on the accounting aspects of electronic data processing (EDP). Examines the fundamentals of accounting systems design including systems analysis and design techniques, surveys, hardware and software considerations, control of computerized systems in corporate business environment.

**ACC-561: Financial Analysis and Control: 3 Credits**

**Financial statement analysis:** Meaning ,purpose and types, users ,scope importance, limitations. **Common sized statement:** comparative financial statements, trend percentages. **Ratio analysis** :Liquidity, leverage activity and probability ratio, theoretical foundation of ratio analysis, the cross-sectional and time series analysis, computation and interpretation of ratios, limitations of ratio, analysis, inflation and ratio analysis. **Fund flow analysis:** meaning of fund ,purpose, importance preparation interpretation of statement of working capital changes and the funds flow statement. **Analysis of Leverage:** Concepts, computing and interpreting operating ,financial and combined leverages, leverage and risk. **Financial Forecasting;** concepts, Purpose and importance of financial forecasting, forecasting methods, trends, graphical and statistical methods, Pro-forma financial statements, Problems in financial forecasting. **Financial distress**

**prediction:** Importance of predicting financial distress, problems in defining financial distress, the univariate and multivariate models of distress prediction. **Budgetary control:** Budget and budgetary control, objectives and steps of budgetary control, functional budgets, the master budget, preparation and interpretation of the cash budget and master budget.

**FIN-551: Corporate Finance: 3 Credits**

This course will examine the investment and financing and their interrelationship. It aims to obtain a comprehensive and in-depth perspective of the area of corporate finance. It includes-financial analysis and planning, valuation, capital budgeting, capital structure, dividend policy, mergers and acquisition, bankruptcy, lease financing, multinational financial management and risk management.

**FIN-553: Investment Theory: 3 Credits**

It will give emphasis on investment in financial assets and securities. It will cover the valuation of bond, equity valuation, portfolio diversification, efficient market, CAPM, and valuation of others securities.

**FIN-555: Financial Derivatives: 3 Credits**

This course emphasis on the options and others financial derivatives. It includes- put option, call option, future and forward markets, swap markets and their inter relations. Hedging, and speculative with derivatives, implementation of derivatives trading securities.

**FIN-557: International Financial Management : 3 Credits**

The course is intended to introduce students to the overall environment of multinational corporations and challenges faced by MNCs in the changing scenario of globalization. Major topics include exchange rate determination and international monetary system, balance of payment and international monetary linkage, the foreign exchange market, parity conditions and currency forecasting, managing exchange rate risk, multinational working capital management and short-term financing, foreign investment analysis foreign direct investment, and corporate strategy, investment analysis of multinational companies, international financing and international financial markets, international markets for stocks and bonds, the Euro dollar and euro bond markets.

**FIN-558: Management of Financial Institutions and Capital Markets: 3 Credits**

Introduces student about the growth and development of financial institutions, capital market, financial markets and institutions of the world. Major topics include operations, mechanics and structure of financial institutions including banks, insurance companies, investment companies, pension funds etc, analyses of the wide array of financial instruments that are now available in the global money and capital markets for investing,

financing and managing risk, and discussions on regulations, monetary policy and international financial system.

**FIN-559: Investment Analysis and Portfolio Management: 3 Credits**

The course deals with the principles of investment in the securities and other asset markets. Major topics include securities markets, price performance of securities, industry analysis, basic stock valuation models, investment in special situations offering abnormal returns, bonds and fixed investment fundamentals, mutual funds, convertibles and warrants, real estate investment, precious metals, stones and collectibles, and management of investment portfolio.

**FIN-560: Insurance and Risk Management: 3 Credits**

This course will examine the non-speculative risks in the business enterprise with emphasis on insurance as a tool, It will include- concepts of risks and insurance, types of risks, analysis of risks, control of risks, different types of insurance, risk in all types of insurance and minimization of risks. Legal principles in Risk and insurance,

**FIN-561: Project Management: 3 Credits**

The course deals with project identification, preparation, appraisal, management of implementation and post project evaluation. This course acquaints the students with latest available project management software. Basic techniques like network analysis, organizing and control aspects of project implementation in relation to resources, time scale and information processing are emphasized. Feasibility study of a business project is a major part of the course.

**MGT-551: Organizational Development and Change : 3 Credits**

Provides an understanding of the introduction of Organizational Development (OD)-field of OD. History of OD, Values, Assumptions and Beliefs of OD, theories and management of OD- foundation of OD, Managing the OD process, OD interventions- team intervention, Comprehensive OD interventions, structural Interventions and the application of OD, Training experience, key considerations and issues in OD- issues in consultant –client relationship, System ramifications, power politics and OD, Research on OD, the future of OD.

**MGT-553: Management of Change and Technology: 3 Credits**

This course will examine how change and technology of scientists and engineers can be strategically managed and integrated with the organizational needs to achieve competitive advantage. Major topics include management of technology in manufacturing and service industries, technology transfer and organizational strategies in achieving and maintaining competitive edge in the global market place, importance of integrating technology planning, product planning ,business planning and the market demands; human social and

environmental concerns associated with technology change and market requirement, business strategy and technology strategy local and global strategy.

**MGT-555 Comparative Management: 3 Credits**

This course will provide an introduction of Management Practice in Bangladesh, Japanese Management, American Management, Management of China, Cross-cultural Management.

**MGT-557: Leadership theory and Practices: 3 Credits**

This course deals with the analysis of individual behavior and influence in organization. It will examine power structure and leadership theories in organizational effectiveness. Role of power and leadership in decision making processes, communication, conflict resolution in large organizations.

**MGT-558: Management of NGOs and State Enterprises in Bangladesh : 3 credits**

This course include growth and development of NGOs in Bangladesh, role of NGOs, Scope of NGOs, Management of NGOs, Management levels of State enterprise, corporations, decision making process in NGOs, enterprises and corporations.

**MGT-559: Industrial Relations and Conflict Management: 3 credits**

This course studies the scope and nature of industrial management particularly in Bangladesh. Focuses on the procedure, subject matter and legal matters of collective bargaining, role of unionism in industrial, manufacturing and service sectors, labor negotiation process and techniques, conflict management design, effects of conflict in organization, facts of conflict, resolving and eliminating conflict, diagnostic model of interpersonal conflict, techniques for managing conflict.

**MGT-560: Total Quality Management: 3Credits**

Examines major issues of TQM, principles and theories. Evolution of TQM as a separate body of management theory is addressed. Topics include: Deming's Juran's and Crosby's TQM principles, leadership information and analysis, JIT, strategic quality planning, employee involvement and empowerment, human resources management in TQM, management of process quality, quality and operational results, customer focus and satisfaction, buyer-supplier-customer relationships in TQM, TQM models, quality performance management, study of ISO 9000 series and their applicability in Bangladesh.

**MGT-561: Information and Knowledge Management:**

Meaning of Information and Knowledge Management(IKM),Objectives of IKM, Scope of IKM, Differences between individuals and information and knowledge practices, Contemporary issues, trends, innovation and forces for change in information practice; and ethical practice and operation with integrity, rigour, self reliance and cooperation in

professional contents, Strategic IKM and information policy, IKM governance, enterprise information architecture and web content management, planning and developing IKM systems to support key business process, managing knowledge and information resources and services. Comparative study with productivity and sustainable IKM organizational strategy.

**MKT-551: Consumer Behaviour: 3credits**

Application of behavioral science theories, concepts, methods, and research findings to the understanding and prediction of consumer behaviour to the decision-making process of marketing managers. An interdisciplinary approach to the study of the decision making ability as it applies to the purchase of consumer goods. Examines social and psychological influences on individuals, household and organizational buyer behavior. Investigates buyer behavior models and applies them in the marketing decisions.

**MKT-553: Strategic Marketing: 3 Credits**

The course deals with formulation, implementation and control of marketing strategies and involves scanning of business environment with a focus on key marketing issues and an appraisal of the management of marketing functions. The course discusses marketing strategy, defining and analyzing markets, market segmentation, analyzing competition, market targeting and positioning strategies, marketing strategies for selected situations, planning for new products, product portfolio strategy, designing effective marketing organizations, marketing strategy implementation and control and other relevant topics.

**MKT-555: Brand Management:3 Credits**

Concept of branding; Advantages and implications of branding; Scope of brand management; Responsibility of brand manager; Product portfolio analysis; Branding policy and strategy; New brand development; Price and Non-price competition; Distribution of brands and economics of branding.

**MKT-557: E-Marketing: 3 Credits**

Introduction of e-marketing and online consumer behavior, Strategic e-marketing and the e-marketing plan, Online segmentation and targeting strategies, differentiation and positioning strategies, New digital media, online ethical and legal issue, Marketing knowledge, E-Marketing communication tools, Product as an online offer, Online pricing strategies, Distribution channels

**MKT-558: Tourism and Hospitality Marketing: 3Credits**

Understanding the tourism and hospitality marketing process, The global tourism and hospitality marketing environment, Developing tourism and hospitality marketing programs and strategies, Developing the tourism and hospitality marketing mix,

Managing tourism and hospitality marketing activities, Contemporary issues in tourism and hospitality marketing.

**MKT-559: Relationship Marketing: 3 Credits**

Relational approaches to marketing: The roots of relationship marketing, Relationship marketing versus transaction marketing, Properties of relationships, The 30 R-s of relationship marketing. Classic market relationships: The classic dyadic relationship between the supplier and the customer, The classic customer-supplier-competitor triangle. Special market relationships: Relationships via full-time marketers and part-time marketers, The relationship to the customer's customer, The close versus the distant relationship, The relationship to the dissatisfied customer, The monopoly relationship, Para-social relationships, The non-commercial relationship, The green relationship and CSR, The law-based relationship, The criminal network, Mega relationships, Nano-relationships. Marketing metrics and return on relationships. Relationship marketing vs. customer relationship marketing.

**BNK-551: Management of Central Bank and Commercial Bank: 3 credits**

This course will provide about the growth and development of central bank and commercial banks in Bangladesh and around the world and the dynamic role and performance of central bank and commercial banks, measurement of performance of them. Reporting of performance, risks in performance and measurement of risk, supply of money, inflation and deflation of money, exchange rate, international transfer of money , investment portfolio of commercial banks, liquidity ,asset-liability management of commercial banks.

**BNK- 553: Merchant and Investment Banking: 3 Credits**

Merchant Banking: Definition, functions. Public issue management: Functions, mechanism, categories of securities issue, Activities involved in public issue management. Marketing new issue: Methods of marketing securities. Post issue activities: Major activities, marketing issues, public issue proposal factors, pricing of issues, law relating issue management. Prospectus: contents, prospectus for public issues, regular prospectus, abridged prospectus, prospectus for right issues, Disclosure in prospectus. Underwriting activities: Definition, types, Mechanism, benefit / functions, underwriting agencies, variants of underwriting, Grey market. Capital market instruments: Meaning, types, preference share, Equity share, Non voting equity shares, warrants, debentures and bonds, global debt instruments. Venture capital: Meaning, definition, Rationale, features, origin and growth of venture capital, stages of venture capital financing, Buyout, financial sources, Exit mechanism. Mutual fund: Definition, products / schemes, meaning, functions, portfolio management processes in mutual fund, operational



efficiency of mutual fund, causes for poor performances for mutual fund.

**INS-555: Insurance and Risk Management: 3 Credits**

This course will examine the non-speculative risks in the business enterprise with emphasis on insurance as a tool, It will include- concepts of risks and insurance, types of risks, analysis of risks, control of risks, different types of insurance, risk in all types of insurance and minimization of risks. Legal principles in Risk and insurance,

**INS-557: Claims and Premium Management: 3 Credits**

This course will give the introduction about insurance claims and premium, different types of claims and premium, fixation of claims and premium, payment method of claims and premium, claims and premium in life insurance, claims and premium in general insurance and all other types of insurance.

**BNK-558: E- banking and Mobile banking: 3 credits:**

This course aims to make understand about the concepts of e-banking and mobile banking, growth and development of e-banking and mobile banking,, role of e-banking, prospects of e-banking and mobile banking,, pre-requisites for e- banking and mobile banking,, services under e-banking and mobile banking,, e- banking and mobile banking, in Bangladesh and in the global.

**INS- 559: Underwriting and Portfolio of Risk: 3 credits**

This course aims to provide the concept of underwriting in risk, diversification of underwriting and risk, portfolio of risk. Underwriting in Bangladesh and global.

**HRM-551: Performance Appraisal and Compensation Management: 3 Credits**

Understanding the performance measurement tools, identifying causes of poor performance, reviewing performance, rewarding performance, compensation management, performance pay, knowledge-based pay, improving performance, mentoring, career development. Compensation and Reward System, Determining the Rate of Pay; Job Analysis, Job Description and Job Evaluation; Surveying the Market Pay and Compensation Practice, Designing a Base Pay Structure, Measuring and Paying for Performance; Short-term and Long-term Incentives.

**HRM-553: Human Resource Planning and Staffing: 3 Credits**

This course aims to provide and understanding of the essential elements of the human resource planning process. It includes- Concepts of Strategy and Planning – A need for strategic HRM, strategy, types of strategy, Models of Business strategies. Aligning HR with Strategy- Strategic HRM, the risks, Linking HR processes to strategy, HR strategy by division, Characteristics of an effective HRM strategy, The strategic planning model. Evaluation of HR Programs and Policies- The scorecard, importance of evaluating HRM,

The 5C model of HRM impact, Approaches and challenges in measuring the HRM practices. Job Analysis- Job analysis, problems of it,. The HR Forecasting process- Forecasting activity categories, benefits of it, key personnel analyses conducted by HR forecasters, environmental and organizational factors affecting HR forecasting, HR forecasting time horizons, Determining net HR requirements. HR Demand- Index/trend analysis, expert forecasts, Delphi technique, nominal group technique, HR budget: staffing or manning table, envelope or scenario forecasting, regression analysis. Ascertaining HR Supply- Skills and management inventories, succession/replacement analysis, Markov model, linear programming, movement analysis, vacancy model, HR supply and Retention programs. Succession Management- Importance of succession management, evolution, process, employee role in succession management, Succession management's soft spots.

**HRM-555: Legal Aspects of Human Resource Management: 3 Credits**

Knowing the Labor and Industrial Laws of Bangladesh viz. Laws on Factories and Establishments, Laws on Wages and Compensation, Laws on Industrial Disputes and Participation and Leading Cases; the Ratified ILO conventions.

**HRM-557: Organization and Conflict Management: 3 Credits**

Understanding the History, Values. Assumptions and Beliefs in Organizational Development; Managing the Organization Intervention, Peace-making Intervention, Comprehensive Intervention and Structural Intervention; Power, Politics and Organizations Development; the Future of Organization Development. Industrial relation and Conflict in management and neutralization of conflict.

**HRM-558: Managerial Skills Development and Management: 3 Credits**

The course includes the analysis of various aspects of managing and development the behavioral skills of managers. It will emphasis on individual managers and skill development in goal setting, problem solving, decision making, time management, conducting meetings, communication process, delegation, training, conflict resolution etc

**HRM-558: Comparative Perspective in Human Resource Management**

This course includes HRM practices in different sector in Bangladesh, HRM practices in global, recent trend in HRM, HRM in South- East Asian countries, European countries, Latin American Countries, Comparative analysis of different practices. Growth and development multi- nationalization, Migration and transfer of HR.

**INT/PRJ-599: Internship/Project: 3 Credits**

This course intends to examine the practical knowledge of the students through internship or project work under the supervision of the teachers. Students should intern at least 12 weeks in a recognized organization, OR, students should prepare a project report gathering data and information on a particular topic assigned by the university.