

DEPARTMENT OF BUSINESS ADMINISTRATION
SONARGAON UNIVERSITY (SU), DHAKA
FACULTY: BUSINESS

PROGRAM: Bachelor of Business Administration (BBA)

REVISED OBE SYLLABUS
By Departmental Syllabus Committee

Duration (minimum): 4-Year (12 Semesters) + 12 Weeks (Internship)

Maximum Period of Completion of BBA Program: 6 (six) Years

Admission Requirements: SU-rules or as suggested by UGC (See Art. 17-b)

Academic Calendar:

The academic year shall be divided into three regular Semesters (1st/Spring, 2nd/Summer and 3rd/Fall Semesters), each ordinarily having duration of not less than 14 (fourteen) weeks of classes. There shall be a Mid-Semester Examination at about middle of each Semester and a Semester Final Examination at the end of each Semester. The examination will be conducted as per Academic regulations.

Guide line for Classes and Examinations in a Semester:

Total Class in a Semester = 14 weeks

Recess before Mid-Semester and Semester Final Exams. = 2 weeks

Time for Mid-Semester and Semester Final Exams. = about 4 weeks

Publication of Results + Inter-Semester Recess = 2 weeks

Minimum Requirements for the Degree:

- (i) Completion of 141.00 credits.
- (ii) Passing all courses individually and maintaining a minimum CGPA of 2.25 out of 4.00.

Evaluation System: Continuous Assessment = 30%
Mid-Semester Exam. = 30%
Semester Final Exam. = 40%

***Continuous Assessment* = Class Tests + Assignments/Quiz + Attendance and Class Performance**

Grading System:

Numerical grade	Letter Grade	Grade point
80% or above	A+ (A plus)	4.00
75% to less than 80%	A	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	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	2.25
40% to less than 45 %	D	2.00
Less than 40%	F	0.00

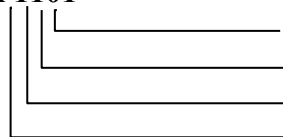
Course Designation and Course Code Numbering Systems:

Each course is designated by a two to four letter code (e.g. BA, EEE, ME, CSE, Hum, Math, Chem, Phy, Ban, etc.) identifying the course offering department or program followed by a four - digit number with the following criteria:

- (i) BA defines the departmental identification code (Business Administration).
- (ii) The first digit will correspond to the Year (e.g. 1 for 1st year, 2 for 2nd year, 3 for 3rd year, etc.) in which the students normally take the course.
- (iii) The second digit will correspond to the Semester (1 for 1st semester and 2 for 2nd semester) in which the course is normally taken by the students.
- (iv) The third digit will correspond the departmental course of any area/stream.
- (v) The fourth or last digit designates the course type (odd digit for theory, even digit for sessional/design studio and 0 digit for the sessional course without theory course. If there are no sessional courses, both odd and even digits can be used as theory courses.
- (vi) There is a blank space between departmental code BA and first digit.

Example for a Typical Course Code No.:

BA 1101



Course Title: Introduction to Business

4th digit (odd/even/0)

3rd digit (Course area/stream/option)

2nd digit (Semester)

1st digit (Year)

N.B.:

- (1) In lieu of Project & Thesis, Internship will be compulsory for all the students of BBA Program after completing all the courses required for the degree with satisfactory CGPA.
- (2) Teaching for the courses is reckoned in credits and the credits allotted to various courses will be determined by the ACUG (Academic Committee of Undergraduate) with the following guidelines:

Sl.	Type of Course	Contact Hour/week	Credit
(i)	Theory/Lecture (Taught)/ Seminar (Discussion)	1.0	1.00
(ii)	Tutorial/ Practice/Technical Systems	1.0	1.00
(iii)	Independent Lab/Sessional/Design/ Special Study Elective (Studio)	1.5	0.75
		2.0	1.00
(iv)	Project & Thesis/Thesis/ Dissertation	2.0	1.00
(v)	Design Studio	1.5	1.00
(vi)	Field Work/Field Survey	2 weeks of field work	1.00
(vii)	Industrial Attachment (after completion of all courses)	One to Three months	As per approved by UGC
(viii)	Internship (after completion of all courses)	As per approved by UGC	As per approved by UGC
(ix)	Internship (within study period) #	As per approved by UGC	Non-credit (For B. Arch)

N.B.: 1.0 contact hour = Lecture of 50 minutes.

Outcome-Based Curriculum

Part A

1. Title of the Academic Program: Bachelor of Business Administration (BBA)

2. Name of the University: Sonargaon University (SU)

3. Vision of the University:

To become a Center of Excellence comparable to the best in the world for producing professionals who shall be leaders in technology, innovation, entrepreneurship and management.

4. Mission of the University:

Mission 1: The mission of this University as a young research university is to achieve the highest standards of international excellence in research and teaching, while also fully meeting its distinctive responsibilities as the country's sole private institution of higher education.

Mission 2: The University students and staff have the opportunity to develop the skills, judgement and independence necessary to be engaged citizens and to assume active leadership roles in societal and economic life.

Mission 3: The production of knowledge, which will always remain the prime mission of a university, implies creativity enhancing conditions allowing a focus on the essentials, as it needs the freedom to experiment and to devise innovative, special and disruptive solutions.

Mission 4: It provides a unique forum for the development of the cultural, political and social dialogues that are the lifeblood of a mature democracy.

Mission 5: The University develops activities in fields that contribute to priority areas of national, social and economic development, for the benefit of the competitiveness of Bangladesh.

5. Name of the Program Offering Entity: Department of Business Administration, Faculty of Business

6. Vision of the Program Offering Entity:

Becoming global partner in business education through achieving excellence in teaching, research, innovation and community service to ensure sustainable growth in entrepreneurship, business and economy of the country.

7. Mission of the Program Offering Entity:

- i. To strive constantly providing in-depth subject knowledge to the students so that they can add value to the existing treasures of business arena.
- ii. To stimulate lateral thinking and a spirit of enquiry among our students so that they can look from a different perspective through a creative approach.
- iii. To provide business education in order to prepare future business leaders who will be capable of facing the present economic challenges resulted from globalization of business and playing instrumental role for accelerating the economic growth of the country.
- iv. To produce professional human capital to fulfill the market needs through sustainable innovative business education and research with the highest ethical values.

8. Objectives of the Program Offering Entity:

- i. To provide need oriented education having up-to-date knowledge in business and management to endow developed knowledge and skills for the students.
- ii. To impart theoretical and practical business education for future business leaders with the knowledge of industry collaboration and problem solving.
- iii. To stimulate and explore scientific research in business and economics to facilitate economic growth of the country.
- iv. To provide students with basic managerial skills to meet the market needs.
- v. To provide students with needed skills to be able to work as individuals and as a team.
- vi. To deliver students with good ethics and strong commitment to serve accurately and honestly.

9. Name of Degree: Bachelor of Business Administration (BBA)

10. Description of the Program

The department of Business Administration offers four-year undergraduate program titled Bachelor of Business Administration (BBA). The program will make the students capable in identifying, formulating and solving business problems that meet specified performance, cost, time, safety and other quality needs and objectives with professional and ethical responsibility. This program also emphasizes on industry and research based projects, which would enhance their skills to become successful professionals for a holistic development.

11. Graduate Attributes

Graduate Attributes related to core knowledge:

- Business knowledge
- Business analysis
- Real life problem solving
- Strive for simple solution of a complex problem

Graduate Attributes related to Skills:

- Modern tool usage
- Environment and sustainability

- Communication
- Project management and finance

Graduate Attributes related to behavior

- Ethics
- The business and society
- Individual and team work
- Lifelong learning

12. Program Educational Objectives (PEOs)

PEO 1: Prepare our graduates to achieve professional qualification in business arena

PEO 2: Prepare our graduates to be future leaders, entrepreneur, private and public sector employees

PEO 3: Prepare our graduates to have lifelong learning and advance knowledge.

PEO 4: Prepare our graduates as someone who will be able to progress to the regional and international work environment

13. Program Learning Outcomes (PLOs)

Students will be able to:

PLO-1: Demonstrate a substantial knowledge and understanding of the core aspects of business and commerce.

PLO-2: Apply theoretical and practical knowledge acquired from this program in issues and problems related to financial and economical contexts.

PLO-3: Investigate complex and real life problems for developing creative solutions in decision making situations.

PLO-4: Engage in independent learning using scholarly reviews and secondary sources of information.

PLO-5: Participate in activities to keep up to date with developments in their professional environment and enhance their own knowledge, understanding and skills.

14. Mapping mission of the university with PEOs

PEOs	Mission 1	Mission 2	Mission 3	Mission 4	Mission 5
PEO 1	√		√		√
PEO 2		√			√
PEO 3	√		√	√	√
PEO 4		√		√	

15. Mapping PLOs with PEOs

PLOs	PEO1	PEO2	PEO3	PEO4
PLO1	√			
PLO2	√	√		√
PLO3	√	√		√
PLO4	√		√	
PLO5	√	√	√	

16. Mapping Courses with the PLOs

Course Code	Course Title	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
BA 1101	Introduction to Business	√	√	√	√	√
Hum 1102	English-I	√	√		√	√
BA 1103	Principles of Accounting	√	√	√	√	√
Hum 1104	Bangladesh Studies	√	√	√	√	√
Math 1201	Business Mathematics	√	√	√	√	√
CSE 1202	Computer Applications in Business	√	√	√	√	√
Hum 1203	English-II	√	√		√	√
Hum 1204	বাংলাদেশের অভ্যুদয়ের ইতিহাস (History of Bangladesh Independence)	√	√	√	√	
BA 1301	Business Statistics	√	√	√	√	√
BA 1302	Legal Environment of Business	√	√	√	√	√
Hum 1303	Microeconomics		√	√	√	√
BA 1304	Business Communication	√	√	√	√	√
BA 2101	Brand Management	√	√	√	√	√
Ban 2102	বাংলা ভাষা ও সাহিত্য (Bengali Literature and Language)	√				
Hum 2103	Macroeconomics		√	√	√	√
BA 2104	Principles of Finance	√	√	√	√	√
BA 2201	Financial Management	√	√	√	√	√
BA 2202	Principles of Management	√	√	√	√	√
BA 2203	Auditing and Taxation	√	√	√	√	√
BA 2204	Entrepreneurship Development	√	√	√	√	√
BA 2301	Intermediate Accounting	√	√	√	√	√
BA 2302	Principles of Marketing	√	√	√	√	√
BA 2303	Organizational Behavior	√	√	√	√	√
BA 2304	SME Management	√	√	√	√	
BA 3101	Human Resource Management	√	√	√	√	√
BA 3102	Marketing Management	√	√	√	√	√
BA 3103	International Business Management	√	√	√	√	√

Course Code	Course Title	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
BA 3104	Labor Law		√	√	√	√
BA 3201	Digital Marketing	√	√	√	√	√
BA 3202	Business Research Methods	√	√	√	√	√
BA 3203	Developing Individuals, Teams and Organizations	√	√	√	√	√
BA 3204	Fundamentals of MIS	√	√	√	√	√
BA 3301	Production and Operations Management	√	√	√	√	√
BA 3302	Principles of Banking	√	√	√	√	√
BA 4101	Project Management	√	√		√	√
BA 4102	Strategic Management	√	√	√	√	√
BA 4201	Cost and Management Accounting	√	√	√	√	√
BA 4202	Principles & Practices of Insurance	√	√	√	√	√
BA 4203	Tapping into New and International Market	√	√	√	√	√
BA 4211	Management Consultancy	√	√	√	√	√
BA 4212	Small Business Management	√	√	√	√	√
BA 4213	Total Quality Management	√	√	√	√	√
BA 4214	Organizational Development and Change	√	√	√	√	√
BA 4215	Comparative Management	√	√	√	√	√
BA 4216	Management Science Applications in Business	√	√	√	√	√
BA 4221	Human Resource Planning	√	√	√	√	√
BA 4222	Compensation Management	√	√	√	√	√
BA 4223	Industrial Law and Labor Relations	√	√	√	√	√
BA 4224	Training and Development Management	√	√	√	√	√
BA 4225	Strategic Human Resource Management	√	√	√	√	√
BA 4226	Small Business Management	√	√	√	√	√
BA 4231	Advanced Financial Accounting	√	√	√	√	√
BA 4232	Accounting Information Systems	√	√	√	√	√
BA 4233	Advanced Auditing	√	√	√	√	√
BA 4234	Advanced Taxation	√	√	√	√	√
BA 4235	Advanced Cost Accounting	√	√	√	√	√
BA 4236	International Accounting Standards	√	√	√	√	√
BA 4241	Corporate Finance	√	√	√	√	√
BA 4242	Investment Analysis and Portfolio Management	√	√	√	√	√
BA 4243	International Financial Management	√	√	√	√	√
BA 4244	Financial Derivatives	√	√	√	√	√
BA 4245	Financial Market and Institutions	√	√	√	√	√

Course Code	Course Title	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
BA 4246	Bank Management	√	√	√	√	√
BA 4251	Consumer Behavior	√	√	√	√	√
BA 4252	Sales Management	√	√	√	√	√
BA 4253	Promotional Management and Strategy	√	√	√	√	√
BA 4254	International Marketing	√	√	√	√	√
BA 4255	Service Marketing	√	√	√	√	√
BA 4256	Retail Management	√	√	√	√	√
BA 4261	Advanced Programming Concepts	√	√	√	√	√
BA 4262	Information System	√	√	√		√
BA 4263	Networking and Operating System	√	√	√		√
BA 4264	Relation Database Management System	√	√	√	√	√
BA 4265	Database Systems	√	√	√		√
BA 4266	E-Commerce and Web Programming	√	√	√	√	√
BA 4271	Sourcing and Operations in Procurement and Supply Chain Management	√	√	√	√	√
BA 4272	Managing Risks in Supply Chain Management	√	√	√	√	√
BA 4273	Inventory and Logistics Operations	√	√		√	√
BA 4274	Strategic Supply Chain Management	√	√	√	√	√
BA 4275	Managing Contracts and Relationships in Procurement and Supply Chain Management	√	√	√	√	√
BA 4276	Managing Service for Excellence Supply Chain Management	√	√	√	√	√
BA 4000	Internship	√		√	√	
BA 4001	Comprehensive Viva-Voce	√	√	√	√	√

Part B

17. Structure of the curriculum:

a) **Duration of the program:** Years: 4 Semester: 12

b) **Admission Requirements:**

3.3 (i) **General Academic Qualifications for Admission to Different Departments/ Programs :**

A student should have minimum GPA of 3.00 out of 5.00 and 2.50 out of 4.00 (including additional subjects) in SSC and HSC/Diploma examinations in case of CE, ME, CSE, EEE, TE, NAME and Arch programs.

(OR) A student should have at least Second Division or minimum GPA of 2.50 (including additional subjects) in both SSC and HSC/Diploma examinations. If minimum GPA is 2.00 in any of the examinations SSC and HSC/Diploma, then

combined GPA of both SSC and HSC/Diploma examinations must be at least 6.00 in case of FDT, AMT, BBA, Law, Bangla programs.

(OR) In case of CE, ME, CSE, EEE, TE, NAME and Arch programs, a student should have 4 (Four) subjects in O-Level and 3 (Three) subjects (namely, Mathematics, Physics and Chemistry) in A-Level with a minimum grade of 4.0 in any three subjects and a minimum grade of 3.0 in other four subjects (in the scale of A =5, B=4, C=3, D=2) are necessary. Subjects with E-grade will not be considered for admission.

(OR) In case of FDT, AMT, BBA, Law and Bangla programs, a student should have a 5 (Five) subjects in O-Level and 2 (two) subjects in A-Level with a minimum GPA of 3.0 at each level (in the scale of A =5, B=4, C=3, D=2) are necessary. Subjects with E-grade will not be considered for admission.

- (ii) For the programs of Science, Engineering and Architecture, the candidates must pass in Physics, Chemistry and Mathematics at HSC/Alim/A-Level/Diploma examinations. No candidate from Arts/Business studies/Commerce at HSC/A-level/Diploma can get admission in undergraduate programs under Science and Engineering Faculty.
 - (iii) In case of children of Freedom Fighters, minimum combined GPA of two examinations SSC and HSC or equivalent must be at least 5.0. (Official Freedom Fighter Certificate must be submitted)
 - (iv) Candidate of GED diploma holders will not be allowed for admission.
However, the candidate must also fulfill all other requirements as may be prescribed by the Academic Council on the recommendation of the Admission Committee. In case of confusion regarding the equivalence, the case may be referred to Central Equivalence Committee.
- 3.4 (i) Normally students can apply for credit transfer at Sonargaon University (SU), Bangladesh fulfilling some criteria as mentioned in Academic Rules & Regulations of the University.
- However, in case of diploma engineer if a student wants to get admission rather than
- (ii) his/her discipline/ technology they may be allowed but will not get any course waiver/credit transfer. They will be treated as H.S.C. (Science) equivalent and will have to fulfill the minimum requirements as mentioned in Art. 3.3.
- 3.5 The rules and conditions for admission into different departments/programs shall be framed by the Academic Council on the recommendation of the Admission Committee in each year (if modification is required).
- 3.6 All candidates for admission in any department/program must be citizens of Bangladesh unless the candidature is against the seats those are reserved for foreign students. Candidates for all seats except the reserved ones, if any, shall be selected on the basis of merit. The rules for admission into the reserved seats shall be framed by the Academic Council on the recommendation of the Admission Committee.
- 3.7 No student shall ordinarily be admitted in the first year class after the start of the corresponding classes or after the call goes out for the admission whichever is later. The date of commencement of classes for the newly admitted students will be announced in advance. Both the semesters in an academic year will remain open for admission.
- 3.8 Prior to admission to the University every student shall be examined by a competent medical officer as prescribed in the admission rules.

3.9 Foreign students must pass 12 education years and get the same grades (as mentioned for this University) in equivalent examinations from foreign-recognized Institutions. For more details, click su.edu.bd website to contact the Foreign Students' Service Cell.

4.0 Any prospective student having an overall GPA of 8.00 or above in SSC and HSC or equivalent is eligible to get direct admission but needs to appear on the placement test for English Fundamental Course.

4.1 **Documents Verification for GCE Applicants:**

- (a) Must be submitted attested copies of the Certificate and Grade sheets of O-Level & A-level issued by the appropriate authority like Cambridge, Pearson Edexcel, etc.
- (b) Documents and Grade Sheets from School shall not be considered for admission.
- (c) Results for Advanced Subsidiary Levels (AS Levels) will not be considered for admission.

c) **Total minimum credit requirement to complete the program: 141.00**

d) **Total class weeks in a Semester: 14**

e) **Minimum CGPA requirements for graduation: 2.50**

f) **Maximum academic years of completion: 6**

g) **Category of Courses:**

Categories of Courses	Credits
Language	9.00
General Education	12.00
Mathematics	6.00
Core	90.00
Major	18.00
Comprehensive Viva-Voce	3.00
Internship	3.00
Total	141.00

18. SEMESTER-WISE SUMMARY OF COURSES TO BE OFFERED

1st Year 1st Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 1101	Introduction to Business	3.0	3.00
2	Hum 1102	English-I	3.0	3.00
3	BA 1103	Principles of Accounting	3.0	3.00
4	Hum 1104	Bangladesh Studies	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week
Total credits: 12.00

No. of theory courses: 4

1st Year 2nd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	Math 1201	Business Mathematics	3.0	3.00
2	CSE 1202	Computer Applications in Business	3.0	3.00
3	Hum 1203	English-II	3.0	3.00
4	Hum 1204	History of Emergence of Bangladesh	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week
Total credits: 12.00

No. of theory courses: 4

1st Year 3rd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 1301	Business Statistics	3.0	3.00
2	BA 1302	Legal Environment of Business	3.0	3.00
3	Hum 1303	Microeconomics	3.0	3.00
4	BA 1304	Business Communication	3.0	3.00
5	BA 4001-1	Viva-Voce on 1 st Year Courses	--	0.75
Total			12.0+	12.75

Contact hours: 12.0 hrs./week
Total credits: 12.75

No. of theory courses: 4

2nd Year 1st Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 2101	Brand Management	3.0	3.00
2	Ban 2102	Bengali Language and Literature	3.0	3.00
3	Hum 2103	Macroeconomics	3.0	3.00
4	BA 2104	Principles of Finance	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week
Total credits: 12.00

No. of theory courses: 4

2nd Year 2nd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 2201	Financial Management	3.0	3.00
2	BA 2202	Principles of Management	3.0	3.00
3	BA 2203	Auditing and Taxation	3.0	3.00
4	BA 2204	Entrepreneurship Development	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week

No. of theory courses: 4

Total credits: 12.00

2nd Year 3rd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 2301	Intermediate Accounting	3.0	3.00
2	BA 2302	Principles of Marketing	3.0	3.00
3	BA 2303	Organizational Behavior	3.0	3.00
4	BA 2304	SME Management	3.0	3.00
5	BA 4001-2	Viva-Voce on 2 nd Year Courses	--	0.75
Total			12.0 +	12.75

Contact hours: 12.0+ hrs./week

No. of theory courses: 4

Total credits: 12.75

3rd Year 1st Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 3101	Human Resource Management	3.0	3.00
2	BA 3102	Marketing Management	3.0	3.00
3	BA 3103	International Business Management	3.0	3.00
4	BA 3104	Labor Law	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week

No. of theory courses: 4

Total credits: 12.00

3rd Year 2nd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 3201	Digital Marketing	3.0	3.00
2	BA 3202	Business Research Methods	3.0	3.00
3	BA 3203	Developing Individuals, Teams and Organizations	3.0	3.00
4	BA 3204	Fundamentals of MIS	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week

No. of theory courses: 4

Total credits: 12.00

3rd Year 3rd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 3301	Production and Operations Management	3.0	3.00
2	BA 3302	Principles of Banking	3.0	3.00
3		Major-I	3.0	3.00
4		Major-II	3.0	3.00
5	BA 4001-3	Viva-Voce on 3 rd Year Courses	--	0.75
Total			12.0+	12.75

Contact hours: 12.0+ hrs./week

No. of theory courses: 4

Total credits: 12.75

4th Year 1st Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 4101	Project Management	3.0	3.00
2	BA 4102	Strategic Management	3.0	3.00
3		Major-III	3.0	3.00
4		Major-IV	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week

No. of theory courses: 4

Total credits: 12.00

4th Year 2nd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 4201	Cost and Management Accounting	3.0	3.00
2	BA 4202	Principles & Practices of Insurance	3.0	3.00
3	BA 4203	Tapping into New and International Market	3.0	3.00
4		Major-V	3.0	3.00
5		Major-VI	3.0	3.00
Total			15.0	15.00

Contact hours: 15.0 hrs./week

No. of theory courses: 5

Total credits: 15.00

4th Year 3rd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 4000	Internship	6.0	3.00
2	BA 4001-4	Viva-Voce on 4 th Year Courses	--	0.75
Total			6.0+	3.75

Contact hours: 6.0+ hrs./week

Total credits: 3.75

(Students will have to select all the courses of any one major option from I to VII)

Major Options	Course Code	Course Title	Contact hrs./week	Credits
I Management	BA 4211	Management Consultancy	3.0	3.00
	BA 4212	Small Business Management	3.0	3.00
	BA 4213	Total Quality Management	3.0	3.00
	BA 4214	Organizational Development and Change	3.0	3.00
	BA 4215	Comparative Management	3.0	3.00
	BA 4216	Management Science Applications in Business	3.0	3.00
II Human Resource Management	BA 4221	Human Resource Planning	3.0	3.00
	BA 4222	Compensation Management	3.0	3.00
	BA 4223	Industrial Law and Labor Relations	3.0	3.00
	BA 4224	Training and Development Management	3.0	3.00
	BA 4225	Strategic Human Resource Management	3.0	3.00
	BA 4226	Small Business Management	3.0	3.00

III Accounting & Information Systems	BA 4231	Advanced Financial Accounting	3.0	3.00
	BA 4232	Accounting Information Systems	3.0	3.00
	BA 4233	Advanced Auditing	3.0	3.00
	BA 4234	Advanced Taxation	3.0	3.00
	BA 4235	Advanced Cost Accounting	3.0	3.00
	BA 4236	International Accounting Standards	3.0	3.00
IV Finance	BA 4241	Corporate Finance	3.0	3.00
	BA 4242	Investment Analysis and Portfolio Management	3.0	3.00
	BA 4243	International Financial Management	3.0	3.00
	BA 4244	Financial Derivatives	3.0	3.00
	BA 4245	Financial Market and Institutions	3.0	3.00
	BA 4246	Bank Management	3.0	3.00
V Marketing	BA 4251	Consumer Behavior	3.0	3.00
	BA 4252	Sales Management	3.0	3.00
	BA 4253	Promotional Management and Strategy	3.0	3.00
	BA 4254	International Marketing	3.0	3.00
	BA 4255	Service Marketing	3.0	3.00
	BA 4256	Retail Management	3.0	3.00
VI Management Information Systems	BA 4261	Advanced Programming Concepts	3.0	3.00
	BA 4262	Information System	3.0	3.00
	BA 4263	Networking and Operating System	3.0	3.00
	BA 4264	Relation Database Management System	3.0	3.00
	BA 4265	Database Systems	3.0	3.00
	BA 4266	E-Commerce and Web Programming	3.0	3.00
VII Supply Chain Management	BA 4271	Sourcing and Operations in Procurement and Supply Chain Management	3.0	3.00
	BA 4272	Managing Risks in Supply Chain Management	3.0	3.00
	BA 4273	Inventory and Logistics Operations	3.0	3.00
	BA 4274	Strategic Supply Chain Management	3.0	3.00
	BA 4275	Managing Contracts and Relationships in Procurement and Supply Chain Management	3.0	3.00
	BA 4276	Managing Service for Excellence Supply Chain Management	3.0	3.00
Total			18.0	18.00

Contact hours: 18.0 hrs./week

Total credits: 18.00

No. of theory courses: 6

19. Description of all courses of the program

BA 1101: Introduction to Business

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is designed to provide fundamental concepts of business operation and practices.

Course Content:

Introduction: Definition, scope, purpose & functions of management, Management Process, Characteristics of a good manager, Kinds of managers, Managerial roles, Managerial skills, Organization's environment; Business environment: Business environment: Internal & external environment, interaction of business with Environment; Business environment: Business environment: Internal & external environment, interaction of business with Environment; Ethics and Social Responsibility: Concept of Business Ethics, Ethics & Law, Code of ethics, Social Audit, Whistle Blowers, Concept of Social responsibility & its importance, Responsibility of business to consumers, employees, environment and investors; Business Ownership Forms: Sole proprietorship, Partnership, Joint stock company – Advantages & disadvantages; Business Ownership Forms: Sole proprietorship, Partnership, Joint stock company – Advantages & disadvantages; Functional & Support Areas of Business: Management and Human Resources, Management, Production and operations; Marketing, Finance and Accounting; Functional & Support Areas of Business: Management and Human Resources, Management, Production and operations; Marketing, Finance and Accounting; International Business: Concept of International business – Motives of Going International, International Economics, Barriers to International Business, Impacts of Globalization, Forms of International business-MNC, Franchising, Merger, Types of Merger & Acquisition; International Business: Concept of International business – Motives of Going International, International Economics, Barriers to International Business, Impacts of Globalization, Forms of International business-MNC, Franchising, Merger, Types of Merger & Acquisition; Institutions for Promoting Business: Export Promotion Bureau; Institutions for Promoting Business: Export Promotion Bureau; Trade Practices in Bangladesh: Trade Union in Bangladesh; Trade Practices in Bangladesh: Trade Union in Bangladesh.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Describe various aspects of business operations and economy.

CLO 2: Describe the environment of business and its interaction.

CLO 3: Realize the ethical concerns and social responsibility of business

CLO 4: Describe the major Forms of Business Ownership and understand the process

CLO 5: Explain the different functional areas of business and their role in successful business operations.

CLO 6: Describe the motives and modes of doing business internationally

CLO 7: Identify the Institutions for Promoting Business and explain their role in business expansion

CLO 8: Describe the Trade Practices in Bangladesh and recognize required documentation in the process of doing business legally.

Course Learning Outcomes (CLO)	PLO1	PLO2	PLO3	PLO4	PLO5
CLO 1	√	√		√	
CLO 2	√	√	√		
CLO 3					
CLO 4	√	√		√	√
CLO 5		√		√	√
CLO 6	√	√	√	√	√
CLO 7		√	√		
CLO 8		√			
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 4- CLO 8	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

Hum 1102: English-I

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The prime objective of this course is to provide students with an in-depth knowledge of English Grammar so that they can write and speak English with fluency and accuracy.

Course Content:

Introduction to Parts of Speech: Parts of Speech Overview; Nouns and Pronouns: Countable and Uncountable noun, Number and Gender, Pronoun; Verbs: Types of verb, Forms of verb; Adjectives: Types, Degrees; Adverbs and Prepositions: Types of Adverb, Types of Preposition; Conjunctions and Interjections: Use of Conjunctions, Use of Interjections; Subject-Verb Agreement: Tenses: Simple (Present, Past & Future), Tenses :Continuous (Present, Past & Future), Subject-Verb Agreement :Tenses: Perfect (Present, Past & Future),Tenses : Perfect Continuous (Present, Past & Future); Clauses: Types and Structures (Coordination, Subordination and Conditionals); Sentences: Types and Structures (Declarative, Interrogative, Imperative, Exclamatory); Sentences: Types and Structures (Direct, Indirect, Active, Passive, Affirmative, Negative); Sentences: Types and Structures (Active, Passive); Vocabulary: Word Formation: Prefix, Suffix, Conversion, Compounding, abbreviation; Punctuation: Comma, colon, semi-colon, hyphen, full-stop, parenthesis, exclamation mark, slash, apostrophe etc.

Mapping Course Learning Outcomes (CLOs) with PLOs**CLO 1:** Demonstrate a comprehensive knowledge and understanding of the basic rules of English grammar.**CLO 2:** Demonstrate an ability to speak and write correct sentences.**CLO 3:** Examine grammatical mistakes in a speech or in a paper.**CLO 4:** Write assignments or reports in a structured way.**CLO 5:** Develop presentations with grammatical accuracy and fluency.

Course Learning Outcomes (CLO)	PLO1	PLO2	PLO3	PLO4	PLO5
CLO 1	✓			✓	✓
CLO 2		✓		✓	✓
CLO 3	✓			✓	✓
CLO 4				✓	✓
CLO 5		✓		✓	✓
Overall	✓	✓		✓	✓

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 1103: Principles of Accounting***Credits: 3.00******Contact hours: 3.0 hrs. /week.*****Rationale of the Course:**

This course provides an introduction to the objectives, principles, assumptions and concepts of financial accounting. It focuses on procedures and practices from the accounting cycle through financial statement presentation with an emphasis on recognizing, valuing, reporting, and disclosing assets, liabilities, and equity. This course presumes no previous accounting knowledge.

Course Content:

Preliminary Discussions: Introduction to the Course; Introduction to Accounting: Definition of Accounting, Activities of Accounting, Importance of Accounting, Users of Accounting information, Generally Accepted Accounting Principles, Principles of Accounting, Business Entity forms, The Accounting Equation, Transaction Analysis, and Financial Statements. Weygandt, Kieso & Kimmel (Chapter 1); The Recording Process: Definition of Account, Basic Form of Account, Debits and Credits, Double-Entry system, Golden Rules of Accounting, Steps in the recording process- Journal,

Ledger and Trial balance- Weygandt, Kieso & Kimmel (Chapter 2); Adjusting Entries: Accrual vs. Cash-basis Accounting, Types of adjusting entries, need for adjusting entries, adjusting journal entries, Preparing the adjusting trial balance. Weygandt, Kieso & Kimmel (Chapter 3); Work Sheet: Completing accounting cycle, Worksheet, Importance of worksheet, Preparation of worksheet, Adjusted Trail Balance, Final Accounts, Income statement and Balance sheet, Classified balance sheet, preparing closing entries, Post-closing trial balance, Reversing entries- Weygandt, Kieso & Kimmel (Chapter); Merchandising Operations: Recording transactions, Inventory system, Income statement, Balance Sheet, closing entries- Weygandt, Kieso & Kimmel (Chapter 3); Plant Assets, Natural Resources and Intangible assets: Determining the cost of plant assets, Depreciation and its methods, Factors in Computing Depreciation, basic issues related to accounting for intangible assets- Weygandt, Kieso & Kimmel); Accounting Information Systems: Basic concepts, computerized and manual accounting systems.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Familiarize the student about the objective of accounting practice in business. Understand how business events translated into accounting events.

CLO 2: Familiar with recording, classifying, summarizing and interpreting process of accounting events giving adequate knowledge about accounting principles, concept and conventions.

CLO 3: Understand and apply important GAAP and international accounting standards associate with the accounting treatment.

CLO 4: Introduce elements of financial statements, qualitative characteristics of accounting information in accordance with conceptual framework of accounting.

CLO 5: Understand why accounting is an information system.

Course Learning Outcomes (CLO) (3-5)	PLO1	PLO2	PLO3	PLO4	PLO5
CLO 1	√	√	√		√
CLO 2	√	√	√		√
CLO 3	√	√	√		
CLO 4	√	√	√		√
CLO 5	√	√	√	√	√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

Rationale of the Course:

This course has been designed to enable students to acquire a sound knowledge and a balanced understanding of the history and culture of Bangladesh, and of the land, people and economy of the country.

Course Content:

Origin of the name of Bangladesh, the people and language. Physical features of Bangladesh. Roots of Bangladesh: Socio-cultural and political development of Bengal, especially of the Eastern Bengal during (a) Ancient period (b) Muslim rule, 1204,1765 (c) 1765,1947. Emergence of Bangladesh: Cultural, political and economic background towards independence, 1970,71, liberation war, role of India and superpowers (USA & USSR). The constitution of Bangladesh, major amendments of the constitution. Politics and Governance: Party system of Bangladesh and its features governance of the parliamentary System. Foreign policy: Goals and objectives, SAAR & Bangladesh. Society and Social Structure, Culture, Religion, Education. Tribal people, insurgency in Chittagong Hill Tract, peace accord signed in December 1997. Economy of Bangladesh: recent History Bangladesh Economy, Natural Resources, Agriculture, Industry, Foreign trade, Role of foreign investment and aid in the economic development

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Describe the origin of Bengali ethnic group, Bangladesh, its people and language.

CLO 2: Describe the geographical features and importance of Bangladesh.

CLO 3: Describe the different ages of Bangladesh before independence.

CLO 4: Clarify the different perspective of liberation war, war of 71 and roles of influential countries of the world.

CLO 5: Understanding the Constitution and political system of Bangladesh.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√		√	
CLO 2	√	√			
CLO 3					
CLO 4	√	√		√	√
CLO 5		√		√	√
Overall	√	√		√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
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CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

Math 1201: Business Mathematics

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The course is designed to cover everything right from the basics to advance level mathematics to solve day-to-day business problems. The purpose of this course is to increase mathematical knowledge and skills, and to equip the students with mathematical techniques for using in Management Planning and Control in the business arena.

Course Content:

Introduction to Algebra: Whole Numbers, Decimal Numbers, Addition and Subtraction of Decimals, Multiplication and Division of Decimals, Application Problems; Further Algebra: Fractions, Addition and Subtraction of Fractions, Addition and Subtraction of Mixed Numbers, Multiplication and Division of Fractions, Converting Decimals to Fractions and Fractions to Decimals; Percentage: Writing Decimals and Fractions as Percents, Finding Part, Finding Base, Finding Rate, Increase and Decrease Problems; Exponents and Logarithms: Integral Exponent, Radicals and Rational Exponent, Logarithms; Set Theory: Definition of set and its classification; Operations of set with Venn diagram, Application of sets in business; Linear Equations and Functions: Solutions of Linear Equations and Inequalities in One Variable, Linear Functions, Graphs and Graphing Utilities, Applications of Functions in Business and Economics; Coordinate Geometry: Cartesian Coordinates System, Different Forms of the Equation of a Straight Line; Financial Mathematics: Basics of Simple Interest, Finding Principal, Rate, and Time, Compounding Interest, Present Value and Future Value; Annuities: Annuities and Retirement Accounts, Present Value and Future Value of an Ordinary Annuity, Loans and Amortization; Derivatives: Definition and Formulas, Applications: Marginals and Derivatives, Applications: Maxima and Minima; Optimization in Business and Economics; Integrations: Definition and Formulas, Finding, Total Cost, Revenue and Profit, Consumer's Surplus & Producers' Surplus; Matrix Algebra: Definition of Matrices, Operations of Matrices, Applications of Matrices; Systems of Equations: Solving Systems of Equations, Leontief Input-Output Models; Linear Programming: Linear Inequalities and their graphs in Two Variables, Linear Programming: Graphical Methods

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Understand basic algebraic skills and their applications.

CLO 2: Apply different set operation to solve business related problems.

CLO 3: Understand and apply the financial mathematics.

CLO 4: Understand differential and integral calculus with applications.

CLO 5: Apply matrix algebra and linear programming to solve the problems related to business and economics

Course Learning Outcomes (CLO)	PLO1	PLO2	PLO3	PLO4	PLO5
CLO 1	✓	✓			✓
CLO 2	✓	✓	✓		
CLO 3	✓	✓		✓	
CLO 4	✓		✓		✓
CLO 5	✓		✓	✓	✓
Overall	✓	✓	✓	✓	✓

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

CSE1202: Computer Applications in Business

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The course is designed to provide an overall knowledge about how computer works, the range of works that can be covered by computer and the use of computer in business. In this introductory course, students will become familiar with the basic characteristics of a personal computer including the internal hardware, the operating system, and software applications.

Course Content:

Exploring Computers and Their Uses: The Computer Definition, Computers for Individual Users, Computers for Organizations, Computers in Society; Looking Inside the Computer: The Parts of a Computer System, The Information Processing Cycle, Essential Computer Hardware, Software Brings the Machine to Life, Computer Data, Computer Users System; Interacting with Personal Computer: The standard keyboard layout, The mouse and the variant of the mouse, Ergonomics and input devices, Inputting data into other wise; Computer Outputs: Video and sound, Monitors, Ergonomics and monitors, Printers; Transforming Data into Information: How Computers Represent Data » How Computers Process Data, Factors Affecting Processing Speed; Modern CPUs: A Look Inside the Processor, Microcomputer Processors, RISC Processors, Parallel Processing, Extending the Processor's Power to Other Devices; Storing Data: Types of Storage Devices, Magnetic Storage Devices, Optical Storage Devices, Solid-State Storage Devices; Measuring and Improving Drive

Performance: Average Access Time, Data Transfer Rate, Optimizing Disk Performance, Drive Interface Standards; Operating Systems Basics: Types of Operating Systems, Providing a User Interface, Running Programs, Managing Hardware, Enhancing an OS with Utility Software; Networking Basics: The Uses of a Network, Common Types of Networks, Hybrid Networks, How Networks Are Structured, Network Topologies and Protocols; Presenting the Internet: The Internet's Major Services, Understanding the World Wide Web, Using Your Browser and the World Wide Web, Searching the Web, Using E-Mail; Doing Business in the Online World: E-Commerce at the Consumer level, E-Commerce at the Business level, Security; Productivity Software: Acquiring Software Word Processing Programs, Spreadsheet Programs, Presentation Programs, Personal Information Managers; Graphics and Multimedia: Understanding Graphics file formats, Getting Images into Your Computer, Graphics Software, Multimedia Basics.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Analyze the organization of a computer system.

CLO 2: Describe different types input devices with their uses.

CLO 3: Identify different types of output devices and state their uses.

CLO 4: Evaluate the storage and processing system of a computer system.

CLO 5: Create proper communication through a computer system.

Course Learning Outcomes (CLO)	PLO1	PLO2	PLO3	PLO4	PLO5
CLO 1	✓				✓
CLO 2	✓	✓		✓	✓
CLO 3	✓		✓		✓
CLO 4	✓		✓	✓	✓
CLO 5	✓	✓		✓	✓

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

Rationale of the Course:

The prime objective of this course is to help the students to fulfill the practical/ pragmatic necessities that the Business students will face in their future life in the highly competitive world of business. This course is also design to improve student's comprehensive capability, understanding and other cognitive skills.

Course Content:

Developing English language Skills in Listening, Speaking, Reading and Writing. Here are the lists of the key points of these four skills: Listening: Listening for main ideas/key information, Listening and responding to texts (i.e., following instruction, answering questions, reacting to texts, etc.), Listening and note –taking, Listening for specific details. Speaking: Two-minute impromptu talks, Reading news items and reporting, Preparing and presenting talks on a given theme, Interviews, Story-telling, Informal debates and group discussions, Public speaking. Reading: Reading strategies (skimming, scanning, predicting, inference, etc.), Reading newspaper articles and columns, Reading to improve linguistic skills and expand vocabulary; understanding overall discourse to relate structure and meaning to the analysis and comprehension of the text, Reading reviews of books or movies. Writing: Developing sentence structures to build language awareness, Paraphrasing, Summarizing, Job Application, CV writing, Business Letters, Translation. Basic Grammar: Subject verb agreement, Run-ons, Classification of sentences, Passive sentences, Relative clauses, Modals, Conjunctions, Phrasal verbs etc.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Demonstrate a comprehensive knowledge and understanding of communicative English.

CLO 2: Demonstrate an ability to speak and write correct sentences.

CLO 3: Write Paragraph, Essay in a structured way.

CLO 4: Demonstrate an ability to write business letters, memos, reports etc.

CLO 5: Develop presentations with grammatical accuracy and fluency.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√			√	√
CLO 2		√		√	√
CLO 3	√			√	√
CLO 4				√	√
CLO 5		√		√	√
Overall	√	√		√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

Hum 1204: History of Emergence of Bangladesh (এবং ইতিহাস)

Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

Student knows the history of the rise of Bangladesh. Students to understand that culture is a broad concept so that they can develop a clear idea about the cultural identity, religion, philosophy and literature of Bengalis perfectly.

Course Content:

ইস্ট-ইন্ডিয়া কোম্পানির শাসন প্রতিষ্ঠা, ব্রিটিশ শাসন আমলে বাংলার সামাজিক, সাংস্কৃতিক ও রাজনৈতিক পরিবর্তন, বঙ্গভঙ্গ ও তার প্রতিক্রিয়া, ১৯৪৭ সালে স্বাধীন ভারত ও পাকিস্তানের অভ্যুদয়, পূর্ব বাংলার পাকিস্তানি শাসন, ভাষা আন্দোলন (১৯৪৮-১৯৫২) ও একুশে ফেব্রুয়ারি, যুক্তফ্রন্ট ও ১৯৫৪ এর নির্বাচন, ৬ দফা ও বাঙালী জাতীয়তাবাদী আন্দোলন, আগরতলা ষড়যন্ত্র মামলা, ১৯৬৯ এর গণ-অভ্যুত্থান, সত্তরের নির্বাচন, পাকিস্তানি শাসকদের ষড়যন্ত্র, ১৯৭১ মুক্তিযুদ্ধ ও স্বাধীন বাংলাদেশের অভ্যুদয়।

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Achieve the capability to get a complete idea of the social, cultural and political transformation of Bengal during the British and Pakistani rule.

CLO 2: To develop a clear idea about the history of Bangladesh from nationalist movement, language movement, six-point movement to great liberation war fluently.

CLO 3: Enable students to understand that culture is a broad concept so that they can develop a clear idea about the cultural identity, religion, philosophy and literature of Bengalis perfectly.

CLO 4: Remember and understand the history of the rise of Bangladesh.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2					√
CLO 3		√			
CLO 4					√

Overall	√	√			√
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Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 1301: Business Statistics
Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This course familiarizes students with the basic concepts of business statistics and provides a comprehensive overview of its scope and limitations. Business statistics is a set of scientific principles and techniques that are useful in reaching conclusions about populations. It is the branch of mathematics with its own concept, methods and values which find many geography and other disciplines. This course covers frequency distributions, descriptive measures, probability concepts, probability distribution, sampling, estimation, hypotheses testing for means and proportions, simple regression and correlation.

Course Content:

Introduction: Definition of Statistics, Characteristics & nature of statistics, Purposes & importance of statistics, Functions and limitations of statistics. Sampling: Population, Finite and infinite population, Hypothetical and existent population, Census method, Merits and demerits of census method, Sample method, The Law of statistical regularity, Statistical error, Sampling size. Data Collection: Primary vs. secondary data, Collection of primary data, Observation method, Interview, Information through agencies, mailed questionnaires, Schedules sent through enumerators, Collection of secondary data. Data Processing and Presentation : Meaning, characteristics and objectives of classification, Rules of classification, Types of classification , Frequency distribution, Series of individual observation, Discrete (ungrouped) frequency distribution, Grouped (continuous) frequency distribution, Cumulative frequency distribution , Tabulation of data , Types of tables, Construction of a graph, Graph of frequency distribution , Histogram , Frequency polygon and frequency curve, Ogives or cumulative frequency curves. Measure of Central Tendency: Characteristics, types and functions of average, Arithmetic mean, Simple arithmetic average, Calculation of mean, median, mode, quartiles, deciles, percentiles for continuous series and discrete series. Dispersion: Methods of measuring dispersion, Quartile deviation, Mean deviation, Coefficient of mean deviation, Mean, median and mode deviation for individual series, Grouped and ungrouped discrete series, Alternative methods, Properties of Standard deviation, Coefficient of standard deviation, Lorenz curve. Correlation: Types of correlation, Simple and multiple, partial and total, linear and non-linear (curvilinear) correlation, Methods of calculating correlation, Karl Pearson's coefficient of correlation, Alternative method for the calculating coefficient of correlation, Rank

correlation, Lag and lead in correlation, Correlation of time series. Regression: Uses of regression analysis, Method of studying regression, Regression equations, Calculation of regression co-efficient, Calculating the regression coefficient for bivariate data, Calculating standard error, Coefficient of determination.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Develop ability to deal with numerical and quantitative issues in business.

CLO 2: Have a proper understanding of statistical applications in Economics and Management.

CLO 3: Enable the use of statistical, graphical and algebraic techniques wherever relevant.

CLO 4: Make a business plan to do business in future.

CLO 5: To interpret the result of sampling.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			√
CLO 2	√	√	√		
CLO 3	√	√		√	
CLO 4	√		√		√
CLO 5	√		√	√	√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 1302: Legal Environment of Business

Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This is a core course of Business designed to let the students learn about the fundamental concepts of Business environment & understanding from legal perspectives. This course covers the main objectives of contract law, the law relating to the sales of goods act, the concept of the environment of business.

Course Content:

Legal Environment of Business: Definition of law, Functions of law, Litigation process and alternative dispute resolution. Law of Contract: The Essential Elements of Contract, Offer and Acceptance, Free consent, Consideration, Void and Voidable Agreements, Capacity of the Parties, Remedies for breach of contract. Laws Relating to Sale of Goods: Essential elements of Sale of Goods Act, Conditions and warranties and implied conditions, Transfer of ownership. Laws Relating to Negotiable Instruments: Definition and nature of negotiable instrument, Types of negotiable instrument, Features of negotiable instruments, Rights and liabilities of different parties, Dishonor of negotiable instrument. Laws relating to Carriage of Goods: Carriage of goods by sea, Carriage of goods by road, Carriage of goods by rail, Carriage of goods by air. The Law of Insolvency: Insolvent and its nature, discharge of liabilities. Company Law: Definition of company, Feature and classification of companies, Formation of company, Memorandum, Articles of association, Commencement of business, Management and winding up of company. The Law of Partnership: Definition of partnership, Essential elements of partnership, Relations, power, rights and liabilities of partners, Dissolution of partnership and its consequences. Industrial Law: The Factories Act, Trade Union Act, Payment of wage act, Employer's liability act. Laws Relating to Shop and Establishments, Trade Marks, Patent and Copyrights.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Demonstrate the recognition of the requirements of the contract agreement.

CLO 2: Analysis of the understanding of the Legal Environment of business, In relation to sales, trade & commercial activities.

CLO 3: Apply theoretical knowledge of the fundamental concepts, principles, and rules of laws which is relevant to the business.

CLO 4: Describe the interrelated relation of the partnership act, company act with the business environment.

CLO 5: Assess the impact of understanding of the nature of tort law, including business torts, negotiable instruments etc.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1		√		√	
CLO 2	√		√		
CLO 3		√			√
CLO 4	√			√	
CLO 5			√		√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy

CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

Hum 1303: Microeconomics

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course offers an introduction to the workings of market systems. This course deals with the economic behavior of consumers and firms, covering the analysis of demand and supply of goods, services, and resources within an economy. The framework developed is used to examine and evaluate the operation of the market mechanism for various market structures and government policies.

Course Content:

Nature and scope of economics, Early definitions, Definitions given by Marshal and Robbins, Modern definition of microeconomics, Importance, and limitations of microeconomics need for integrating micro and macroeconomics, Methods of economics, Value of economic analysis, Major economic problems, Statement of the law, Law of diminishing marginal utility and its limitations, Marginal utility, and supply, Marginal utilities of related goods, Law of equipping, -marginal utility, Consumer's equilibrium, Consumer's Surplus, Shortcomings of the utility analysis, Meaning of demand, Types of the demand, Demand curve, Law of demand Limitations of the law, Derivation of the demand curve, Causes of changes in demand, Scale of preferences, Indifference curves, Marginal rate of substitution, Principle of diminishing marginal rate of substitution, Properties of indifference curves, Consumer's equilibrium or maximizing satisfaction, Conditions of equilibrium, Income effect, Substitution effect, Price effect, Exceptional cases of consumer's equilibrium, Meaning of elasticity, Elastic and inelastic demand, Relation of elasticity with the law of diminishing utility, Types of elasticity, Price elasticity, Income elasticity, Cross elasticity, Substitution elasticity, Factors determining price, Elasticity of demand, Measurement of elasticity, Practical applications of elasticity of demand, Factors of production, Meaning, and importance of land, meaning of labor, Factors of Determining the efficiency of labor, Division of labor, Meaning & importance of capital, Capital formation, Mobilization of savings, Scale of production, Laws of return, Law of diminishing returns, Law of increasing returns, Law of constant returns, Return's to scale, Market structure, Revenue and revenue curves, Equilibrium of the firm and industry, Equilibrium of the firm and industry under perfect competition, monopoly, monopolistic competition, and oligopoly, General theory of factor pricing, Wages, Rent, Interest, Profit, Price Mechanism

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To determine and explain how microeconomic models can be used to consider fundamental economic choices of households and firms

CLO 2: To assess the efficiency of markets and describe the various factors that might impact efficiency

CLO 3: To identify and explain various market structures and how profit maximization decisions are taken in each structure

CLO 4: To evaluate how government policy influences microeconomic choices Recognize government failure and explain why government policy might fail

CLO 5: To interpret the economic models and use them to analyze the current economic situation and relate it to public policy

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1		√		√	
CLO 2					√
CLO 3		√			√
CLO 4		√		√	
CLO 5			√		
Overall		√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

BA 1304: Business Communication

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

Business communication is goal-oriented and must be understood by all members of an organization. Business communication allows for executives to communicate rules, policies and procedures to other employees or clients in a clear and concise manner.

Course Content:

The Role of Communication in Business, the Business Communication Process, Business Communication: The Bottom Line, the Importance of Skillful Writing, the Process of Writing, the Importance of Readable Formatting, Letters, Memorandums (Memos), The Newer Media in Business Writing, The Prevalence of Directness in Business, Preliminary Assessment, The General Direct Plan, Routine Inquiries, Favorable Responses, Adjustment Grants, Order Acknowledgments, Thank-You Messages, Operational Messages, Situations Requiring Indirectness, the General Indirect Plan, Refused Requests, Claims, Adjustment Refusals, Negative Announcements., The Rationale for Indirectness, General Advice about Persuasion, Persuasive Requests, Sales Messages, Proposals, Defining Reports, Determining the Report Purpose, Determining the Factors, Gathering the Information Needed, Interpreting the Findings, Organizing the Report Information,

Writing the Report, Collaborative Report Writing, An Overview of Report Components, Characteristics of Shorter Reports, Forms of Shorter Reports, Types of Short Reports, Components of Long, Formal Reports., Informal Talking, Conducting and Participating in Meetings, Using the Phone, Using Speech Recognition for Messages and Reports, Listening, the Reinforcing Role of Nonverbal Communication, Technological Support for Writing Tasks, Tools for Constructing Messages, Print versus Online Documents, Computer Tools for Creating Electronic Documents, Computer Tools for Collaboration.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To understand the importance of being an effective business communicator in today's changing workplace

CLO 2: To write e-mails, memos, report, and business letters with different tones and for different purposes

CLO 3: To understand the importance of specifying audience and purpose and to select appropriate communication choices

CLO 4: To communicate effectively with colleagues in meetings by employing individual strengths and implementing knowledge of different working styles

CLO 5: To develop the ability to research and write a documented paper and/or to give an oral presentation

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√			√
CLO 3		√	√		
CLO 4		√		√	
CLO 5			√		√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, Class Lectures, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Viva, Assignment, Final Semester Exam

BA 2101: Brand Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This is a core course of Marketing designed to let the students learn about the fundamental concepts of Branding and successful Marketing from a managerial point of view.

Course Content:

Brand vs. Product, why do brands matter? Can anything be branded? Concept of Brand Equity, Sources of Brand Equity, Benefit from Brand Equity, Customer based Brand Equity Framework, Brand awareness, Brand Image, Determining the desired brand knowledge structures, Brand Element Choice criteria, Brand element options and tactics, Product strategy, Pricing Strategy, Channel Strategy, Private Labels, Marketing communication Options, Conceptualizing the leveraging process, Measuring Sources of Brand Equity, Measuring outcomes of Brand equity, Brand Equity Measurement System, Branding Strategies, Introducing and Naming new products and Brand Extensions, Managing Brand over time, Managing Brand over Geographical Boundaries, Cultures and Market segments, Definition, Market Potential, Method of Estimating Market and Sales Potential, Area Potential, Sales Forecasting, Elements of a Product Strategy, Setting Objectives, Selection of Strategic Alternatives, Choices of Customer Targets, Choices of Competitor Targets, The Core Strategy, Managing Brand Equity, Customer Strategy, Product Strategy over the Life Cycle, Innovation, Strategic Planning for New Product, Process and Management, Organization Concepts and Options, Implementation of Concepts, Generation Creative Process and People New Product, Concept, Generating Process, Stimulating Techniques, Collecting and Handling New Product Ideas, Evaluation Concepts, Tools, Economic Analysis.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To assess different viewpoints on brand and think cogently and critically about these viewpoints

CLO 2: To analyze specific problems and challenges in brand management, and to devise sound and practical solutions to these problems

CLO 3: To use resources (e.g., marketing research, research studies, expert advice, etc.) in an informed and skillful way as part of the process of developing ideas, plans and solutions

CLO 4: To effectively communicate branding knowledge in oral and written contexts

CLO 5: To work individually and as an effective member of a team

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√	√		

CLO 3		√	√	√	
CLO 4		√			√
CLO 5					√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, Class Lectures, Handout	Presentation, Quiz, Class Performance, Mid Semester Exam
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Case Study, Assignment, Final Semester Exam

Ban 2102: বাংলা ভাষা ও সাহিত্য (Bengali Language and Literature)

Credits: 3.00

Contact hours: 3.0 hrs. /week

Rationale of the Course:

This Course is for all classes of student. Because as a Bengali Student it is necessary to acquire knowledge about Bengali Language and Literature. Not only that, Bengali Language and Literature occupies one of the most important places in the world. As a result, we have to have an idea about Bengali Language and Literature.

Course Content:

প্রথম খণ্ড-ভাষা

বাংলা ধ্বনি/ বাগ ধ্বনি (Phone/Speech Sound); বর্ণ (Letter); অক্ষর (Syllable), বাংলা ধ্বনির উচ্চারণ স্থান ও রীতি (Point of Articulation and Manner of Articulation), বাংলা উচ্চারণ -প্রমিত (Standard); আঞ্চলিক (Dialectal); বৈচিত্র্য (Variation), অপিনিহিত, অভিশ্রুতি, স্বরসঙ্গতি, শ্বাসঘাত (Stress Accent) স্বরভঙ্গি/ স্বরতরঙ্গ (Intonation), বাংলা ও ইংরেজির তুলনা, বাংলা লিখন দক্ষতা; সাধু/চলিত রীতি; বিরাম চিহ্ন প্রয়োগ। প্রমিত বাংলা বানানের নিয়ম (বাংলা একাডেমি), ব্যবহারিক বাংলা সংক্ষিপ্ত আলোচনা, একুশে ফেব্রুয়ারি, মুক্তিযুদ্ধ, বাংলাভাষা, বিশ্বায়ন বাংলায় উৎসব, ষড়ঋতু, বাংলা নববর্ষ, আধুনিক তথ্য-প্রযুক্তি, বাংলার লোক সংস্কৃতি, মানবতা ও নৈতিকতা।

দ্বিতীয় খণ্ড-সাহিত্য

কবিতা: আবদুল হাকিম-নুরনামা, মাইকেল মধুসূদন দত্ত – বঙ্গভাষা, লালন সাই – খাঁচার ভেতর অচিন পাখি, ববীন্দ্রনাথ ঠাকুর- নির্ঝরার স্বপ্নভঙ্গ, কাজী নজরুল ইসলাম- আজ সৃষ্টি সুখের উল্লাসে, জীবনানন্দ দাশ- রূপসী বাংলা, হাসান হাফিজুর রহমান – অমর একুশে, আলাউদ্দিন আল আজাদ – স্মৃতি স্তম্ভ, শামসুর রাহমান- তোমাকে পাওয়ার জন্য হে স্বাধীনতা, সৈয়দ শামসুল হক- পরিচয়

প্রবন্ধ: বঙ্কিম চন্দ্র চট্টোপাধ্যায়- বাঙ্গালা ভাষা, রবীন্দ্রনাথ ঠাকুর- সভ্যতার সংকট, হরপ্রসাদ শাস্ত্রী- তৈল, প্রমথ চৌধুরী- যৌবনে দাও রাজটিকা, কাজী নজরুল ইসলাম- বর্তমান বিশ্বসাহিত্য, মুহম্মদ আবদুল হাই – আমাদের বাংলা উচ্চারণ, কবীর চৌধুরী – আমাদের আত্মপরিচয়

ছোটগল্প/অন্যান্য রচনা: রবীন্দ্রনাথ ঠাকুর- পোস্ট মাস্টার, রোকেয়া সাখাওয়াত হোসেন – অবরোধ বাসিনী, বিভূতিভূষণ বন্দ্যোপাধ্যায় – পুঁইমাচা, সৈয়দ ওয়ালীউল্লাহ- নয়নচারা, জাহানারা

ইমাম- একান্তরের দিনগুলি, হাসান আজিজুল হক – ঘরগেরস্থি, আখতারুজ্জামান ইলিয়াস-
অপঘাত
নাটক: কবর- মুনির চৌধুরী

CLO1: Analyze skills in Bengali language and literature. CLO2: Ability of speech sound, letter, syllable, standard, dialectal and variation linguistic literature. CLO3: Ability of reading, writing and critique poetry. CLO4: To develop the skills to analyze essay, novels, plays and short stories.					
Mapping Course Learning Outcomes (CLOs) with PLOs					
Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1		√			
CLO 2		√			
CLO 3			√		
CLO 4		√	√		
Overall		√	√		
Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy					
CLOs	Teaching-Learning Strategy		Assessment Strategy		
CLO 1	Lecture discussion with multimedia, White board (WB), Handout		Assignment, Oral Test, Mid Semester Exam		
CLO 2	Reference Book, Lecture discussion with multimedia, WB, Handout		Assignment, Class Test, Mid Semester Exam		
CLO 3	Reference Book, Lecture discussion with multimedia, PPT, WB, Handout		Assignment, Class Test, Mid Semester Exam, Semester Final Exam		
CLO 4	Reference Book, Lecture discussion with multimedia, WB, Handout		Oral Test, Semester Final Exam		

Hum 2103: Macroeconomics
Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This course introduces economic analysis of aggregate employment, income, and prices. Topics include major schools of economic thought; aggregate supply and demand; economic measures, fluctuations, and growth; money and banking; stabilization techniques; and international trade. Upon completion, students

should be able to evaluate national economic components, conditions, and alternatives for achieving socioeconomic goals.

Course Content:

Introduction: Defining macroeconomics, Importance of macroeconomics, Limitations, Function and utility of micro and macroeconomics need for integrating micro and macroeconomics, major economic problems. National Income Accounting: Definition and calculation of Gross National Product (GNP), Gross Domestic Product (GDP), Net National Product (NNP), National Income (NI), Personal Income (PI), Disposable Income (DI). Growth and Accumulation: Macroeconomic models, Components of demand (consumption, investment, government, net export), Some important identities, Growth accounting, Accounting for per capita output growth, Empirical estimates of growth, Factors of output other than capital and labor, Growth theory, The neoclassical model, Growth process, Increase in the saving rate, Population growth. Growth Policy: Endogenous growth, The deeper economics of endogenous growth, Convergence of economies, Growth traps and two sector models, Growth policy, Lessons from the Asian tigers, Reforms and growth in eastern Europe and in the poor countries, Natural resources and limits to growth. Aggregate Demand: Aggregate supply and demand model, Behavior of the supply and demand curve, Keynesian aggregate supply curve, Fiscal and monetary policy under alternative supply assumptions, Impact of short and long run fiscal policy, Classical monetary policy, Ongoing money growth and inflation, Supply, side economics. Aggregate Supply, Wage, Price and Unemployment: Limitation of the short run growth model, Aggregate supply curve and the price adjustment mechanism, Wages, prices and output, Phillips curve, Effects of a monetary expansion on unemployment and inflation, Inflation and price, Price index, GDP deflator, Producer price indexes, Neutrality of money, Supply shocks, Adverse supply shock, Stagflation, Expected inflation, Inflation, expectations. Monetary and Fiscal Policy: Monetary Policy, Transition mechanism, Liquidity trap, Fiscal policy Fiscal policy and crowding out, Composition of output and policy mix.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Locate and interpret macroeconomic data, and identify and explain important macroeconomic concepts.

CLO 2: Analyze simple macroeconomic economic models, and use these models to explain and interpret the behaviour of key macroeconomic variables.

CLO 3: Explain the content of economic materials.

CLO 4: Relate economic concepts to these real-world events and critically evaluate the impact of economic policy.

CLO 5: Explain the measurement and importance of GDP, inflation, unemployment, money, and trade.

CLO 6: Be able to describe the cause and effect of changes in the macroeconomic variables

CLO 7: Interpret the economic models and use them to analyze the current economic situation and relate it to public policy.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1		√		√	
CLO 2					√

CLO 3		√			√
CLO 4		√		√	
CLO 5			√		
CLO 6	√				
CLO 7					√
Overall	√	√		√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 4- CLO 7	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 2104: Principles of Finance

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course will facilitate to recommend relevant options for financing a business, recognize and manage financial risk and make appropriate investment decisions.

Course Content:

Definition of finance, Functions of finance, Goal of a firm, Profit Maximization vs. Value creation, Management vs. Shareholders, Sole proprietorship, Partnership, Corporation, Income tax, Corporate tax, Capital gain tax, Sales tax, VAT, Import duties, Purpose of financial market, Money and capital market, Primary and secondary market, Financial intermediaries and brokers, Simple and compound interest, Future value (FV) and present value (PV), Discount rate, Annuities, Ordinary Annuity and Annuity Due, Compounding more than once a year, Book Value vs. Market Value, Bond, Face value, coupon rate, bond with finite maturity, Semiannual compounding of interest, Preferred stock, and common stock valuation, Constant growth, Yield to maturity (YTM) on bonds, Defining risk and return, Probability distribution to measure risk, Attributes towards risk, Diversification, Capital Asset Pricing Model (CAPM), Efficient financial market, Capital budgeting and its process, Generating investment, Project proposals, Estimating project after tax incremental operating cash flow, Sunk cost and opportunity cost, Alternative methods for evaluation and selection of project, Payback period (PBP), Internal Rate of Return (IRR) under interpolation, Net present value (NPV), Profitability Index (PI), Value creation, Cost of debt, Preferred stock and equity, CAPM approach, Beta, Calculation of Beta, Risk free rate, Market Return, WACC, COD, CBD, Credit with or without Discount, Seasonal dating under spontaneous source, Trade acceptance, Commercial paper,

Factoring, Bank loan under negotiated source, Project financing Debenture, Bond, Equipment trust certificate, Income bond under borrowed funds and their features, Features and rights of common & preferred stock under equity funds.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To explain the general objectives of financial management and describe the financial strategy process for a business

CLO 2: To explain the processes by which businesses raise equity, capital and other long term finance

CLO 3: To explain how financial instruments can be utilized to manage financial risks and describe the characteristics of those instruments

CLO 4: To compare the financing costs and benefits of various courses of action, using appropriate appraisal techniques

CLO 5: To identify and calculate a business's future requirements for capital, taking into account current and planned activities

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√			√
CLO 3			√	√	
CLO 4		√		√	
CLO 5			√		
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, Class Lectures, Handout	Presentation, Class Test, Class Performance, Mid Semester Exam
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Case Study, Assignment, Final Semester Exam

Credits: 4.00

Contact hours: 4.0 hrs./week

Rationale of the Course:

This course will facilitate to recommend relevant options for financing a business, recognize and manage financial risk and make appropriate investment decisions.

Course Content:

Financial Statement Analysis: Balance sheet and income statement information, Possible framework for analysis, Uses and types of financial ratios, Trend analysis, Cash Flow Analysis and Financial Planning: Analyzing sources and uses statement, Analyzing the statement of cash flows. Overview of Working Capital Management: Concept and significance of working capital management, Working capital issues, Financing current assets (short and long term mix). Accounts Receivable and Inventory Management: Credit and collection policies, Analyzing the credit, Inventory management and control. Risk and Capital Budgeting: Project risk and firm portfolio risk, Managerial option to manage risk. Operating and Financial Leverage: Operating leverage, Degree of operating leverage, Break-even analysis, Financial Leverage, EBIT, EPS analysis, Degree of financial leverage. Capital Structure Determination: Capital structure, Operating income approach, Traditional approach, Arbitrage, Agency cost, Transaction cost, Corporate tax and its effect. Dividend Policy: Passive versus active dividend policy, Types of dividend policies, Factors influencing dividend policy, Dividend stability, Stock dividend and stock splits.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Explain the general objectives of financial management and describe the financial strategy process for a business.

CLO 2: Explain the processes by which businesses raise equity, capital and other long term finance.

CLO 3: Explain how financial instruments can be utilized to manage financial risks and describe the characteristics of those instruments.

CLO 4: Compare the financing costs and benefits of various courses of action, using appropriate appraisal techniques.

CLO 5: Identify and calculate a business's future requirements for capital, taking into account current and planned activities.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√			√
CLO 3			√	√	√
CLO 4		√		√	
CLO 5			√		
Overall		√	√		√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 2202: Principles of Management
Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This is a core course of Management designed to let the students learn about the fundamental concepts of Management from a managerial point of view.

Course Content:

Introduction: The concept of management, Importance of management, Management process, Environmental context of management, Social responsibility of management, Evolution of management, Scientific management school, Classical management theory, Planning: Overview of planning, Importance, Types and Steps of planning, Planning strategy, Decision making, Time and human relationships in decision-making, Problem and opportunity finding, the nature of managerial decision-making, the rational model of decision-making. Organizing: Definition of organization, Organization structure, Types of organization structure, Functional organization, Product/market organization, Matrix organization, Power & the distribution of authority, Types of authority, Definition and sources of power, Line and staff authority, Delegation of authority, Decentralization and centralization, Job design, grouping of activities, Departmentation. Human Resource Management: Span of supervision, Optimum span of supervision and factors influencing optimum span, Recruitment, Selection, Training & development, Performance appraisal & compensation, Transfer, promotion, demotion, separations and evaluation of Human resources, Organizational change. Motivation: Concept of motivation, Basic assumptions about motivation, Motivation process, Importance of motivation in organizations, Motivational theories, Maslow's need hierarchy, REG and two-factor theory, Motivation techniques, Job satisfaction. Leadership: Defining leadership, The trait approach to leadership, Leadership styles, Managerial grid. Communication: Importance, Communication Process, Communication in Organization, Barriers to communication.

Controlling: Meaning, importance, steps and characteristics in control process, Conditions for control, Control techniques.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Understand management, functions of a manager, process of planning and the concept of MBO.

CLO 2: Analyze the organizational structure.

CLO 3: Remember dynamics of OB, the concept of personality and perception, values and attitude.

CLO 4: Apply case studies on functions of management and behavioral processes.

CLO 5: Analyze Individual behavior and dynamics of groups and effective team building.

CLO 6: Recognize and discuss a range of management challenges and the implications they have for organizations, the people who work for them, and other relevant stakeholders.

CLO 7: Analyze organizational situations to determine the real problems managers are facing, evaluate their response, and outline alternative courses of action.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			
CLO 2		√	√		
CLO 3	√		√		
CLO 4	√			√	
CLO 5			√		√
CLO 6		√			
CLO 7		√			√
Overall	√	√			√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 4- CLO 7	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 2203: Auditing and Taxation

Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This module aims to give students a solid theoretical and practical foundation in auditing and taxation practice in Bangladesh. It covers central topics of auditing and taxation, such as, risk and materiality assessment, the planning of auditing, the auditing process and auditors' reporting as well as the income tax practice in Bangladesh. Professional ethics and independence issues are also discussed during the course module. The course module is principally based on the International Standards of Auditing (ISAs).

Course Content:

Overview of Auditing: Definition of Audit, Auditing and Investigation, Generally Accepted Auditing Practice, Competence, Independence, Confidentiality, Audit Planning and Supervision, Accounting and Auditing Statements. Audit Planning and Control: Determining the Scope of Audit, Internal Control, Audit Program, Audit Control, Audit Control over the Work performed by others, Coordinating the work of other Auditors, Documenting the Plan and Performance of Audit. Verification and Valuation of Assets

and Liabilities: Valuation of Assets during Inflationary Period, Fixed Assets, Mode of Valuation of Fixed Assets, Verification of Stocks, Attendance of Auditor during physical verification of stocks, Examinations of Records, Verification of Confirmation, Ensuring the ownership over the stocks, valuation of stocks. Audit of Limited Companies, Company Auditor: Qualifications of an Auditor of a Limited Company, Disqualifications, Appointment of first auditor, appointment of auditor of Government Companies, appointment of auditor by special resolution, casual vacancies, Powers and Duties of an Auditor, rights and powers of an auditor, Audit of Limited Company, Audit of Banking Companies, Audit of Insurance Companies, Audit of Partnership Accounts, Government Accounts and Their Accounts. Cost Audit: Criticism of Cost Audit, Purpose of Cost Audit, Distinction between Financial Audit and Cost, Cost Audit Conditions. Management Audit: Importance of Management Audit, Criticism of Management Audit, Management Audit Program, Outline of Management Program, Duties of Management Auditor. Tax Audit: Scope of Auditor's Role under Income Tax Act, Compulsory Tax Audit, Certification of Claiming Exemptions/Deductions, Selective Tax Audit, Text Consultancy and Representation, preform of forms 3CA and 3CD. Income Tax: Bangladesh Context, Definitions and Characteristics of Income and Capital and Revenue Receipts Tax Authorities: Types of Income Tax Authorities, Appointment of Income Tax Authorities, Administrative Authorities, Judicial Authorities, Role of Higher Courts in Income Tax cases Tax Assessment and Collection: Assessment Procedure, Provision of Relevant to Submission of Tax Return, Filing of Statement of Asset and Liabilities, Rules for Payment and Collection of Taxes, Advance Payment of Tax, Refund of Tax, Tax Evasion and Tax Avoidance: Distinction between Tax Avoidance and Tax Evasion, Socioeconomic Effects of Tax Evasion and Tax Avoidance, Reasons for Tax Evasion and Tax Avoidance, Methods of Tax Avoidance and Evasion, Preventive Measures Adopted in Bangladesh.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Discuss and compare the factors that creates a demand for auditing and affects the value of auditing, analyses determinants of audit quality, ethics, and independence from different perspectives.

CLO 2: Identify and analyses the steps in the audit process and evaluate the general types of audit tests/procedures.

CLO 3: Discuss why internal controls are important, how control risks are assessed and ultimately evaluate how the status of internal controls affect the focus of the audit.

CLO 4: Evaluate what mix of audit procedures to be performed and what tests that are suitable for auditing of different financial statement items, such as sales, accounts receivables, inventories, liabilities as well as tangible and intangible assets.

CLO 5: Analyze how taxation and audit evidence is evaluated and how findings are reported to interested parties.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			√
CLO 2	√		√		
CLO 3		√			√
CLO 4	√			√	
CLO 5			√		√
Overall	√	√	√		√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 2204: Entrepreneurship Development

Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This course will facilitate to provide students with a solid introduction to the entrepreneurial process of creating new businesses, role of creativity and innovation in Entrepreneurial start-ups, manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

Course Content:

Entrepreneurship: Evolution of the entrepreneurship concept, Functions of entrepreneur, Types of entrepreneur, Characteristics of an entrepreneur, Entrepreneurial career, Role of entrepreneurship in the economic development, Ethical and legal issues related to entrepreneurship, Social responsibilities of entrepreneur. Factors Affecting Entrepreneurial Growth: Environment for entrepreneurship development, Economic factors, Noneconomic factors, Government actions. Entrepreneurial Motivation: Motivation theories, testing entrepreneurial motivation, Entrepreneurial mind, Feeling, Role model in entrepreneurship development. Entrepreneurial Competencies: Meaning of entrepreneurial competencies or traits, Major entrepreneurial competencies, Developing entrepreneurial competencies. Business Opportunity Scanning: Identifying and evaluating business opportunities, generating ideas, Transforming ideas into business opportunities. Business Planning: Market research, Business planning process, Financial plan, Organizational plan, Marketing plan, Major benefits of business plan. Entrepreneurship Development in Bangladesh: Entrepreneurship development program (EDP), Objectives and needs of EDP, Government policy and institutional support for entrepreneurship development in Bangladesh. Small Business: Definition, Characteristics, Role of small business in the economic development, Growth strategies in small business, Problems of small-scale industries. Financing Small Business: Sources of finance, Capital structure, Term loans, Short-term loan, Venture capital. Small Enterprises in International Business: Export performance and trends of small enterprises, Major constraints, Measures to handle the constraints.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Understand the role of entrepreneurship and explore the recent trends emerging in this field.

CLO 2: Learn the various forms, functions and stages of entrepreneurship prevalent in today's world.

CLO 3: Learn the multi-faceted role of entrepreneur and intricacies involved in arranging finance.

CLO 4: Develop new business idea and take necessary steps to implement.

CLO 5: Collect and verify various documents before commencement of new business.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√		√		
CLO 2		√			√
CLO 3			√	√	
CLO 4			√		√
CLO 5			√	√	
Overall			√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 2301: Intermediate Accounting

Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This course is the first of two intermediate accounting courses. It is designed to discuss the theoretical foundation of financial accounting, basic issues related to measurement, reporting of financial statements, and disclosure issues related to current assets. Also, the course provides information relating to revenue recognition.

Course Content:

The need for a conceptual framework, and development of a conceptual framework, First level (basic objectives) and second level (fundamental concepts) including qualitative characteristics and basic elements, Third level (recognition and measurement) including basic assumption, basic principles and constraints, Usefulness of income statement, Limitations of income statement, elements of income statement, and single-step income statement, Reporting irregular items, special reporting issues, and retained earnings statement, Usefulness, Limitations, and forms of balance sheet. Classifications and additional information reported of balance sheet, Statement of cash flows- purpose, content and format. preparations and usefulness, Current environment, Revenue recognition at point of sale, Revenue recognition before delivery.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To achieve knowledge and understanding on basic elements of financial statements, the uses and limitations of financial statements and how to prepare financial statements.

CLO 2: To gain intellectual skills on Evaluating the process of selecting and presenting information relating to balance sheet, income statement, and statement of cash flows.

CLO 3: To discuss a reasoned argument to the solution of familiar and unfamiliar problems relevant to financial statements.

CLO 4: To earn professional and practical skills to prioritize the major classifications of the balance sheet and Interpret and review statement of cash flows as well as display different methods of revenue recognitions.

CLO 5: To able to generalize 1 and transferable skills for developing capability of teamwork and collaborative behaviors and Adapting accounting concepts to revenue recognition.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			√
CLO 2	√		√		
CLO 3		√			√
CLO 4	√			√	
CLO 5			√		√
Overall	√		√		√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 2302: Principles of Marketing

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This is a core course of Marketing designed to let the students learn about the fundamental concepts of Marketing from a managerial point of view.

Course Content:

Definition, social responsibility of Marketing, scope & importance, Approaches to study (Eras) of Marketing; Role of marketing, Marketing environment and Marketing process, Marketing Mix, Customer value, Marketing Myopia, Marketing Environment: Micro & Macro environment; organization's internal environment, External environment, Classification of market, Market segmentation, Targeting and positioning; Analyzing market completion, Types of buyers; Buying process types, decisions & stages; Influencing factors on buyer's behavior; Consumer value and Satisfaction, goods, industrial goods, services and their Marketing characteristics. Marketing plan, Steps in marketing plan. Pricing: Importance & objectives of pricing; Influencing factors for price determination, alternative pricing strategies, pricing policies, Components of physical distribution, Economic Order quantity, selecting distribution channels, the communication process, AIDCA concept, promotional mix, promotional strategy, Exchange functions, buying & selling; Physical distribution functions, transportation & warehousing, Ancillary functions, finance, risk, standardization, & Grading, Marketing planning process, SWOT, Marketing strategies, BCG matrix, Marketing Information System, Market research process, Product life cycle, Product lines, New product development, product mix decision; Product Simplification and diversification; branding.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To define and explain core marketing terms and concepts and Analyze how the environment affects a firm's marketing effort

CLO 2: To have an understanding of the types of marketing research and Demonstrate an understanding of the concepts of segmentation, targeting and positioning

CLO 3: To analyze and describe influences on consumer behavior and the buyer's decision process

CLO 4: To demonstrate an understanding of the marketing mix, how it is used, and different core and supporting functions of marketing

CLO 5: To apply the strategies for developing a new product or service

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√		√	
CLO 3			√		
CLO 4		√			√
CLO 5		√			
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam

CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam
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BA 2303: Organizational Behavior

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This is a core course of Management designed to let the students learn about the fundamental concepts of Organizational Behavior from a managerial point of view.

Course Content:

Importance of Interpersonal skills, Functions of Management, Management Roles and Skills, Definition of Organizational Behavior, Disciplines that contribute to the OB field, Challenges and Opportunities for OB, Ability- Intellectual abilities & Physical abilities, Dimensions of Intellectual Ability, Implementing Diversity Management Strategies, Job Satisfaction, Measuring Job Satisfaction, Causes of Job Satisfaction, Impact of Satisfied and Dissatisfied Employees on the Workplace, The Myers-Briggs Type Indicator, The Big Five Personality Model, Attribution Theory, Common Shortcuts in Judging Others, Early Theories of Motivation, Why Do People Form Groups?, The Five-Stage Model, Group Decision Making, Differences between Groups and Teams, Types of Teams, Problem-Solving Teams, Cross-Functional Teams, What Factors Determine Whether Teams Are Successful? Trait Theories, Leader-Member Exchange Theory, Charismatic Leadership and Transformational Leadership, Contrasting Leadership and Power, Power Tactics, How Do People Respond to Organizational Politics? Changing View of Conflict, Types of Conflict Situations, Causes of Conflict, Negotiation Process, Individual Differences in Negotiation Effectiveness, Definition of Organizational Culture, Culture Creates Climate, Culture as a Liability.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To compare and contrast theories of organizational behavior

CLO 2: To analyze management issues as related to organizational behavior

CLO 3: To evaluate ethical issues as related to organizational behavior

CLO 4: To examine challenges of effective organizational communication and the differences and similarities between leadership, power, and management

CLO 5: To assess the impact that a company's structure and design can have on its organizational behavior and the impact of culture on organizational behavior

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1		√		√	
CLO 2	√		√		
CLO 3		√			√
CLO 4	√			√	

CLO 5			√		√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, Class Lectures, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Viva, Assignment, Final Semester Exam

BA 2304: SME Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is designed to provide fundamental concepts of related to setting up of a small business and management.

Course Content:

Definition of SME, Characteristics of Small Scale Enterprises, Role of Small Scale Enterprises in the Economic Development of a Country, Problems of Developing Small Scale Enterprises in Bangladesh, Measures for Overcoming the Problems, Characteristics of Small Scale Enterprises, Role of Small Scale Enterprises in the Economic Development of a Country, Problems of Developing Small Scale Enterprises in Bangladesh, Measures for Overcoming the Problems, Characteristics of Small Scale Enterprises, Role of Small Scale Enterprises in the Economic Development of a Country, Problems of Developing Small Scale Enterprises in Bangladesh, Measures for Overcoming the Problems, Micro, Small and Medium enterprise, Comparative evaluation of feasibility of buying an existing enterprise , setting up a new venture or starting the business through franchising, Location strategy, Preliminary Registration with State Directorate of Industries, Causes and consequences of Sickness, Measures to prevent sickness in small units, Reservation of Items for Small Scale Industries, Rationale, Procedures, Criticism, De-reservation, Removal of Quantity Restrictions, Government's Purchase Preferences Policy for Small Industries Products, Price Preference Policy for SSI products, Institutional Support Mechanism: SIDO, SIDBI, NSIC, SISI, Commodity Boards, Role of RBI, RBI Guidelines to commercial banks, lending by Commercial and Development Banks, Equity Fund Scheme, Credit Guarantee Scheme, Interest Subsidy, Seed/Margin Money, DRI, Refinance Scheme, Composite Loan Scheme, Single Window Scheme, National Equity Fund Scheme, Bills Rediscounting Scheme.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To describe various aspects of SME business operations

CLO 2: To describe the environment of SME business and its interaction

CLO 3: To explain the different functional areas of SME business and their role in successful business operations

CLO 4: To describe the motives and modes of doing SME business internationally

CLO 5: To identify the Institutions for Promoting Business and explain their role in business expansion

CLO 6: To describe the Trade Practices in Bangladesh and recognize required documentation in the process of doing SME business legally

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√		√	
CLO 2	√	√	√		
CLO 3		√		√	
CLO 4	√	√	√		
CLO 5		√	√		
CLO 6			√		
Overall	√	√	√	√	

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 4	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 5- CLO 6	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

BA 3101: Human Resource Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This is a core course of Management designed to familiarize students with the basic principles and techniques of human resource management from a managerial point of view.

Course Content:

Definition of HRM, Importance of HRM, Evolution of HRM, HRM Model, Functions of HRM, HRM in an Entrepreneurial Enterprise, Cotemporary Challenges in HRM, Definition HR Planning Importance of HR Planning, Steps in HR Planning, Linking Organizational, Strategy to HR Planning, Concept of Job Analysis, Importance of Job Analysis, Information Required for the Job Analysis, Steps of Job Analysis, Methods of Job Analysis, Writing Job Description and Specification, Definition of Recruitment, Recruiting Goals, Factors Consider in Recruitment, Sources of Recruitment, Recruiting: A Global Perspective, Definition of Selection, Selection Process, Factors of Selection, Selection for Self-Managed Teams, Key Elements for Successful

Predictors, Selection from a Global Perspective, Socialization & Orientation, Definition of Training & Development, Areas of Training, Differences between Training & Development, Importance of Training, Steps of Training Process, Methods or Approaches of Training, Evaluating Training and Development Effectiveness, Definition of Performance Management & Performance Appraisal, Factors to Evaluate Performance Appraisal, Purposes of Performance Appraisal, Steps of Performance Appraisal, EEO, Factors That Can Distort Appraisals, International Performance Appraisal, Concept of Career, Career Planning, Traditional Career Stages, Steps of Individual Career Planning Progress, Career Choices and Preferences, Managing Career, Intrinsic versus Extrinsic Rewards, Financial versus Nonfinancial Rewards, Workplace Issues: Job Enrichment, Performance-Based versus Membership-Based Rewards, Compensation Administration, Government Influence on Compensation Administration, The Occupational Safety and Health Act, Job Safety Programs, Maintaining a Healthy Work Environment, Employee Assistance Programs, International Safety and Health.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions

CLO 2: To develop necessary skill set for application of various HR issues

CLO 3: To analyze the strategic issues and strategies required to select and develop manpower resource

CLO 4: To integrate the knowledge of HR concepts to take correct business decisions

CLO 5: To analyze the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			
CLO 2			√	√	
CLO 3			√	√	
CLO 4	√				√
CLO 5		√	√		√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, Class Lectures, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, Class Lectures, Handout	Viva, Assignment, Final Semester Exam

BA 3102: Marketing Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This is a core course of Marketing designed to familiarize the participants with the basic concepts and principles of marketing, and help them in understanding the basic marketing language.

Course Content:

Introduction: Definition, Core Concepts, Company orientation toward the market place, Demand States and Marketing Tasks, creating customer value, satisfaction and loyalty, Attracting and retaining customer, Customer relationship management. Market Oriented Strategic Planning: Strategic marketing planning, Corporate and Division Strategic Planning, Establishing Strategic business units, The BCG approach, The GE model, planning new businesses & Downsizing the older business. Dealing with the Competitors: Competitive forces, identifying competitors, analyzing competitors, Designing competitive strategies, Market leader strategies, Market challenger strategies, Market follower strategies, Niche strategies. Segmenting, Targeting and Positioning: Level and pattern of market segmentation, Market segmentation procedure, Identifying & Selecting market segments, Positioning strategies. Developing New Market Offerings: Definition of new product, Challenges in developing new product, Organizational arrangements, Managing the new product development process, Product line decisions, Differentiation, Product lifecycle and marketing strategies, Branding strategies, Creating, and measuring brand equity, Packaging and labeling. Designing Global Market Offering: Competing on a global basis, deciding whether to go abroad, deciding which market to enter, Regional free trade zones, evaluating potential markets, deciding how to enter the market. Pricing: Consumer psychology and pricing, Setting the price, initiating and responding to price changes. Marketing Channel: Channel design decisions, Channel management decisions, Channel conflict, cooperation, e-commerce practices. Marketing Communications: Deciding on the marketing communication mix, Factors in setting the marketing communication mix, managing integrated marketing communication process, Developing and managing advertising program, Major decisions in public relations. Organizing, Implementing, and Controlling: Managing holistic marketing organization, Marketing implementation, Evaluation and control, Types of marketing control, Marketing audit.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To develop a better appreciation and understanding of the role of marketing in a business organization specifically

CLO 2: To enhance the knowledge about marketing theories, principles, strategies and concepts and how they are applied

CLO 3: To interpret complex marketing issues and problems using relevant theories, concepts and methods with regard to ethical conduct

CLO 4: To apply contemporary marketing theories to the demands of business and management practice

CLO 5: To find and generate information/data needed to inform problem solving in marketing using appropriate methodology

CLO 6: To integrate product and service decisions with those on pricing, distribution and promotion

CLO 7: To differentiate between the various elements in the various stages of the marketing evolution

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√			
CLO 3	√	√		√	
CLO 4	√			√	
CLO 5		√		√	
CLO 6	√				
CLO 7					√
Overall	√	√		√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 4- CLO 7	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 3103: International Business Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This is a core course designed to provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate.

Course Content:

Defining International Business, Why Study International Business? International Business Activities, The Contemporary Causes of Globalization, Global Marketplaces and Business Centers, Differences in Legal Systems, The Impacts of MNCs on Host Countries, Technological Environment, Differences in Accounting Practices, Characteristics of Culture, Elements of Culture, Values and Attitudes, Hofstede's Five Dimensions, Power Orientation, International Management and Cultural Differences, Ethics and Social Responsibility in International Business, International Trade and the World Economy, Classical Country-Based Trade Theories, Modern Firm-Based Trade Theories, An Overview of International Investment, International Investment Theories, Factors Influencing Foreign Direct Investment, Major Components of the Balance of Payments Accounting System, Defining Balance of Payments Surpluses and Deficits, The Economics of Foreign Exchange, The Structure of the Foreign-Exchange Market, Spot and Forward Markets, Arbitrage and the Currency Market, Major International Banks, International Bond Market, Formulation of National Trade

Policies, Role of the General Agreement on Tariffs and Trade, The World Trade Organization, Forms of Economic Integration, The Impact of Economic Integration on Firms, The European Union, Other Regional Trading Blocs, The North American Free Trade Agreement, Managing International Business, Strategies for Analyzing and Entering Foreign Markets, International Strategic Alliances, International Organization Design and Control.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To identify and critically analyze the main aspects of globalization and their relationship with and implications for the contemporary international business environment

CLO 2: To assess and advise on business operations and relationships in complex international business environments

CLO 3: To apply the principal theories of international trade and investment

CLO 4: To integrate in international business endeavors critical intercompany departments such as marketing, manufacturing, accounting, finance, and human resources

CLO 5: To act ethically, diplomatically, and with emotional sensitivity in international business environments

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√		√		
CLO 2		√		√	
CLO 3			√	√	
CLO 4	√		√		√
CLO 5		√	√		√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, Class Lectures, Handout	Presentation, Class Test, Class Performance, Mid Semester Exam
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Case Study, Assignment, Final Semester Exam

BA 3104: Labor Law

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The course is designed for participants who want to learn, update and augment existing knowledge and skills that are essential to the field of social compliance and human resource management. The program provides insight into existing labor laws and rules to enhance the skills and knowledge

necessary to perform day-to-day HR activities. In addition, the program provides a foundation for those interested in developing a career in human resource management.

Course Content:

Background of Bangladesh Labor Rules [BLR] 2015, Interpretation of BLR 2015, Impact & Connection of BLR 2015 with BLA, Application of BLR 2015 in different areas and industries, Individual employment contracts, The dependence aspect, distinction from other legal relationships, prerequisites regarding the validity of the contract, minors, disabled, managing directors, Foreign workers, void contract Forms of dependent employment relationships, fixed, duration and permanent, employment relationships, apprentice contracts stand, by duties, labors lending, special employment contracts, Personal autonomy and labor relations, limitations regarding employment contracts, limitations regarding the content of the contract, Obligations of the employee, the obligation to the workplace of work, working time, Working hours, leave the liability of the employee, fiduciary duty, Obligations of the employer, notion and distinctions of salary, salary content, offsetting, salary protection, the legal structure of enterprises, the notion of enterprise, Managerial rights of the employer, Regulation of collective labor agreements, collective autonomy, the notion of collective labor agreements, statutory and contractual terms, conclusion of agreements, typology, binding force, dispute resolution, Strike and lock-out, the notion of the strike, prerequisites regarding the lawfulness of strike, forms and types, exercise of the right, consequences of lawful strike, consequences of an unlawful strike, Consequences of lock-out, Duty of care and welfare, unilateral harmful change of working terms, The principle of equality, Internal working rules, Stoppage, Closure, Lay-off & Retrenchment.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To explain and interpret the Scope and application of the Bangladesh Labor Act

CLO 2: To analyze Definition and classification of workers conditions of employment, Working hours and OT calculation, Different types of Leave, Maternity leave and calculation of benefit, Wage: Payments and deductions

CLO 3: To explain the content of Misconduct, punishment and disciplinary procedure Related to practical situations and critically evaluate the impact of these contents

CLO 4: To explain the measurement and importance of Health, safety and welfare formation and functions of the safety committee

CLO 5: To interpret the Trade Union and Collective Bargaining Agent (CBA) & the formation and function of the Participation Committee and use them to analyze the current situation with the law

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1		√		√	
CLO 2			√		√
CLO 3		√			√
CLO 4		√		√	
CLO 5			√		√
Overall		√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, Class Lectures, Handout	Presentation, Quiz, Class Performance, Mid Semester Exam
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Case Study, Assignment, Final Semester Exam

BA 3201: Digital Marketing

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This is a core course of a solid foundation in the key concepts for digital marketing based on current fundamentals.

Course Content:

An Introduction to Digital Marketing: Definition of digital marketing, importance of digital marketing, difference between traditional and digital marketing, recent trends and current scenario of the industry, how digital marketing has been a tool of success for companies, how to use digital marketing to increase sales, how to conduct a competitive analysis, case studies on digital marketing strategies. Search Engine Optimization: Various search engines and their algorithms, various factors in play to make a website rank first on a search engine's result page & master the different aspects of SEO like on, page and off, page optimization, keywords research, meta tags, meta description, link building, and more. Email Marketing: Email marketing process, types of emails, how to create an appealing email, how to build the right subscriber list and build a database, email marketing tools and software, how to automate emails and how to extract information from email campaign analytics. Social Media Marketing: Effective social media strategies on social media platforms such as Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest, Google+, Snapchat, etc.; how to target the right audience, build a social media campaign, write ad copies and ad creatives; various metrics involved in SMM like cost-per-click (CPC), cost-per-view (CPV), cost-per-impression (CPM), and more. Mobile Marketing: Importance of mobile marketing, how to promote app, increase app installations, analyze app metrics, and app store optimization (ASO). how to increase an app's engagement through in-app advertising, in app messaging, and push notifications, mobile marketing training, conducting mobile web analytics and mobile display advertising. Analytics: How to track and analyze a website visitor's actions via Google Analytics; Google Analytics interface; analytics terminology like bounce rate, page view, session time, etc.; how to decode a website's audience, behavior, and acquisition reports. Digital Media Planning and Buying: Various types of media buying; media buying terminologies like cost per install (CPI), cost per order (CPO), cost per acquisition (CPA), click through rate (CTR), etc.; developing platform, based Ad space, and media planning and budgeting.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To gain a clear understanding of the value of digital marketing and why it is a vital component of your overall marketing strategy

CLO 2: To get acquainted with the ideas for basic fluency in online paid platforms like Google Ads and facebook/instagram Ads to map out target markets, customer acquisition costs, and retargeting campaigns

CLO 3: To develop the power of design thinking and a user-centric focus to imagine and execute successful online marketing campaigns as strategic weapons to counter the threats to business and make business more competitive.

CLO 4: To plan, create and effectively manage search, social media, mobile and email marketing campaigns

CLO 5: To integrate your digital marketing plans into your overall marketing Strategy both individually and in teams

CLO 6: To understand how digital marketing can help in growing the business.

CLO 7: To identify various online applications and resources that can help build effective and profitable websites

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√			
CLO 3	√	√		√	
CLO 4	√		√	√	
CLO 5		√		√	
CLO 6	√				
CLO 7					√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 4- CLO 7	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 3202: Business Research Methods

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course will also introduce the techniques of problem identifications, the tools of data analysis, the methods of evaluating possible alternative decisions and the process of selecting the best alternative for making the best decisions, reducing the risk of uncertainty to a marked extent.

Course Content:

Introduction: Definition of business research, Types of research, the language of research, steps of research process, Significance of research to the managers, Methods of doing social research: inductive and deductive, Ethics in business research. Research Design, Classification of research design, Secondary data searches, Qualitative research, Observation studies, Surveys, Experimentation. Research Process: The management research question, Research process issues, Designing research proposal and Development of research model. Sources and Collection of Data: Types of data, Ways of primary data collection, Nature of measurement, Measurement scales, Rating scales, ranking scales, Selecting measurement scales, Scaling, Validity and Reliability, Questionnaire and instruments. Sampling Design: Nature, Steps in sampling design, Probability and nonprobability sampling, Sample size determination. Analysis and Presentation of Data: Editing, Coding, Data entry, Exploring, displaying and examining data, Hypothesis testing, Bivariate and multivariate analysis. Presenting Insights and Findings: The written research report, Research report component, Writing the report, Presentation of statistics, Oral presentation, Bibliography and reference writing.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To conceptualize business research, understand objectives, types, conditions of research

CLO 2: To formulate research problem and framework using research process, various types of research design and their application

CLO 3: To use sampling techniques in sample selection, various measurement and scaling techniques in research formulation.

CLO 4: To design questionnaire and estimate its reliability and validity

CLO 5: To use survey techniques in research process and determine errors in survey

CLO 6: To Apply statistical tools in analyzing data.

CLO 7: Acquire knowledge about how to write a business report.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√			
CLO 3	√	√		√	
CLO 4	√		√	√	
CLO 5		√		√	

CLO 6	√				
CLO 7					√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 4- CLO 7	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 3203: Developing Individuals, Teams and Organizations

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The aim of this course is to provide students with the opportunity to appreciate that developing knowledge and skills to achieve high performance is a cross- organization activity.

Course Content:

Introduction to Groups and Teams, Team Composition, Team Composition & Managing Team Performance, Managing Team Performance, Managing Team Managing Conflict, Working Together in Teams, Working Together in Teams & Team Decision-making, Culture & Power, Power and Influence in the Workplace, Leadership in Organizational Settings Team Leader Development., Individual behavior and learning in organizations, Organizational Change and Development, Organizational Conflict & Resolution Strategies, Organization Structure and Design.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To analyze employee knowledge, skills and behaviors required by HR professionals

CLO 2: To analyze the factors to be considered when implementing and evaluating inclusive learning and development to drive sustainable business performance

CLO 3: To apply knowledge and understanding to the ways in which high-performance working (HPW) contributes to employee engagement and competitive advantage

CLO 4: To evaluate ways in which performance management, collaborative working and effective communication can support high-performance culture and commitment.

CLO 5: To recognize that own professional development is just one route to improving the performance of those teams and organizations in which they work

CLO 6: To gain an awareness of the context in which learning takes place

CLO 7: To learn how development needs are linked to learning interventions aimed at supporting an organization's strategy

Course Learning Outcomes (CLO)	PLO 1	PL O 2	PL O 3	PL O 4	PL O 5
CLO 1	√		√		
CLO 2		√			
CLO 3	√	√		√	
CLO 4	√			√	
CLO 5		√		√	
CLO 6	√				
CLO 7					√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 4- CLO 7	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 3204: Fundamentals of MIS

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is designed to provide students with an understanding at how to use and manage information system in order to revitalize business processes, improve business decision making, and gain competitive advantage.

Course Content:

Introduction: Definition, Importance of information system, Information system business framework professionals, Components and functions of an information system, Strategic uses of information technology Reengineering Business Processes, improving business quality, becoming an Agile Company Creating a Virtual Company, building a Knowledge, Creating Company, The Challenge of Strategic IS. Electronic Business Applications: Business use of Internet, The Business Value of the

Internet, Applications of Intranets, Intranet technology resources, The Role of Extranets, Enterprise collaboration systems, Groupware for enterprise collaboration, Electronic communication, Tools (Electronic Mail, Internet Phone and Fax, Web Publishing etc.), Electronic conferencing tools (Data and Voice Conferencing, Videoconferencing etc.), Collaborative work management tools. Decision Support and Trends: Information, decisions and management, Management Information Systems (Management Reporting Alternatives, Online Analytical Processing etc.), Online transaction processing, Functional business systems, Marketing systems, Manufacturing systems, Human resource management systems, Accounting systems and financial management systems, OLAP and data mining, Decision support systems, Analytical modeling, Executive information systems, Artificial intelligence, AI technologies, Expert systems. Implementing IS, Hardware, software and services evaluation factors and other implementation activities (Testing, Documentation, Training, Conversion Methods, IS Maintenance). The Systems Development Cycle, Prototyping, Feasibility Study, Systems Analysis, System Design, Computer-Aided Systems Engineering and User Development. The Ethical Foundations of E-Business, E-Business Security Management. Ethical and Societal Dimensions of EBusiness, (ComputeCrime in E-Business, Privacy Issues and other Challenges).

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To relate the basic concepts and technologies used in the field of management information systems

CLO 2: To get introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used

CLO 3: To understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.

CLO 4: To compare the processes of developing and implementing information systems

CLO 5: To outline the role of the ethical, social, and security issues of information systems

CLO 6: To translate the role of information systems in organizations, the strategic management processes, with the implications for the management.

CLO 7: To apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√			
CLO 3	√	√		√	
CLO 4	√		√	√	
CLO 5		√		√	
CLO 6	√				
CLO 7					√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 4- CLO 7	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 3301: Production and Operations Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This is a core course designed to provide students with knowledge and understanding of the nature and characteristics of operating systems in both the manufacturing and service sectors.

Course Content:

Production Management: Integrated Production Management, System Productivity, Capital Productivity, Labor Productivity, Personnel Productivity, Training. Operations Management: Introduction, Operations Management and Strategy, Tools for Implementation of Operations, Industry Best Practices. Operations Strategy: Operations Strategy, Competitive Capabilities and Core Competencies, Operations Strategy as a Competitive Weapon, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of Operations Strategy, Competitive Priorities, Manufacturing Strategies, Service Strategies, Global Strategies and Role of Operations Strategy, Case, lets. Forecasting: Introduction, The Strategic Importance of Forecasting, Benefits, Cost implications and Decision making using forecasting, Classification of Forecasting Process, Methods of Forecasting, Forecasting and Product Life Cycle, Selection of the Forecasting Method, Qualitative Methods of Forecasting, Quantitative Methods, Associative Models of Forecasting, Accuracy of Forecasting. Location Strategies: Introduction, Location Planning Process Facility or Layout Planning and Analysis: Introduction, Objectives of Layout, Classification of Facilities, Basis for Types of Layouts, Why Layout decisions are important, Nature of layout problems, redesigning of a layout Manufacturing facility layouts, Types of Layouts, Layout Planning, Evaluating Plant Layouts, Assembly Line Balancing, Material handling. Total Quality Management: Introduction, Meaning and Dimensions of Quality, Quality Control Techniques, Quality Based Strategy, Total Quality Management (TQM), Towards TQM, ISO 9000 as a Platform, Working with Intranet, Total Productive Maintenance (TPM). Project Management, Planning Process: Introduction, need, Project Management Principles, Essentials of Project Management Philosophy, Project Planning, Project Flows, Project Implementation, Control and Closure: Introduction, Project Management Life Cycle, Project Monitoring and Control, Change Control, Risk Management, Project Closure. Aggregate Planning: Introduction, Requirement of Aggregate Plan, steps in Developing an Aggregate Plan, Advantages of Aggregate Plan, Aggregate Planning Strategies, Planning Options. Selecting the Method

in Aggregate Planning, Aggregate Planning in Services. Supply Chain Management: Introduction, Domain Applications, SCM, The Breakthrough Article, Supply Chain Management, Views on Supply Chain, Bullwhip Effect in SCM, Collaborative Supply Chain, Inventory Management in Supply Chain, Financial Supply Chain, A New Revolution within the SCM Fold. Operations Scheduling: Introduction, Purpose of Operations Scheduling, Factors Considered while Scheduling, Scheduling Activity under PPC, Scheduling Strategies, Scheduling Guidelines, Approaches to Scheduling, Scheduling Methodology [Quantitative], Scheduling in Services. Value Engineering: Introduction, Value Engineering/Value Analysis, Relevance of VE in Modern Manufacturing, Process of Value Analysis, VE, Approaches and Aim, Providing Value to the Customers, Benefits. Just-In-Time: Introduction, Characteristics of JIT, Key Processes to Eliminate Waste, Implementation of JIT, Pre-requisites for implementation, JIT Inventory and Supply Chains

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To develop an understanding of and an appreciation for the production and operations management function in any organization

CLO 2: To understand the importance of an effective production and operations strategy to an organization

CLO 3: To demonstrate an understanding of production as a process of converting or transforming resources into products

CLO 4: To demonstrate an understanding of the manager's concern in planning, organizing, directing, and controlling productive operations to meet organizational objectives

CLO 5: To apply techniques to measure quality control

CLO 6: To develop basic materials requirement schedules

CLO 7: To use a variety of problem-solving techniques to aid in effective decision making

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√			
CLO 3	√	√		√	
CLO 4	√		√	√	
CLO 5		√		√	
CLO 6	√				
CLO 7					√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 4- CLO 7	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 3302: Principles of Banking
Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This course will facilitate to provide students with basic concepts on the principles of law relating to the business of banking and how these principles might apply in practical situations.

Course Content:

Introduction & Motivation, The Role of Financial Intermediaries, The Industrial Organization, Approach to Banking, Commercial Bank Financial Statements and Analysis, Depository Institutions and Their Regulators, Technology in Commercial Banking, Financial Services: Securities Brokerage and Investment Banking, Financial Services: Mutual Funds and Hedge Funds, Financial Services: Finance Companies, The Lender, Borrower Relationship Equilibrium in the Credit Market and Its Macroeconomic Implications, Individual Bank Runs and Systemic Risk, Managing Risks in the Banking Firm, Debt vs. Equity: A Security Design View, Alternatives to Banks for Intermediation, Regulatory Treatment of the Mixing of Banking, Securities, and Insurance Activities and the Mixing of Banking and Commerce (online), Deposit Insurance Coverage for Commercial Banks in Various Countries.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Understand fundamental banking concept and principles, the fundamentals of how banks operate as a business, their obligation to operate in a safe and sound manner and manage risk, and the responsibilities of bank employees in a consumer-focused financial services environment.

CLO 2: Explain why banks need regulation, and illustrate the key reasons for and against the regulation of banking systems.

CLO 3: Explain why the relative importance of financial intermediaries and financial markets is different around the world, and how bank-based systems differ from market-based systems.

CLO 5: Identify the financial statements that banks use and explain banks' business operations, from managing assets and liabilities to maximizing returns on loans and investments, as well as minimizing expenses and risks, monitoring financial performance, and planning for the future.

CLO 6: Explain how banks build relationships with customers by exceeding their expectations, what factors influence their purchasing decisions, and how both banks and their customers benefit from effective sales and marketing practices.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	✓		✓		
CLO 2		✓			✓
CLO 3			✓	✓	
CLO 4			✓		✓
CLO 5			✓	✓	

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

BA 4101: Project Management
Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This Project Management course provides an introduction to the principles and practices of Project Management. The course is designed to equip participants with the required tools to manage projects allowing their organizations to make the quantum leap.

Course Content:

Introduction: Definition, Importance of Project management, Project life cycle. Project Organization: Elements and functions of project management, Project organizing, Rights and liabilities of project manager. Generating and Screening Project Ideas: Generating project ideas, Monitoring the environment, Corporate appraisal, Profit potential, preliminarily screening, Information base for project selection. Project Planning: Project feasibility, Market and demand analysis, Technical analysis, Financial estimates and projections, Risk analysis, Social cost-benefit analysis, Investment criteria. Project Financing: Capital structure, Menu of financing, Equity capital, Internal accruals, Term loans, Working capital advance, Miscellaneous sources, Project cash flows. Project Implementation: Project control, Human aspects of project management, Prerequisites for successful project implementation. Network Techniques: Development of project network, PERT, CPM, GERT, Time estimation, Scheduling. Project Review: Purposes and types of control process, Control of project in-progress, Post completion audits. Project Termination: The varieties of project termination, Timing of termination of a project, Termination process.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Identify the key processes and requirements of project management

CLO 2: Initiate a project.

CLO 3: Plan for time, cost and project risks.

CLO 4: Execute and manage a project.

CLO 5: Execute the project closeout phase.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	✓			✓	✓
CLO 2		✓		✓	✓
CLO 3	✓			✓	✓
CLO 4				✓	✓
CLO 5		✓			✓

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

BA 4102: Strategic Management
Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This is a core course of Management designed to let the students learn about the fundamental concepts of Strategic Management from a managerial point of view.

Course Content:

Introduction: Strategy, Competitive Advantage, and Performance, The Strategy Formulation/Formation Process, Strategic Leadership, Identification of Opportunities and Threats. The Nature of Competitive Advantage: Distinctive Competencies, Competitive Advantage, and Profitability, Sustaining and Building Competitive Advantage through Functional, Level Strategy, Efficiency, Quality, and Customer Responsiveness Strategies, Business, Level Strategy and the Industry Environment, Strategy in the Global

Environment, Corporate, Level Strategy including Horizontal/Vertical. Integration, Outsourcing, and Diversification. Implementing Strategy: Corporate Performance, Governance, and Business Ethics, Implementing Strategy across Companies and Countries, Structural and Cultural Barriers to Implementation.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Understand the strategic decisions that organizations make and have an ability to engage in strategic planning

CLO 2: Explain the basic concepts, principles and practices associated with strategy formulation and implementation

CLO 3: Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives

CLO 4: Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective

CLO 5: Devise strategic approaches to managing a business successfully in a global context

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√		√		
CLO 2		√		√	
CLO 3			√	√	
CLO 4		√			√
CLO 5	√		√		√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

BA 4201: Cost and Management Accounting
Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course: This course aims to give an understanding of how management accountants provide information to facilitate decision-making in an organization. On completion of this course, students should be able to determine product costs, formulate budgets and standards for planning and control, understand the role of responsibility accounting and performance measurement, and explain contemporary thinking in management accounting.

Course Content:

The Manager and Management Accounting, An Introduction to Cost Terms and Purposes, The purpose of cost and management accounting; Introduction to cost accounting concepts and terminology; Absorption costing and variable costing; Job costing and process costing; Activity-Based Costing and Activity-Based Management, Traditional cost allocation versus activity based costing; Managing budgets (including cash budgets); Standard costs; Cost volume profit relations; and Providing and interpreting financial information for decision making. Determining How Costs Behave, Decision Making and Relevant Information, Pricing Decisions and Cost Management, Strategy, Balanced Scorecard, and Strategic Profitability Analysis, Allocation of Support-Department Costs, Common Costs, and Revenues, Inventory Management, Just-in-Time, and Simplified Costing Methods, Management Control Systems, Transfer Pricing, and Multinational Considerations, Performance Measurement, Compensation, and Multinational Considerations.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Describe the three fundamental purposes of cost and management accounting. As part of this learning, students will be able to appreciate the use of different costs for different purposes.

CLO 2: Demonstrate knowledge of the nature of Job and process costing and the role of spoilage/scrap and rework and apply these concepts in practice

CLO 3: Identify relevant information for decision making purposes in order to produce financial analyses for a range of decisions such as product-mix, pricing, outsourcing and special orders.

CLO 4: Identify relevant information for decision making purposes in order to produce financial analyses for a range of decisions such as product-mix, pricing, outsourcing and special orders.

CLO 5: Use standard costs to prepare budgets for planning and control purposes.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			
CLO 2		√	√		
CLO 3	√		√		√
CLO 4		√		√	
CLO 5		√		√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

Rationale of the Course: This subject aims to provide students with the knowledge of general principles and practices of insurance. It is designed to help students understand the theories, regulatory framework of insurance, types of insurance, and the major types of insurance products. After successful completion of this course, students should be able to use insurance as a tool to manage personal and/or group assets.

Course Content:

Introduction: Meaning, Nature, Functions, Role, Origin and History of Insurance, Types of Insurance Organizations, Insurance Contract, Re-insurance. Risk: Definition, Classification, Risk Measurement, Methods, Sources of Risk Information, Factors affecting Risk. Life Insurance: Meaning, Nature of Life Insurance Contract, Classification of Life Policies, Meaning of Annuities, Mortality Table, Construction of Mortality Table, Calculation of Premium, Surrender Value, Bases of Calculating Surrender Value, Forms of Payment of Surrender Value, Claims and Settlement Procedure. Marine Insurance: Meaning, Classification, Elements of Marine Insurance Contract, Policies of Marine Insurance, Causes of Marine Losses, Types of Marine Losses, Claims, Documents Required and Settlement Procedure. Fire Insurance: Meaning, Causes of Fire, Prevention of Fire Losses, Elements of Fire Insurance Contract, Policies of Fire Insurance, Policy Condition of Fire Insurance, Determination of Premium, Fire Claims and Settlement Procedure. Other Insurance: Group Insurance, Crop Insurance, Credit Insurance, Automobile Insurance, Rural Insurance, Accident Insurance, Islamic Insurance.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Discuss the characteristics of insurance and its fundamental principles.

CLO 2: Understand the main operations for the insurance company

CLO 3: Understand the legal and contractual provisions of the insurance contract.

CLO 4: Explain the relationship between the main parties of the insurance contract

CLO 5: Identifying different types of insurance and other policies.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	✓				
CLO 2		✓			✓
CLO 3				✓	
CLO 4				✓	
CLO 5			✓		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
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CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

BA 4203: Tapping into New and International Market
Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This is a core course of Management designed to let the students learn about the fundamental concepts of Strategic Management from a managerial point of view.

Course Content:

Introduction of international business (IB), definition of IB, scope of IB research worldwide, scope of IB research within the Bangladesh context. Basic discussion about globalization, pros and cons of globalization, semi globalization and regionalization. Drivers of globalization. Paradigm of globalization. Convergence and divergence theory in globalization. Country Differences in Political Economy: Political systems: Collectivism, socialism and individualism, Democracy Vs Totalitarianism, Types of economic systems, Legal systems, Protection of property laws, determinants of economic development, Amartya Sen's theory of social development, Human development index, innovations and economic progress, states in transition, nature of economic transformation, implications for international business. What is international marketing, Factors to be considered in international marketing, culture, components of culture, components of culture, entry modes in international marketing, factors to be considered in selecting suitable entry modes in international marketing. Challenges & opportunities in international marketing. Definition of international management, styles or predispositions of international management: ethnocentric, polycentric, egocentric and geocentric. Strategies in international management operation. Foreign exchange, determination of value of foreign exchange, Basic conception of FDI, Pros and Cons of FDI, country risk analysis in relation to FDI.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Gain a solid understanding of new and international market entry strategies and why it is a vital for business expansion

CLO 2: Learn how to develop an international business plan including key business strategies with metrics to monitor success individually and in teams

CLO 3: Get familiar with domestic and foreign legal requirements that govern international trade activities

CLO 4: Use knowledge of target market's culture to establish and maintain productive business relationships.

CLO 5: Know how to develop and manage foreign direct investment arrangements such as foreign mergers and acquisitions

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	✓		✓		

CLO 2		✓	✓	✓	✓
CLO 3		✓	✓		
CLO 4		✓	✓		
CLO 5		✓	✓	✓	

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

Major: Management

BA 4211: Management Consultancy

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is a Major Course of Management designed to provide students with an overview the ‘world’ of general management consulting and to help students develop a basic understanding of that world and the skills and knowledge to be successful in it;

Course Content:

Introduction: What is consulting? Why is Consultants Used? Five Generic Purposes, How are Consultants Used? The Consulting Process, Evolving Concepts and Scope of Management Consulting; The Consulting Industry: A Historical Perspective, The Current Consulting Scene, Range of Services Provided, Main Types of Consulting Organization, Internal Consultants, Management Consulting and other Professions; The Consultant-Client Relationship: Defining Expectations and Roles, The Client and Consultant Systems, Behavioral Roles of Consultants, Further Refinement of Role Concept, Methods of Influencing the Client System, Counselling and Coaching as Tools of Consulting; Consulting and Change: Understanding the Nature of Change, How Organizations Approach Change, Gaining Support for Change, Managing Conflict, Structural Arrangements and Interventions for Assisting Change; Professionalism and Ethics in Consulting: Is Management Consulting a Profession? The Professional Approach, Professional Associations and Codes of Conduct, Certification and Licensing, Legal Liability and Professional Responsibility; Consulting in General and Strategic Management: Nature and Scope of Consulting in Corporate Strategy and General Management, Corporate Strategy, Processes, Systems, Structures, Corporate Culture and Management Style, Corporate Governance; Consulting in Information Technology: The Developing Role of Information Technology, Scope and Special Features of IT Consulting, An Overall Model of Information Systems Consulting, Quality of Information Systems, IT Consulting to Small Businesses; Consulting on Productivity and Performance Improvement: Shifts in Productivity Concepts, Factors and Conditions, Productivity and Performance Measurement, Approaches and Strategies to Improve Productivity, Designing and Implementing Productivity, Performance Improvement Programs, Tools and Techniques for Productivity Improvement; Consulting in Company Transformation: What is Organizational Transformation?

Preparing for Transformation, Strategies and Processes of Transformation, Downsizing, Outsourcing and Insourcing, Mergers and Acquisitions; Consulting in Small Business Management and Development: Characteristics of Small Enterprises, The Role and Profile of the Consultant, Consulting Assignments in the Life-Cycle of an Enterprise, Areas of Special Concern, An Enabling Environment, Innovations in Small Business Consulting; Fundamentals of Management in the Consulting Profession: The Management Challenge of the Professions, Managing a Professional Service, Managing a Professional Business, Achieving Excellence Professionally and in Business; The Consulting Firm's Strategy: The Strategic Approach, The Scope of Client Services, The Client Base, Growth and Expansion, Profile and Image of the Firm, Strategic Management in Practice; Assignment Management: Structuring and Scheduling an Assignment, Preparing for an Assignment, Management Assignment Execution, Controlling Costs and Budgets, Assignment Records and Reports, Closing an Assignment; Structuring a Consulting Firm: Legal Forms of Business, Management and Operations Structure, IT Support and Outsourcing, Compensation Policies and Practices.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Develop an understanding of the management consulting industry.

CLO 2: Understand and apply the tools management consulting firms use in order to manage their digital projects, with a specific focus on Design Thinking and Agile.

CLO 3: Analyze, and negotiate consulting opportunities – important in building a practice or progressing upward within an existing one.

CLO 4: Demonstrate problem solving, design, and other analytical skills and learn overall consulting process skills.

CLO 5: Practice and sharpen executive writing and presentation skills.

Course Learning Outcomes (CLO)	PLO1	PLO2	PLO3	PLO4	PLO5
CLO 1		√		√	
CLO 2	√		√		
CLO 3		√	√		√
CLO 4	√			√	
CLO 5		√		√	√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 4212: Small Business Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is a Major Course of Management designed to inform the students of the nature and importance of small business in our society and to enlighten the students as to opportunities and risks inherent in small businesses.

Course Content:

Introduction: Defining Small Business, Types of Industries, Workforce Diversity and Small Business Ownership, The Value of Diversity to Business, Secrets of Small Business Success, Understanding the Risks of Small Business Ownership; Small Business Management: The Entrepreneur-Manager Relationship, Entrepreneurship and the Small Business Manager, Decision for Self-Employment, Traits of Successful Entrepreneurs, A Model of the Start-Up Process; Small Business Management: Forms of Business Organization, Sole Proprietorship, Partnership, Corporation, Specialized Forms of Corporations; Social Responsibility, Ethics, and Strategic Planning: Social Responsibilities of Small Business, Economic Responsibility, Ethical Responsibility Ethics and Business Strategy, Codes of Ethics; Social Responsibility, Ethics, and Strategic Planning: Ethics under Pressure, Strategic Planning, Environmental Analysis, Goal Setting and Strategies, Control Systems, Strategic Planning in Action; The Business Plan: Every Business Needs a Plan, The Purpose, The Practice: Guidelines for Writing a Business Plan, Business Plan Contents Review Process, Business Plan Mistakes; Franchising: About Franchising, Franchising Today, Franchising Systems, Product-Distribution Franchising; Franchising: Business-Format Franchising, Why Open a Franchise? Selecting a Franchise, The Franchise Agreement, International Franchising; Starting a New Business: About Start-ups, Advantages of Starting from Scratch, Disadvantages of Starting from Scratch, Types of New Businesses, E-Businesses Home-Based Businesses; Starting a New Business: Starting a Business on the Side, Evaluating Potential Start-ups, Business Ideas, Where Business Ideas Come From, Importance of Planning to a Start-up; Accounting Records and Financial Statements: Small Business Accounting, How Important Are Financial Records? Banking and Tax Requirements, Small Business Accounting Basics Using Financial Statements to Run Your Small Business; Accounting Records and Financial Statements: Analyzing Financial Statements, Ratio Analysis, Using Financial Ratios, Managing Cash Flow, Strategies for Cash Flow Management; Small Business Finance: Initial Capital Requirements, Defining Required Assets, The Five “Cs” of Credit, Forms of Capital: Debt and Equity, Sources of Debt Financing, Sources of Equity Financing; Small Business Marketing: Marketing Concept, Setting Marketing Objectives, Identifying Target Markets, Understanding Consumer Behavior, Marketing Strategies for Small Businesses, Market Research Process.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Summarize the complex and important role that small business plays in the larger global environment

CLO 2: Explain contemporary business concepts, how a business is formed, and why management is the key ingredient to small business success

CLO 3: Construct a workable business plan that includes marketing, financial, and operating sections

CLO 4: Identify various risk management strategies important to small businesses

CLO 5: Explain the principles of management and their application to the small business.

Course Learning Outcomes (CLO)	PLO1	PLO2	PLO3	PLO4	PLO5
CLO 1	√			√	
CLO 2		√	√		
CLO 3		√		√	√
CLO 4	√		√		
CLO 5	√	√			√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 4213: Total Quality Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is a Major Course of Management designed to provide the student with foundational information on Total Quality Management theory and practice in all areas of business at all levels.

Course Content:

Understanding Quality: Quality, Competitiveness and Customers, Understanding and Building the Quality Chains, Managing Quality, Quality Starts with Understanding the Needs, Quality in all Functions; Models and Frameworks for TQM: Early TQM Frameworks , Quality Award Models, The Four Ps and Three Cs of TQM, A new model for TQM; Leadership and Commitment: The Total Quality Management Approach, Commitment and Policy, Creating or Changing the Culture, Effective Leadership, Excellence in Leadership; Partnerships and Resources: Partnering, Role of Purchasing in Partnerships, Just in time (JIT) Management, Resources; Design the Quality: Design, Innovation and Improvement, The Design Process, Quality Function Deployment (QFD), The House of Quality; Design the Quality: Specifications and Standards, Design in the Service Sector, Failure Mode, Effect and Criticality Analysis (FMECA), The Links between Good Design and Managing the Business; Performance Measurement

Frameworks: Performance Measurement and the Improvement Cycle, Costs of Quality, The Process Model for Quality Costing, A Performance Measurement Framework, The Implementation of Performance Measurement Systems; Benchmarking: The Why and What of Benchmarking, The Purpose and Practice of Benchmarking, The Role of Benchmarking in Change, Communicating, Managing Stakeholders and Lowering Barriers, Choosing Benchmarking, Driven Change Activities Wisely; Process Management: Process Management Vision, Process Classification Framework and Process Modeling, Process Flowcharting, Leadership, People and Implementation Aspects of Process Management; Continuous Improvement: Systematic Approach , Some Basic Tools and Techniques, Statistical Process Control , Some Additional Techniques for Process Design and Improvement , Taguchi Methods for Process Improvement, Six Sigma, The ‘DRIVE’ Framework for Continuous Improvement; Statistical Process Control: Central Tendency, The Seven Tools of Quality, Normal Curve, Control Charts, Process Capability; Quality Management System: Benefits of ISO Registration, ISO 9000 Series of Standards, Sector-Specific Standards, AS 9100, TS16949 and TL 9000, ISO 9001 Requirements, Implementation; Quality Management System: Documentation, Internal Audits, Registration, ISO 14000 Series Standards, Concepts of ISO 14001, Requirements of ISO 14001, Benefits of EMS; Implementing TQM: TQM and the Management of Change, Planning the Implementation of TQM, Sustained Improvement.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Understand the principles of total quality management.

CLO 2: Analyze the various management theories in relation to quality management.

CLO 3: Choose appropriate statistical techniques for improving processes.

CLO 4: Develop the organizational, competitive and economic potential of quality.

CLO 5: Integrate biblical principles with the practice of total quality management.

Course Learning Outcomes (CLO)	PLO1	PLO2	PLO3	PLO4	PLO5
CLO 1			√	√	
CLO 2	√	√			
CLO 3		√		√	√
CLO 4	√		√		
CLO 5		√		√	√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam

CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam
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BA 4214: Organizational Development and Change

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is a Major Course of Management designed to provide an overview of how an Organizational Development specialist plans and implements interventions to create interpersonal, group, intergroup, or organization-wide change.

Course Content:

Introduction: Defining Organizational Development, Objectives of OD, Characteristics of OD, Consultations Models, Is OD the same as Change Management? Scope of OD; Culture: Definition of Culture, Aspects of Culture, Dynamics of Culture, Values, Assumptions and Beliefs; Events of Management Thought; Culture: OD Values and Assumptions, Implications of OD Values and Assumptions, Diagnosing Organization Culture, Guidelines for Cultural Change; Models and Theories of Planned Change: Models of Planned Change, Kurt Lewin and Friends Models, Ralph Kilmann Model, Porras and Robertson Model, System Theory, Strategies of Change; Managing OD Process and Change: Traditional OD Process, General Model of Planned Change, Cummings and Worley's Change Management Model, The Change Management Handbook Model, Major Mistakes or Pitfalls and How to Avoid those; Action Research: Definitions of Action Research, Action Research as Generic Process, Action Research as an Approach of Problems Solving, A General Model of Action Research; Client and Consultant: Relationship between Client and OD Practitioner, Defining the Client System, Nature of Consultant's Expertise, Select Appropriate Interventions; Client and Consultant: Ethical Standard in OD, Factors Act as Change Agent, Skills of Change Agent, Internal Consultant Vs. External Consultant; Diagnosis: Defining Diagnosis, Organization Diagnosis Vs. Medical Diagnosis, The Six-Box Model Third-Wave Consulting, Diagnosis Organization Level, Diagnosis Group Level; Designing Interventions: Criteria for Effective Interventions, Design Effective Interventions, Classifying OD Interventions, Relevant Issues in Interventions, Outcomes or Result of OD Interventions; Team Interventions: Meaning of Team, Importance of Team, Types of Team, Characteristics of Effective Team, Team Building Interventions, Techniques of Team Building , Process Consultation; Comprehensive OD Interventions: Getting the Whole System in the Room, Organization Confrontation Meeting, Intergroup Interventions, Third-Party Peacemaking Interventions, Organization Mirror Interventions, Partnering; Structural Interventions: Factors Influencing Structural Design, Design of Organizations, Downsizing, Reengineering, Quality of Work Life, TQM Six-Sigma; Strategic Change Interventions: Competitive Criteria of Transformational Change Reasons of Transformational Change, Integrated Strategic Change, Mergers and Acquisitions, Network Interventions

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Identify and describe the historical and contemporary transformations impacting the workplace and how those factors impact organizations and their work.

CLO 2: Recognize common symptoms and reactions to change in the workplace and recommended interventions to address the reactions/resistance.

CLO 3: Apply principles of systems thinking and relevant theories that are foundational to organizational change current research concerning individuals, groups, and organizations to the process of change.

CLO 4: Design and plan the implementation of multiple OD interventions

CLO 5: Evaluate and assess an organizational change program.

Course Learning Outcomes (CLO)	PLO1	PLO2	PLO3	PLO4	PLO5
CLO 1	√			√	
CLO 2		√	√		
CLO 3		√		√	√
CLO 4	√		√		
CLO 5	√	√			√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 4215: Comparative Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is a Major Course of Management designed to groom the students in the process of Comparative Management which prepares them for life journey through management positions in organizations.

Course Content:

Management: Defining Management and Administration, Similarities between Administration and Management, Differences between Administration and Management; Comparative Approach to Management: Organization of Materials, Organization of Human Resources, Administration and Organization Compared, Functions of Administration; Theories of Comparative Management: The Universalistic Theory of Management, Universalistic Theories - The Contingency perspective, Strengths of Contingency Theory, Weaknesses of the Contingency

Theory, The Particularistic Theory of Management; National Cultures and Management: Etic Versus Emic, Research Methods, Boundaries of Cultures, Level of Analysis, Dimensions and Typologies; Managing Resources: Relationship at the Workplace, Work Classification, Design and Coordination, Practices in American Firms, Practices in U.K. Firms; Managing Resources: Practices in Japanese Firms, Functional Specialization, Organizational Hierarchy and Span of Control, Employment Relationships, Recruitment and Selection Methods; Role of Comparative Management: Importance of Comparative Management, Intercultural Management, Need to Consider Cross Cultural Difference, Types of Cross Cultural Management Research; Role of Comparative Management: Approaches to cross cultural Management Research, Approaches of Comparative Management, Main results of Comparative Management Research; Management Skills in Economy: Planning Skill, Directing Skill, Personnel Management Skill, Leadership Skills, Technical Competence; Management Skills in Economy: Interpersonal and Social Skills, Thinking Skills, Political Skills, Management Skills in Private Sector; Constraints of Organizational Setting on the Management of Group Activities: Meaning of Organizational Structure, Elements of Organizational Structure, Reasons for Development of Organizational Structure, Problems within an Organizational Structure; Constraints of Organizational Setting on the Management of Group Activities: Departmental Loyalty, New Management, Implications of Bad Organizational Structure, Employee Turnover, Company Goals, Low Productivity; Globalization of Economic Systems: Meaning of Globalization, Views on Globalization, Semi-globalization, The Strategic Role of Cultures, Dimensions of Culture and Effects on Globalization Strategy; Effect of ICT in the Management of Organizations: ICT Effect in Management, Organizations and Different Cultural Settings, Intercultural Management, Categories of World's Cultures, Development of Comparative Management.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Understand the impact of cultural values on work related behavior.

CLO 2: Identify, describe, explain and predict the impact of the environmental constraint of an organization.

CLO 3: Compare & contrast the varying impact of national culture and organizational culture.

CLO 4: Research the impact of globalization on career management approaches.

CLO 5: Develop prescriptive guidelines that can serve as a base for effective action by management of enterprises.

Course Learning Outcomes (CLO)	PLO1	PLO2	PLO3	PLO4	PLO5
CLO 1	√		√		
CLO 2		√		√	
CLO 3	√		√		√
CLO 4		√		√	
CLO 5	√		√		√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 4216: Management Science Applications in Business

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is a Major Course of Management designed to develop and enhance the student's ability to analyze, interpret and make use of mathematical tools and models in making effective business decisions.

Course Content:

Introduction: What is Management Science? Brief History of Management Science, Mathematical Modeling, The Management Science Process, Writing Business Reports/Memos, Using Spreadsheets in Management Science Models; Management Science Application: The Management Science Approach to Problem Solving, Model Building; Break-Even Analysis, Computer Solution, Management Science Modeling Techniques; Linear and Integer Programming Models: Introduction to Linear Programming, A Linear Programming Model, A Prototype Example, A Graphical Analysis of Linear Programming; Linear and Integer Programming Models: The Role of Sensitivity Analysis of the Optimal Solution, Using Excel Solver to Find the Optimal Solution and Analyze Results, Using Computer Output to Generate a Management Report, Models Without Unique Optimal Solutions; Linear and Integer Programming Models: Infeasibility, Unboundedness, Alternate Optimal Solutions A Minimization Problem, Integer Linear Programming (ILP) Models, Algebraic Solution Approaches for Linear Models; Applications of Linear and Integer Programming Models: The Evolution of Linear Programming Models in Business and Government, Building Good Linear and Integer Programming Models, Building Good Spreadsheet Models, Applications of Linear Programming Models, Applications of Integer Linear Programming Models; Network Models: Introduction to Networks, Transportation Networks, Capacitated Transshipment Networks, Assignment Networks; Network Models: Shortest Path Networks, Maximal Flow Networks, Traveling Salesman Network, Minimal Spanning Tree Networks; Project Scheduling Models: Introduction to Project Scheduling, Identifying the Activities of a Project, The PERT/CPM Approach for Project Scheduling A Linear Programming Approach to PERT/CPM; Project Scheduling Models: Obtaining Results Using Excel 5.6 Gantt Charts, Resource Leveling, PERT, The Probabilistic Approach to Project Scheduling; Project Scheduling Models: Cost Analysis Using the Expected Value Approach, The Critical Path Method (CPM), PERT/Cost, Project Crashing, Time Cost Trade-off; Multi-Criteria Decision Making: Goal Programming, Graphical Interpretation of Goal Programming, Computer Solutions of Goal Programming Problems with QM, Scoring Models, Analytical Hierarchy Process; Nonlinear Programming: Nonlinear Profit Analysis, Constrained Optimization, Solutions of Nonlinear Programming Programs with Excel, Nonlinear Model Examples; Queuing Analysis: Elements of Waiting Time Analysis, The Single-Server Waiting Line System, Undefined and Constant Service Times, The Multiple-Server Waiting Line System.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Explain the management science approach to identification, analysis, decision, and implementation of problem solving.

CLO 2: Identify, categorize and discuss management problems that can be analyzed by linear programming.

CLO 3: Illustrate the decision tree method of analysis for decision making under risk and under certainty and expected value.

CLO 4: Demonstrate the transportation method to solve problems manually and with the northwest corner method.

CLO 5: Solve case problems using computer software.

Course Learning Outcomes (CLO)	PLO1	PLO2	PLO3	PLO4	PLO5
CLO 1			√	√	
CLO 2		√		√	
CLO 3	√		√		√
CLO 4	√			√	
CLO 5			√		√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

Major: Human Resource Management

BA 4221: Human Resource Planning

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is a Major Course of HRM designed to provide students with an understanding about the importance of aligning human resources management with organizational plans and objectives through addressing the human resources planning theory and concepts.

Course Content:

A Need for Strategic HRM, Defining Strategy, Strategy Formulation and Implementation Process, Different Types of Strategy, Models of Business Strategies, Corporate Strategies, the Scorecard, The Importance of Evaluating HRM, the 5C Model of HRM Impact, Methods of Measuring Client Satisfaction, How HR Contributes to Organizational Performance, Approaches to Measuring HRM Practices, Challenges in Measuring the Impact of HRM, Defining HR Forecasting, Forecasting Activity Categories, Benefits of HR Forecasting, Key Personnel Analyses Conducted by HR Forecasters, Stages of HR Forecasting Process, HR Forecasting Time Horizons, Determining Net HR Requirements, Index/Trend Analysis, Expert Forecasts, Delphi Technique, Nominal Group Technique, HR Budgets, Envelope/Scenario Forecasting, Regression Analysis, Skills and Management Inventories, Succession/Replacement Analysis, Markov Models, Linear Programming, Movement Analysis, Vacancy Model, HR Supply and Retention Programs, Defining Succession Management, Importance of Succession Management, Reasons for Succession Management, Evolution of Succession Management, Succession Management Process, Employee Role in Succession Management, Downsizing Phenomenon, Defining Downsizing and Restructuring, How Common is Workforce Reduction and Restructuring? Why Do Organizations Downsize? The Downsizing Decision, Financial Performance and Downsizing, Consequences of Downsizing, Effective Downsizing strategies, Strategic Downsizing, Effective and Ineffective Downsizing Strategies, Labor Relations Issues, Defining Outsourcing, Outsourcing HR Functions, The Rationale for Outsourcing, Strategic Focus, Management of Outsourcing.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To analyze the essential elements of human resources planning (HRP) processes in organizations

CLO 2: To assess and program for human resources requirements of organizational business plans and strategies

CLO 3: To describe and apply models and methods used in forecasting

CLO 4: To develop an organization plan at the operational or strategic level in an organization

CLO 5: To evaluate the effectiveness of HRP processes in an organization

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			
CLO 2		√	√		
CLO 3	√		√		√
CLO 4		√		√	

CLO 5		√	√		√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Class Performance, Quiz, Assignment, Final Semester Exam

BA 4222: Compensation Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is a Major Course of HRM designed to provide students with an understanding about how to apply tools for decision-making complex, compensation related environments, as well as design, develop, and implement compensation strategies that achieve value-added results, thereby enabling organizations to more effectively and efficiently achieve their goals.

Course Content:

Nature of Compensation, Objectives of Compensation, Factors Affecting Compensation Policy, Concept of Wages and Salary, Minimum Wages, Fair Wages and Living Wages, Elements of Compensation Structure, Understanding Salary Slip, Capitalism and Knowledge in a Global Economy, Compensation and Organizational Strategy, Integrating Knowledge and Skill Requirements, Organization Compensation, and Employee Income, Lifestyle and Compensation, Pay and Social Class, The Reward System, Compensation System, Dimension of a Compensation System, An Outline of Compensation Dimensions and Compensation Components, Non-compensation System, Dimensions of a Non-compensation System, The Compensation Program, Determining Rates of Pay, Impact of Compensation Based on Demand & Supply, Compensation and Global Economy, Model of Economic Theories, Defining Job Analysis, Preliminary Considerations, Planning a Job Analysis Program, Collecting and Describing Job Data, Designing a Custom-Made Job Analysis Questionnaire, Guidelines for conducting a job Analysis Interview, Job Analysis Methodologies, Job Requirements and Pay, Job Evaluation Issues, The Intra-occupational and Inter-Occupational Method of Job Classification, Whole Job Ranking, The Development and Use of Compensable Factors, Job Evaluation and Compensable Worth, Combining Point-Factor and Factor-Comparison Methods, Job Evaluation Committee, Using Factor Evaluation Statement to Determining Job worth, Factor Evaluation Statement Quality Check and Patterns, Pay Structure Architecture, Determining Pay Grade Minimum and Maximum Rates of Pay,

Interlocking Multiple Pay Structures, The Expanding Pay Structure: An Optional Approach, Architectural design Hints, Pay Sectors and Levels of Education, Experience and Training

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To recognize how pay decisions help the organization achieve a competitive advantage

CLO 2: To analyze, integrate, and apply the knowledge to solve compensation related problems in organizations

CLO 3: To demonstrate comprehension by constructing a compensation system encompassing; internal consistency, external competitiveness, employee contributions, organizational benefit systems, and administration issues

CLO 4: To explain the challenges of international and executive compensation

CLO 5: To design rational and contemporary compensation systems in modern organizations

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√			√	
CLO 2		√	√		
CLO 3	√		√		√
CLO 4	√			√	
CLO 5		√	√		√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, Class Lectures, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Viva, Assignment, Final Semester Exam

BA 4223: Industrial Law and Labor Relations

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is a Major Course of HRM designed to provide students with general understanding of the context, laws, principles, processes and methods of managing industrial relations in organizations for improving organizational productivity while protecting and promoting workers' interests, particularly in the current industrial setting of Bangladesh.

Course Content:

Conditions of Employment, Classification of Workers and Period Probation, Procedure for Leave, Discharge from Service, Punishment for Conviction and Misconduct, Termination of Employment by Employers Otherwise than by Dismissal, Termination of Employment by Workers, Retirement of Worker, Employment of Women Worker Prohibited During Certain Period, Right to, Liability for, Payment of Maternity Benefit, Procedure regarding Payment of Maternity Benefit, Amount of Maternity Benefit, Cleanliness, Ventilation, Temperature, Lighting, Drinking Water, Latrines, Urinals, Dust Bean, Safety of Building and Machinery, Precaution in Case of Fire, Protection of Eyes, First-aid Appliances, Washing Facilities, Canteens, Shelters, Rooms for Children, Recreational and Educational Facilities, Medical Care, Daily, Weekly Hours, Interval for Rest or Meal, Weekly Holiday, Night Shift, Limitation of Hours of Work for Women, Closure of Shops, Causal, Sick, Annual Leave, Festival Holidays.

Defining Industrial Relations, Importance of Industrial Relations, Models of Industrial Relations, the Dunlopian Model, Causes of Poor Industrial Relations in Public Organizations in Bangladesh, Conditions for Good Industrial Relations, Defining Trade Union, Characteristics of Trade Union in Bangladesh, Functions of Trade Union, Registration of Trade Union, Impact of Trade Unions on National Development, Defining Collective Bargaining, Characteristics of Collective Bargaining, Types of Collective Bargaining, Process of Collective Bargaining, Functions of Collective Bargaining Agent, Some Basic Rules in Collective Bargaining Negotiations, Defining Industrial Conflict, Nature of Industrial Conflict, Forms of Industrial Conflict, Causes of Industrial Conflict, Negative Impact of Conflict, Managing Industrial Conflict, Trade Union Roles in Conflict Resolution, Defining Workers Participation, Objectives of Workers Participation, Forms of Participation in Management, Forces Affecting Workers Participation, Role of Unions in Participation.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To summarize the important provisions of labor law, in reference to Bangladesh Labor Act, 2006

CLO 2: To assess to elaborate the concept of Industrial Relations

CLO 3: To illustrate the role of trade union in the industrial setup

CLO 4: To outline the important causes & impact of industrial disputes

CLO 5: To develop industrial dispute settlement procedures

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			
CLO 2		√	√		
CLO 3			√	√	
CLO 4	√		√		√
CLO 5		√		√	√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, Class Lectures, Handout	Presentation, Class Test, Class Performance, Mid Semester Exam
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Case Study, Assignment, Final Semester Exam

BA 4224: Training and Development Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is a Major Course of HRM designed to provide students with general understanding of how training and development function is changing as a result of the global business environment, multi-cultural workforce, and globally distributed work.

Course Content:

Defining Training and Development, Differences between Training and Development, Defining Learning, Key Concepts of Learning, Designing Effective Training, The Forces Influencing Working and Learning, Roles, Competencies and Positions of Training, Evolution of Training: From an Event to Learning, Learning as a Strategic Focus, Implications of Learning for Human Capital Development, Strategic Training and Development Process, Organizational Characteristics that Influence Training, Roles of Employees and Managers, Strategic Value of Jobs and Employee, Staff Involvement in Training and Development, Training Needs in Different Strategies, Models of Organizing the Training Department, Marketing Training and Creating a Brand, Outsourcing Training, Why Is Needs Assessment Necessary? Who Should Participate in Needs Assessment, Methods Used in Needs Assessment, The Needs Assessment Process, Competency Models, Scope of Needs Assessment, Needs Assessment in Practice, Learning Theories, Transfer of Training Theory, Stimulus Generalization Approach, Cognitive Theory of Transfer, Learning Process, Instructional Emphasis for Learning Outcomes, Reasons for Evaluating Training, Overview of the Evaluation Process, Outcomes Used in the Evaluation of Training Programs, Determining Whether Outcomes are Appropriate, Evaluation Practices, Evaluation Designs, Determining Return on Investment, Considerations in choosing an Evaluation Design, Cost-Benefit Analysis, Practical Considerations in Determining ROI, Measuring Human Capital and Training Activity, Technology's Influence on Training and Learning, Technology and Collaboration, Technology and Learning Environment, Computer-Based Training, Online Learning, Web-Based Training, E-Learning, Developing Effective Online Learning, The Relationship among Development, Training, and Careers, Development Planning Systems, Examples of Career management and Development

Systems, Approaches to Employee Development, Special Topics in Employee Development: Succession Planning, Developing Dysfunctional Managers, Onboarding.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To analyze jobs and tasks to determine training and development objectives

CLO 2: To create appropriate training objectives

CLO 3: To design effective training and development programs

CLO 4: To implement a variety of training and development activities

CLO 5: To evaluate training and development programs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√			√	
CLO 2	√		√		
CLO 3		√	√		√
CLO 4		√		√	
CLO 5		√	√		√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, Class Lectures, Handout	Presentation, Quiz, Class Performance, Mid Semester Exam
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Case Study, Assignment, Final Semester Exam

BA 4225: Strategic Human Resource Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is a Major Course of HRM designed to provide students with tools and techniques essential as a strategic contribution of HRM to organizational growth.

Course Content:

Defining Strategic Human Resource Management, Objectives of Strategic Human Resource Management, Importance of Strategic Human Resource Management, Model of Strategic Human Resource Management, Human Resource Metrics, Impact of technology, HR Issues and Challenges related to Technology, Ethical

Behavior, Workforce Demographic Changes and Diversity, Models of Strategy, Process of Strategic Management, A Strategic Approach to Manpower Acquisition – Recruitment and Selection, Strategic Development of Human Resources, Analysis of Environment, Organizational Self- Assessment, Strategic HR versus Traditional HR, Barriers to Strategic HR, Strategic Approach to Management Structure, Job Design, Design of Work Systems , Job Rotation, Redesign of Work Systems, Strategic Work Redesign in Action, Mergers and Acquisitions, Understanding Change, Managing Change, Performance Feedback versus Performance Appraisal, Use of the System, Strategic Choices in Performance Management, Reciprocal Relationship between Training and Development and Performance Management, Multilevel Corporate Competency Model, Measures of Evaluation, Strategies for Improving the Performance Management System, Addressing the Shortcomings of Performance Management Systems, Reasons Managers Resist or Ignore Performance Management, Compensation System, Equity Theory, Internal Equity, External Equity, Individual Equity, Equity and Work-Related Outcomes, Sample Point System, Compensable Factors, Comparison of Job Evaluation Methods, Legal Issues in Compensation, Executive Compensation, Strategic Directions, Background to Employee Retentions Strategies, HRM Approach to Employee Retentions, Dimensions of Traditional Industrial Relations and HRM, Policy Options, Formulating Employee Retentions Strategies, Strategies for Managing Employees Surpluses and Avoiding Layoffs, Strategic Management of Turnover and Retention.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To recall and apply major theories and topics in strategic human resource management

CLO 2: To demonstrate an understanding of strategic human resource practices and how to design and implement them strategically in organizations to influence organizational effectiveness

CLO 3: To develop a regard for ethics, as they play a role in strategic human resource decisions, and an ability to make judgments based upon ethical and environmental considerations

CLO 4: To identify and analyze human resource management problems in organizations and develop strategic solutions to these problems

CLO 5: To exhibit behavior and performance that demonstrates enhanced competence in decision-making, group leadership, oral and written communication, critical thinking, problem-solving, planning and team work

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			
CLO 2	√		√		
CLO 3		√	√		√
CLO 4	√			√	
CLO 5		√		√	√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 4	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 5- CLO 6	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

BA 4226: Small Business Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is a Major Course of HRM designed to inform the students of the nature and importance of small business in our society and to enlighten the students as to opportunities and risks inherent in small businesses.

Course Content:

Defining Small Business, Types of Industries, Workforce Diversity and Small Business Ownership, the Value of Diversity to Business, Secrets of Small Business Success, Understanding the Risks of Small Business Ownership, the Entrepreneur-Manager Relationship, Entrepreneurship and the Small Business Manager, Decision for Self-Employment, Traits of Successful Entrepreneurs, a Model of the Start-Up Process, Forms of Business Organization, Sole Proprietorship, Partnership, Corporation, Specialized Forms of Corporations, Social Responsibilities of Small Business, Economic Responsibility, Ethical Responsibility, Ethics and Business Strategy, Codes of Ethics, Ethics under Pressure, Strategic Planning, Environmental Analysis, Goal Setting and Strategies, Control Systems, Strategic Planning in Action, Every Business Needs a Plan, The Purpose, The Practice: Guidelines for Writing a Business Plan, Business Plan Contents, Review Process, Business Plan Mistakes, About Start-ups, Advantages of Starting from Scratch, Disadvantages of Starting from Scratch, Types of New Businesses, E-Businesses, Home-Based Businesses, Starting a Business on the Side, Evaluating Potential Start-ups, Business Ideas, Where Business Ideas Come From, Importance of Planning to a Start-up, Initial Capital Requirements, Defining Required Assets, The Five “Cs” of Credit, Forms of Capital: Debt and Equity, Sources of Debt Financing, Sources of Equity Financing.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To summarize the complex and important role that small business plays in the larger global environment

CLO 2: To explain contemporary business concepts, how a business is formed, and why management is the key ingredient to small business success

CLO 3: To construct a workable business plan that includes marketing, financial, and operating sections

CLO 4: To identify various risk management strategies important to small businesses

CLO 5: To explain the principles of management and their application to the small business

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√			√	
CLO 2		√	√		
CLO 3		√		√	√
CLO 4	√		√		
CLO 5	√	√			√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, Class Lectures, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, Class Lectures, Handout	Viva, Assignment, Final Semester Exam

Major: Accounting & Information Systems

BA 4231: Advanced Financial Accounting
Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This course covers advanced financial reporting issues and accounting methods for company accounting. It introduces different types of inter-entity relationships and related accounting issues and accounting treatments. Students will learn how to prepare, read, analyse and evaluate the consolidated financial statements based on the guidelines provided under the relevant Accounting Standards. Students are required to undertake a research project where students will develop skills to research a wide variety of information sources including the relevant Act and Australian Accounting Standards and to integrate the research output with their theoretical and technical knowledge to understand and analyses issues in relation to business combinations. Topics include revision of company accounting, related party disclosures, overview of investment accounting standards, accounting for business combinations and associates, consolidation methods, non-controlling interest, foreign currency transactions, translation of foreign currency financial statements, hedge accounting and liquidation.

Course Content:

Accounting for fair value: The Principal market, The most advantageous Market, Market Approach, Income approach. Advanced analysis and interpretation of financial statements: A Framework for Financial Statements Analysis, The Role of Earnings in the Capital Markets, The Information Content of Financial Statements, The Determinants of Accounting Quality and a Framework for Assessing Accounting Quality, what is Income? Measuring and Reporting Financial Performance, Case studies: Twitter, Cisco. Financial instruments: The course consists of five topics: Introduction to Financial Markets, Modern Portfolio Theory, Debt and Equity Markets, Derivative Assets, Achieve Investment Management. Intangible assets: Learning Objectives, Introduction, Goodwill, Goodwill Amortization, Intangible Assets Other than Goodwill, Internal Use Software, Website Development Costs, Patents, Intangibles Disclosure. Revenue recognition: Identify the evaluation criteria for a contract, the components of the transaction price, and when a contract modification triggers treatment as a new contract, Recognize the accounting treatment pertaining to customer acceptance clauses, rights to acquire additional goods, donations, asset repurchases, and breakage, Recognize the situations under which contract liabilities occur, and when disaggregation is used, Note the methods used to control which third parties are recognized as customers, and to control the use of justification documents for standalone pricing. Accounting in specialist sectors: Understanding the concepts, The Government—what types of Entities, Concepts underlying the Government’s financial System, Purchase/Ownership, Inputs, outputs, Outcomes, Departmental/non-Departmental, Capital/expense, the accountability framework, understanding financial information, Accounting reports and how they can help you manage your resources. Liquidation and Reconstruction: The course will cover the following key areas, Commercial reasons for Reconstructions, Defining a Reconstruction, Main reconstruction reliefs, SDLT and stamp duty issues, The use of s110 Insolvency Act 1986 (liquidation) Reconstructions, Statutory Demergers, Reduction of capital schemes.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Understand, explain and critically evaluate the principles underlying the accounting of complex transactions relating to business combinations, group reporting, foreign currency translation and accounting for financial instruments.

CLO 2: Deconstruct financial reporting standards to determine their structures and basis of conclusions.

CLO 3: Undo transactions at a legal entity level and re-enact consolidation and equity accounting entries for the economic entity

CLO 4: Translate foreign currency financial statements and foreign currency balances and transactions

CLO 5: Recognize, measure and analyze the effects of financial instruments on the financial statements.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			
CLO 2		√	√		
CLO 3	√		√		√
CLO 4		√		√	
CLO 5		√		√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

BA 4232: Accounting Information Systems
Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This course aims to provide students with an overall knowledge and understanding of accounting information systems and implications of their use in modern business. The course examines the application of accounting information systems in business particularly in supporting strategic and operational decision-making and operations. The course also covers information systems documentation techniques and how AIS are used to record and enable business processes and transaction processing. The course includes critical evaluation of internal controls, fraud, cybercrime and information system controls in a business. Students also get hands on experience on using cloud based accounting software, Tally, XERO and a relational data base – Ms. Access.

Course Content:

AIS: definition, Different types, Advantages, Disadvantages, traditional AIS, Architecture Hardware. Software, Networks, Database, Modeling and Business Processes: Purpose, Type of diagrams, Control Environment: Fraud, ethics, and, governance, Control, Frameworks, Auditing: Overview, Issues related to computers, Compliance and Substantive tests, Business Processes (Revenue, Purchases, General Ledger, other), Typical Activities, Risks Controls Information Technology Enablement System Development Life Cycle: Planning, Analysis, Design Solutions, Build vs. Buy Excel, Microsoft Access, Implementation, Operations and Maintenance. E-commerce: Introduction, structure and standards, Risks and controls, Ethical Issues Enterprise resource planning.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Discuss and compare the factors that creates a demand for auditing and affects the value of auditing, analyses determinants of audit quality, ethics, and independence from different perspectives

CLO 2: Identify and analyses the steps in the audit process and evaluate the general types of audit tests/procedures

CLO 3: Discuss why internal controls are important, how control risks are assessed and ultimately evaluate how the status of internal controls affect the focus of the audit

CLO4: Evaluate what mix of audit procedures to be performed and what tests that are suitable for auditing of different financial statement items, such as sales, accounts receivables, inventories, liabilities as well as tangible and intangible assets

CLO5: Analyze how taxation and audit evidence is evaluated and how findings are reported to interested parties

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			√
CLO 2	√		√		
CLO 3		√			√
CLO 4	√			√	
CLO 5			√		√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

BA 4233: Advanced Auditing
Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This course aims to provide students with an overall knowledge and understanding of accounting information systems and implications of their use in modern business. The course examines the application of accounting information systems in business particularly in supporting strategic and operational decision-making and operations. The course also covers information systems documentation techniques and how AIS are used to record and enable business processes and transaction processing. The course includes critical evaluation of internal controls, fraud, cybercrime and information system controls in a business. Students also get hands on experience on using cloud based accounting software, Tally, XERO and a relational data base – Ms. Access.

Course Content:

Overview of Auditing: Definition of Audit, Auditing and Investigation, Generally Accepted Auditing Practice, Competence, Independence, Confidentiality, Audit Planning and Supervision, Accounting and Auditing Statements. Audit Planning and Control: Determining the Scope of Audit, Internal Control, Audit Program, Audit Control, Audit Control over the Work performed by others, Coordinating the work of other Auditors, Documenting the Plan and Performance of Audit. Verification and Valuation of Assets and Liabilities: Valuation of Assets during Inflationary Period, Fixed Assets, Mode of Valuation of Fixed

Assets, Verification of Stocks, Attendance of Auditor during physical verification of stocks, Examinations of Records, Verification of Confirmation, Ensuring the ownership over the stocks, valuation of stocks. Audit of Limited Companies, Company Auditor: Qualifications of an Auditor of a Limited Company, Disqualifications, Appointment of first auditor, appointment of auditor of Government Companies, appointment of auditor by special resolution, casual vacancies, Powers and Duties of an Auditor, rights and powers of an auditor. Audit of Limited Companies, Audit of Limited Company, Audit of Banking Companies, Audit of Insurance Companies, Audit of Partnership Accounts, Government Accounts and Their Accounts. Cost Audit: Criticism of Cost Audit, Purpose of Cost Audit, Distinction between Financial Audit and Cost, Cost Audit Conditions. Management Audit: Importance of Management Audit, Criticism of Management Audit, Management Audit Program, Outline of Management Program, Duties of Management Auditor. Tax Audit: Scope of Auditor's Role under Income Tax Act, Compulsory Tax Audit, Certification of Claiming Exemptions/Deductions, Selective Tax Audit, Text Consultancy and Representation, preform of forms 3CA and 3CD.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Critique the work done by auditors in actual situations, based upon the existing professional standards.

CLO 2: Assess the effect of the auditor's adherence to or divergence from a worldview, based upon the auditor's work

CLO 3: Assess the risk associated with the acceptance of a proposed audit client

CLO4: Evaluate accounting practices relevant to generally accepted auditing standards.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			
CLO 2	√		√		
CLO 3		√		√	
CLO 4	√				√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

Rationale of the Course:

The Advanced Taxation exam is designed to reflect the need to exercise professional judgement and provide relevant information and advice to individuals and businesses on the impact of major taxes on financial decisions and situations.

Course Content:

Introduction: Principles of taxation, Objectives of taxation, Characteristics of tax, Types of taxation, Principles of tax incidence, Taxation effects on capacity output, Tax structure of Bangladesh. Basics of Income Tax Laws in Bangladesh: Meaning and scope of income tax, Income tax authorities, meaning of assessee, assessment year, income year and income for the charge of income tax, Incidence, Tax exempted incomes, Tax holiday, Investment allowances for tax rebate. Income Sources: Salary income, Interest on securities, Income from house property, Agricultural income, Capital gains, Income from business or profession, Income from other sources. Income Tax Assessment: Self-assessment, Assessment on the basis of report of a Chartered Accountant, Provisions regarding assessment in certain special cases. Income tax Payment: Filing of return, Advance payment of tax. Value Added Tax: Meaning of VAT, Imposition of value added tax, Determination of value for charge of VAT, Time and method of payment for VAT, Registration, Maintenance of books and records. Gift Tax: Chargeability, Valuation of gift, Return of gift and rates of gift tax.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Students will be able to equip with the competencies necessary to provide taxation services and guidance in Bangladesh.

CLO 2: Learns to address compliance and tax-planning issues for both individuals and corporate entities, as well as, to a lesser extent, partnerships and trusts.

CLO 3: Candidates also learn to go beyond the presenting issues and consider the broader circumstances and risk tolerance of all stakeholders involved.

CLO4: Candidates develop competence in the areas of tax governance, controls, and risk management, in recognizing the interrelationship between financial reporting decisions and taxation, and in recognizing the importance of taking taxes into account when making business and investment decisions.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			
CLO 2	√		√		
CLO 3		√		√	
CLO 4	√				√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

BA 4235: Advanced Cost Accounting**Credits: 3.00****Contact hours: 3.0 hrs./week****Rationale of the Course:**

The Advanced Taxation exam is designed to reflect the need to exercise professional judgement and provide relevant information and advice to individuals and businesses on the impact of major taxes on financial decisions and situations.

Course Content:

Cost, Concepts and Objectives: Defining cost Accounting, Role of cost Accounting, Cost concept and cost Behavior, Classifications of Cost, Cost Terminology, Determination of total manufacturing cost, cost of goods manufactured and cost of goods sold. Materials: Controlling and Costing, Planning Materials Requirements, Stock Levels, Economic Order Quantity, Safety Stock, Material control, ABC plan, VED analysis stock valuation. Labor: Labor cost Control, Recording of Time, Methods of Remuneration, Incentive Plans, Treatment of idle Time, Overtime, pension and vacation pay, payment of wages. Planning and Controlling of Factory Overhead: Nature of factory Overhead, Use of factory overhead rate, Factors to be considered in the selection of overhead rates, Departmental allocation of factory overhead. Job Costing: Nature and procedure of job costing, Nature and procedure of batch costing, Determination of economic batch quantity. Contract Costing: Nature and procedure of contract Costing, Determination of profits and loss. Process Costing: Nature and procedure of process Costing, Equivalent Production, Process Loss, Accounts of waste, spoilage and defective work, Valuation of work-in-process and equivalent production, Inter process profit, Costing of by products and joint products

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Demonstrate an understanding of and an ability to apply advanced manufacturing cost accounting techniques.

CLO 2: Analysis of the understanding how to manage inventory in a just of time manufacturing environment.

CLO 3: Demonstrate an understanding of and an ability to apply pricing decisions

CLO4: Analysis the Understanding theory of constraints, and how to identify the constraint and restructure the rest of the organization around it.

CLO5: Understanding cost allocation of support departments, and allocation of common costs and revenues. How to account for spoilage, rework cost, and scrap.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			√

CLO 2	√		√		
CLO 3		√			√
CLO 4	√			√	
CLO 5			√		√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

BA 4236: International Accounting Standards
Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This course is designed for advanced accounting students and gives both a technical view of managerial accounting and increased interaction with current research on advanced topics. It will assist company decision makers in a very practical manner. This is a major course of Business designed to let the students learn in-depth study of the principles and objectives of the techniques and theories used in cost accounting. As well as students can benefit from a review that takes a deeper look at the “basics,” which will help them to explore more complex decision analyses, and often stress the importance of thinking beyond the numbers

Content:

Accounting Information System: Users of Accounting Information, Definition of Asset, Liability, Capital, Owner’s equity, Cost, Expense, Revenue, Net Income, Loss, Cash basis & Accrual Basis. Generally Accepted Accounting Principles, GAAP: Business entity Concept, going concern Concept, Money measurement Concept, Periodicity Concept, Historical Cost Principle, Revenue Recognition Principle, Full Disclosure Principle, Conservatism Convention. IAS,1: Presentation of Financial Statement. IAS,2: Inventories. IAS,3: Consolidated Financial Statements. IAS,4: Depreciation Accounting. IAS,7: Statement of Cash Flows. IAS,10: Events after the Balance Sheet Date. IAS,13: Presentation of Current Assets and Current Liabilities. IAS,18: Revenue Recognition. IAS,37: Provisions, Contingent Liabilities, and Contingent Assets

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Understand the tools, definitions and acceptable practices of international financial reporting based on the International Financial Reporting Standards (IFRS) as they apply to assets, liabilities, income and expenses.

CLO 2: Demonstrate the ability to analyze IFRS-compliant financial statements and interpret and evaluate these statement

CLO 3: Understand how financial and real economic fluctuations affect IFRS financial statements and organizational value.

CLO4: Understand corporate governance reporting and ethical considerations

CLO5: Apply in a basic context the key elements of financial reporting regulations as set out in key IFRS covering presentation, disclosure, recognition and measurement.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			√
CLO 2	√		√		
CLO 3		√			√
CLO 4	√			√	
CLO 5			√		√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

Major: Finance

BA 4241: Corporate Finance

Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This course will facilitate to develop the decision making ability of finance managers which is required to apply in the effective financing as well as long-term investment decision making of corporations.

Course Content:

Introduction to Financial Management: Principles of Finance, Firms and the Financial Markets, Understanding Financial Statements, Financial Statement Analysis, Financial Forecasting and Planning, Working Capital Management. Valuation of Financial Assets: Time Value of Money, Introduction to Risk and Return, Debt Valuation, Stock Valuation. Capital Budgeting: Investment Decision Criteria, Analyzing Project Cash Flows, Risk Analysis and Project Evaluation, The Cost of Capital. Capital

Structure and Dividend Policy: Capital Structure Policy, Dividend Policy, Analysis and Impact of Leverage, Corporate Risk Management, Corporate Restructuring, Term Loans and Leases.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Demonstrate an understanding of the overall role and importance of the financial management.

CLO 2: Identify the risky asset, calculate the expected return of the assets, and apply capital budgeting techniques to find suitable projects.

CLO 3: Determine the cost of capital, define the capital structure decision and compute the value of the corporation.

CLO 4: Identify the dividend policy of companies.

CLO 5: Examine the impact of the capital restructuring on the company's value.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√			√
CLO 3			√	√	
CLO 4				√	√
CLO 5			√		
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 4242: Investment Analysis and Portfolio Management

Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

As future financial managers or financial consultants, business students must know how financial markets price capital assets. This knowledge is crucial for all market participants. Individuals and portfolio managers should have the ability to handle efficiently the tools needed to select assets, manage risk and construct optimal portfolios. This course enhances the student's capacity for a career in investments and is recommended to be taken by students majoring in Finance.

Course Content:

Primary market and secondary Market, Modern Investment Theory, Dividend Policy, Securities and Markets, Risk Free Return, Portfolio Managing, Combining Individual Stocks into portfolio, Finding efficient set; index models, The Capital Asset Pricing Model, (CAPM), Factor models and the APT, Performance measurement, performance analysis, and performance attribution; market inefficiencies or market anomalies, Equity valuation and strategies, Bond Portfolio management, Valuation and risk, pricing, measuring yield, bond price volatility, duration, active and passive strategies, immunization and cash flow matching ,Black Schools and beyond, portfolio insurance, program trading; stock market in Bangladesh.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Define the objectives in constructing and managing a portfolio and learn to create an investment policy statement.

CLO 2: Learn to compute historical and expected returns, as well as risk measures and comprehend the importance of the risk-return relationship.

CLO 3: Learn how the financial markets operate, how she can invest in different security types matching her client's portfolio objectives and constraint.

CLO 4: Understand the principles of modern portfolio theory and the effect of diversification on investment portfolios.

CLO 5: Measure and evaluate portfolio performance and understand the key features of futures and options and how they can be used to manage the risk of the portfolio.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√			√
CLO 3			√	√	
CLO 4		√		√	
CLO 5			√		
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

Rationale of the Course:

This course focuses on the theoretical and practical knowledge required for the management of financial and investment functions of multinational corporations. Students will discover how the international capital markets, foreign exchange markets, and the derivatives market can be used to manage transaction and operating risks facing the multinational firm.

Course Content:

Multinational Financial Management: An Overview, 'Globalization', goals of International Financial Management. International Trade Flows: concepts and principles of balance of payments and its various components, The Current Account Deficit and Surplus, Capital Account Convertibility. How Foreign Exchange is traded; International Money, Credit, Bond and Stock Markets: forward markets and the different concepts, currency futures markets, currency options markets and functions. Exchange Rate Determination: Exchange rate movements, factors that influence exchange rates, movements in cross exchange rates, concepts of international arbitrage, interest rate parity, purchasing power parity, International Fisher effect. Exchange Rate Policy and the Asian Currency Crisis: basic concepts of the international money market, International credit markets (loans in various forms) from the creditors/investors. Currency Derivatives: concept of foreign trade finance, concepts of financing exports, financing imports and documentary collections, factoring, forfeiting and countertrade Interest Rate Parity: nature and measurement of foreign exchange exposure, Types of exposures and the various types of translation methods. International Capital Budgeting: Introduction of international capital budgeting, adjusted present value model, capital budgeting from parent firm's perspective, expecting the future expected exchange rate analysis. Strategy formulation in industry situation: country risk factors, assessment of risk factors, Techniques through which the country risks can be assessed as well as measured.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Understand the various stages of expansion overseas that multinational corporations utilize in order to benefit from globalization.

CLO 2: Examine the Balance of Payments (BOP) data and determine its implications for international competition.

CLO 3: Forecast exchange rates based on the parity conditions that should apply between spot rates, forward rates, inflation rates, and interest rates.

CLO 4: Convert currencies using spot, future, and cross rates and identify arbitrage opportunities.

CLO 5: Identify the processes and instruments used in the financing of international trade.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√		√		
CLO 2				√	√
CLO 3		√	√		

CLO 4		√		√	
CLO 5			√		√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 4244: Financial Derivatives

Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This course aims at providing an in-depth understanding of financial derivatives in terms of concepts, structure, instruments and trading strategies for profit and risk management.

Course Content:

Overview of derivative markets, investing with derivative securities, Use of derivatives in portfolio management, Forward and futures trading, Hedging with forwards and futures. Option markets and contract. The fundamentals of option valuation. Option trading strategies. Swap contracts, convertible securities, and other embedded derivatives. Selecting investments in a global market. Security-market indicator series. Efficient capital markets. Asset pricing models. Multifactor models of risk and return. Analysis of financial statement. An introduction to security valuation. Macroeconomic and market analysis: the global asset allocation decision. Stock market analysis. Industry analysis. Company analysis and stock valuation.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Identifying the basic types of derivatives: forwards, futures, swaps and options.

CLO 2: Identifying main factors affecting the price of the considered instruments and basic techniques leading to no-arbitrage pricing of derivatives with the basic relationships between adjacent instruments.

CLO 3: Understanding the methods and principles of the mathematical theory of finance as the foundation for options pricing.

CLO 4: Ability to work with the Black-Scholes option pricing model: applicability for the definition of the price and risks of options, as well as its resulted from the underlying assumptions inability to accurately describe the real-world market processes without some amendments.

CLO 5: Understanding of the main methodology of derivation of generic models for financial derivative instruments and necessary for their evaluation mathematical machinery.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√		√		
CLO 2		√			√
CLO 3			√	√	
CLO 4	√		√		
CLO 5	√	√			
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 4245: Financial Market and Institutions
Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This course is aimed at study of the fundamentals of financial markets and financial instruments, the features of the formation of modern financial markets, on the practical application of financial instruments, the types of financial institutions and their roles and functions in the financial markets.

Course Content:

Introduction: philosophical terms the functions, benefits of money, Financial Assets Debt Versus Equity Claims, The Price of a Financial Asset and Risk Financial (Intangible) Assets versus Tangible Assets, Derivative Instruments, The Role of Financial Assets, The Role of Derivative Instruments, Properties of Financial Assets. Financial Institutions, Financial Intermediaries, and Asset Management Firms: how money came about, Asset/Liability Problem of Depository Institutions, Funding Risk, Financial Innovations and Asset I Liability Management, Liquidity Concerns. Depository Institutions: the role and the benefits of financial intermediaries, Commercial Banks, Bank Services, Bank Funding, Regulation, Federal Deposit Insurance, Savings and Loan Association. Overview of Asset/Liability Management for Financial Institutions: Nature of Liabilities, Liquidity Concerns, Regulations and Taxation, Life Insurance Companies, Types of Policies, Property and Casualty Insurance Companies, Pension Funds, Types of Pension Plans, Investments, Participants in the Non-insured Pension Fund Business, Types of Investment Companies. The Level and Structure of Interest Rates: the universal arithmetic of Present Value, term structure of interest rates, types of financial assets, the principles which guide their selection as part of a portfolio of assets. Introduction to Financial Futures: Market Mechanics of Futures Trading, Liquidating

a Position, The Role of the Clearing house, Margin Requirements, Market Structure, Daily Price Limits. Risk/Return and Asset Pricing Models: The relationship between types of financial contracts, the characteristics of the business environment, business size and cultural background, Portfolio Theory, Investment Return, Portfolio Risk, Diversification, The Risk of Individual Securities, Estimating Beta, The Capital Asset Pricing Model. Primary Markets and the Underwriting of Securities: Primary market, Underwriter, IPO market, share issue, Brokerage firm, Price setting. Secondary Markets: Secondary Markets, Perfect Markets, Trading Locations, Trading Mechanics, The Role of the Dealer as Market Maker, The National Market System. Money Market Instruments: Treasury Bills, Bid and Offer Quotes on Treasury Bills ,The Primary Market for Treasury Bills, Commercial Paper, Issuers of Commercial Paper, Directly Placed versus Dealer, Placed Paper ,The Secondary Market, Yields on Commercial Paper , Bankers Acceptances, Illustration of the Creation of a Bankers Acceptance ,Accepting Banks, Dealers ,Large, Denomination Negotiable CDs, CD Issuers ,Yields on CDs, Repurchase Agreements, Credit Risks ,Participants in the Market, Determinants of the Repo Rate

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Apply concepts relevant to financial markets and financial institutions, such as the flow of funds, levels of interest rates and interest rate differentials, to current events or topical issues.

CLO 2: Understand the mechanics and regulation of financial securities exchanges and determine how the value of stocks, bonds, and securities are calculated.

CLO 3: Identify and evaluate the role symmetric versus asymmetric information plays in the structure and operation of the financial system information.

CLO 4: Evaluate empirical evidence of market performance, and contrast it with theories of market performance.

CLO 5: Explore the international integration of international financial markets and analyze the implications for financial managers.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√			√	
CLO 2		√			√
CLO 3		√	√		
CLO 4		√	√		
CLO 5			√		√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam

CLO 3- CLO 5	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam
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BA 4246: Bank Management

Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This course will facilitate to develop the decision making ability of banker which is required to apply in the effective bank management as well as long-term investment decision.

Course Content:

Introduction of Commercial Bank, Performance evaluation of a bank. Asset-liability management, Management of various kinds of risks, such as, interest rate risks, credit risk, liquidity risk etc. Fund management, Investment management, Financial institution mergers and acquisitions, Global banking activities. The Lender, Borrower Relationship Equilibrium in the Credit Market and Its Macroeconomic Implications, Individual Bank Runs and Systemic Risk, Managing Risks in the Banking Firm, Debt vs. Equity: A Security Design View, Alternatives to Banks for Intermediation, Regulatory Treatment of the Mixing of Banking, Securities, and Insurance Activities and the Mixing of Banking and Commerce (online), Deposit Insurance Coverage for Commercial Banks in Various Countries.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Understand the nature of the commercial banking business.

CLO 2: Ascertain the measures of bank return and risk performance and how they are applied to bank valuation decisions and management performance assessment.

CLO 3: Learn the basics of financial institution management, including: analysis of their financial statements; asset and liability management; capital management; product development; and strategic and profit planning processes.

CLO 4: Use information technology as a tool to do essential business tasks specifically by using the web to find information.

CLO 5: Apply critical thinking skills to complex business problems by identifying and evaluating relevant issues and information.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√			√	
CLO 2			√		√
CLO 3	√		√		
CLO 4	√			√	
CLO 5			√		√
Overall	√		√	√	√

Major: Marketing

BA 4251: Consumer Behavior

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This is a major course related to the fundamental concepts, principles and theories of consumer behavior and relates them to the practice of marketing.

Course Content:

An introduction to consumer behavior: Consumption in Europe. The European consumer. Consumers' impact on marketing strategy. Marketing's impact on consumers. Do marketers manipulate consumers. Consumer behavior as a field of study. Perception: Introduction. The perceptual process. Sensory systems. Sensory thresholds. Perceptual selection. Deciding what things mean. Learning and memory: Introduction. Behavioral learning theories. Marketing applications of learning principles. The role of learning in memory. Motivation, values and involvement: Introduction. The motivation process: a psychological perspective. Motivational strength. Motivational direction. Motivational conflicts. Classifying consumer needs. Hidden motives: the psychoanalytical perspective. Consumer desire. Consumer involvement. Values. The means-end chain model. Materialism: the ultimate 'why' of consumption. Attitudes: The power of attitudes. The content of attitudes. Forming attitudes. Attitude models. Using attitudes to predict behavior. Attitude change and interactive communications: Changing attitudes through communication. The source. The message. The source vs. the message: sell the steak or the sizzle. The self: Perspectives on the self. Consumption and self-concept. Gender roles. Body image. Individual decision-making: Consumers as problem-solvers. Problem recognition. Information search. Evaluation of alternatives. Product choice: selecting among alternatives. Shopping, buying, evaluating and disposing: Introduction. Antecedent states. Social and physical surroundings. Shopping: motivations and experiences. e-commerce: clicks vs. bricks. Servicescape: retailing as theatre. Post-purchase satisfaction. Group influence and opinion leadership: Introduction. Reference groups. Asian family structures and household decision-making: Introduction. The family: the intimate corporation: family decision-making. Children as decision-makers: consumers in training. Income and social class: Consumer spending and economic behavior. Social class. How social class affects purchase decisions. Status symbols. Age subcultures: Age and consumer identity. The teen market: it totally rules. Baby busters: 'Generation X'. Baby boomers. The grey market. Culture and consumer behavior: Culture and consumption. Myths and rituals. Sacred and profane consumption. Consumer society, material culture. Cultural change processes: Introduction. The diffusion of innovations. The fashion system. Lifestyles and European cultures: Lifestyles and consumption choices. Lifestyle marketing. Geographic influences on lifestyles. Ethnic and religious subcultures. Euro, consumers: do they exist. New times, new consumers: Introduction. Environmentalism: saving the planet with a shopping basket. Global marketing and culture. Postmodernism.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To get familiar with the basic concepts consumer behavior and consumer on an individual level, considering the internal influences on behaviors

CLO 2: To gain knowledge of perceptions, theories of learning and motivation, self-concept and values, as well as personality and lifestyles relating to consumer behavior and the key roles played by attitudes on consumer behavior - how attitudes are formed, and how attitudes can be changed

CLO 3: To understand the underlying physiological, psychological, and sociological factors affecting consumer behavior, and how these are useful for market segmentation, targeting, and predicting consumer responses.

CLO 4: To apply consumer behavior concepts to real world marketing problems and develop better marketing programs and strategies to influence those behaviors

CLO 5: To recognize the complexity of consumer decision making, and how decision making is affected by context and environmental factors

CLO 6: To gain awareness of various trends and ethical issues affecting society, companies, and consumers **CLO 7:** To Critically evaluate the effectiveness of various advertising and promotional campaigns, specifically in terms of attitude formation and change

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√			
CLO 3		√	√	√	
CLO 4	√				√
CLO 5		√	√		
CLO 6				√	
CLO 7					
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 4- CLO 7	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 4252: Sales Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This is a marketing major course focused on sales management principles and methods featuring allocation of priorities to the sales objectives and responsibilities; formulation of sales policy; tasks of planning, organizing, staffing and controlling the work of the field sales force.

Course Content:

An Introduction to Sales Management: Objectives and Scope of Personal Selling, Buyer Seller Dyad and Personal Selling Situation, Theories of Personal Selling, Personal Selling Process, Mistakes in Sales. Sales Forecasting: Prospecting, Sales Resistance, Closing Sales, Types of Personal, Selling Objectives, Analyzing Market Potential, Sales Forecasting Methods: Qualitative Methods, Quantitative Methods. Organization and Management of Sales Force: Functions of Salesperson, Qualities of Effective Sales Executive, Purpose of Sales Organization, Setting up a Sales Organization, Types of Sales Organization Structure, Centralization Versus Decentralization in Sales Force Management. Controlling the Sales Effort: Purpose of Sales Budget, Objective in Using Quotas, Procedure of Setting Quota, Limitations of Quota System, Concept of Sales Territory, Need for Establishment and Revision, of Sales, Territory, Assignment of Sales Personnel to Territories, Importance of Customer Feedback by Sales Personnel. Channels of Distribution and Strategy: Marketing Channel, Types of Intermediaries, Contemporary Channel Scenario in India, Objective of Marketing Intermediaries, Function of Marketing Channel. Channel Design: Steps in Channel Design, Selection of Appropriate Channel, Channel Management, Channel Motivation. Physical Distribution: Physical Distribution concepts and objective, Components of Physical Distribution, Transportation, Warehousing, Impact of IT on Physical Distribution, Implication of Supply Chain Management in Physical Distribution

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To get familiar with the field of sales management and its role in a corporation

CLO 2: To learn analyzing customer types, solving typical sales problems, and developing a consultative selling approach

CLO 3: To understand the basics of selling practices, as they need to be applied today.

CLO 4: To develop a strong foundation in the customer decision process for consumer and business buying and related sales processes

CLO 5: To sharpen the ability to work thoughtfully in face-to-face interpersonal transactions

CLO 6: To understand, analyze, interpret, and assess strategic and ethical issues and decisions in marketing and sales management.

CLO 7: To learn the principles related to sales strategy, managing sales people, the HR of sales people, and getting extraordinary outcomes through the right management approaches of salespeople

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√			

CLO 3	√		√	√	
CLO 4			√	√	
CLO 5		√		√	
CLO 6	√				
CLO 7			√		
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 4- CLO 7	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 4253: Promotional Management and Strategy

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This is a marketing major course focused on the study of the process of analyzing, planning, and evaluating promotional strategy and management.

Course Content:

Introduction to Advertising: Definition of Advertising. Facilitating Institutions. Planning Framework. Marketing Strategy & Situational Analysis. The Marketing Plan. The Communication & Persuasion Process. The Advertising Plan. Integrated Marketing Communication: Marketing Strategy and Analysis. The Target Marketing Process. Identifying Markets. Market Segmentation. Select A Target Market. Market Positioning. Developing the Marketing Planning Program. Product Decisions. Price Decisions. Distribution Channel Decisions. Developing Promotional Strategies: Push or Pull? Setting Advertising Objectives: Functional Objectives. Operational Objectives. Behavioral Dynamics. New Customers from Other Brands. New Customers from Other Categories. Increasing SOR. Increasing Brand Loyalty, Reducing Attrition & Price Elasticity. Increasing Usage. Setting Advertising Objectives: Advertising Response Variables: Interviewing Between Advertising & Action. The Dagmar Approach. A Communication Task. A Specific Task. Associating Feelings with The Brand: The Role of Involvement and Life-Cycle Stage. Transformational Advertising. When and How to Use Transformational Advertising? Requirements for Successful Transformational Advertising. What Affects the Intensity of Feelings? What Makes an Ad More Likeable? Warmth in Advertising. Humor in Advertising. Fear and Anxiety in Advertising. Group Influence & Word-Of-Mouth Advertising: Factors Influencing the Degree of Group Influence. Informational Influence, Word-Of-Mouth and

Diffusion Processes. Normative Influence: How Ads Can Give Brand Cultural Meanings. Creative Approaches: Rational Creative Approaches. Comparative Advertising. Inoculate Advertising. Refutation Advertising. Emotional Creative Approaches. Endorser. A Model of Source Factors in Advertising. Using Endorsers in Advertising. Production & Implementation: A Model of the Creation & Production Process. Creating Rough Print Ads. Creating Rough TV Ads. Client Approval & Supplier Selection. Production Stage. Print Production. Broadcast Production.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To get familiar with the varied elements of advertising, personal selling and sales promotion, and optimum promotional mix, through integration and organization.

CLO 2: To enhance students' ability to understand the process of developing and implementing media strategies.

CLO 3: To examine the reasons for the increasing importance of Integrated Marketing Communication

CLO 4: To know the various decision areas under each element of the marketing mix and how they influence and interact with advertising and promotional strategies

CLO 5: To understand the process of developing and implementing media strategies

CLO 6: To learn to evaluate alternative methods of measuring promotional program effectiveness

CLO 7: To learn to participate in a group setting as they have to work in teams in their business careers.

Course Learning Outcomes (CLO)	PLO 1	PL O 2	PL O 3	PL O 4	PL O 5
CLO 1	√				
CLO 2		√			
CLO 3	√		√		√
CLO 4				√	
CLO 5		√		√	
CLO 6	√				
CLO 7					√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam

CLO 4- CLO 7	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam
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BA 4254: International Marketing

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This is a marketing major course focused on the study of the process of analyzing, planning, and evaluating marketing strategies and their application on an international aspect.

Course Content:

The Scope and Challenge of International Marketing: Introduction. The Internationalization of Business. International Marketing Defined. The International Marketing Task. Environmental Adjustment Needed. Self-reference Criterion: An Obstacle. Becoming International. International Marketing Orientations. Globalization of Markets. Developing a Global Awareness. Orientation of International Marketing. The Dynamics of International Business: Introduction. The Twentieth Century. Balance of Payments. Protectionism. Easing Trade Restrictions. Geography and History: The Foundations of Cultural Understanding. Introduction. Geography and International Markets. Geography, Nature and International Trade. World Trade Routes. Historical Perspective in International Trade. Cultural Dynamics in International Marketing: Introduction: Cultural Knowledge. Culture and Its Elements. Cultural Change. Planned Cultural Change. Consequences of an Innovation. Business Customs and Practices in International Marketing: Introduction. Required Adaptation. Different Business Practices. Business Ethics. The International Political and Legal Environment: Introduction. Stability of Government Policies. Political Risks. Encouraging Foreign Investment. Assessing Political Vulnerability. Reducing Political Vulnerability: Legal Environments. Legal Recourse in Resolving International Disputes. Protection of Intellectual Property Rights, a Special Problem. Commercial Law within Countries. Legal Environment of the European Union. Researching International Markets: Introduction. Breadth and Scope of International Marketing Research. The Research Process, Responsibility for Conducting Marketing Research. Estimating Market Demand. Multinational Marketing Information Systems. Emerging Markets and Market Behavior: Introduction. Marketing and Economic Development. Marketing in a Developing Country. Emerging Markets. Changing Market Behavior and Market Segmentation Learning Summary. Introduction. La Raison D'etre. Patterns of Multinational Cooperation. Global Markets and Multinational Market Groups. Europe. The Americas. Latin American Economic Cooperation. Developing Consumer Products for International Markets: Introduction, International Markets and Product Development. Products and Culture. Product Life Cycle and Adaptation. Screening Products for Adaptation. Quality Products. Marketing Industrial Products and Business Services: Introduction. The Industrial Product Market. Attributes of Product Quality. Relationship Marketing. Promoting Industrial Products. Marketing Services Globally. The International Distribution System: Introduction. Channel of Distribution Structures. The Internet. Distribution Patterns. Alternative Middleman Choices. Factors Affecting

Choice of Channels. Locating, Selecting and Motivating Channel Members. The International Advertising, Promotion and Personal Selling: Introduction. International Advertising. Challenges of International Advertising. Media Planning and Analysis. Sales Promotion. International Advertising and the Communications Process: The Advertising Agency. International Control of Advertising. Selling in International Markets. Recruitment of International Sales Force. Pricing for International Markets: Introduction: Pricing Policy. Factors Influencing International Pricing. Administered Pricing. Transfer Pricing. Dumping. Price Quotations. Countertrades as a Pricing Tool.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To develop an understanding of and an appreciation for basic international marketing concepts, theories, principles, and terminology.

CLO 2: To understand of the overview of international marketing; international market-entry opportunities; planning and managing market entry strategies and products; global distribution and pricing; international promotion, sales, and negotiation; and international market planning

CLO 3: To enhance ability to evaluate different cultural, political, and legal environments influencing international trade.

CLO 4: To demonstrate an awareness and knowledge of the impact of environmental factors on international marketing activities

CLO 5: To identify international customers through conducting marketing research and developing cross-border segmentation and positioning strategies

CLO 6: To develop a global marketing strategy by applying the basic concepts of product, pricing, promotion, and channels of distribution in international settings.

CLO 7: To Apply critical thinking skills to complex business problems faced by marketers internationally, and developing solution options based on multiple perspectives.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√			
CLO 3	√			√	
CLO 4	√			√	
CLO 5		√	√	√	
CLO 6					
CLO 7			√		
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 4- CLO 7	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 4255: Service Marketing

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This is a marketing major course focused on basic marketing concepts from earlier marketing courses to make them applicable to service industry settings.

Course Content:

New Perspectives on Marketing in the Service Economy: Why Study Services? What Are the Principal Industries of the Service Sector? Powerful Forces Are Transforming Service Markets. What Are Services? Four Broad Categories of Services—A Process Perspective. Services Pose Distinct Marketing Challenges. The Traditional Marketing Mix Applied to Services. The Extended Services Marketing Mix for Managing the Customer. Interface. Marketing Must Be Integrated with Other Management. Functions. A Framework for Developing Effective Service Marketing Strategies. Consumer Behavior in a Services Context: The Three Stage Model of Service Consumption. Repurchase Stage. Service Encounter Stage. encounter Stage. Positioning Services in Competitive Markets: What Is Required for Positioning Services Effectively? Achieve Competitive Advantage Through Focus. Market Segmentation Forms the Basis for Focused Strategies. Service Attributes and Levels. Positioning Distinguishes a Brand from Its Competitors. Developing an Effective Positioning Strategy. Using Positioning Maps to Plot Competitive Strategy. Changing Competitive Positioning. Developing Service Products: Core and Supplementary Elements: Planning and Creating Service Products. The Flower of Service. Branding Service Products and Experiences. New Service Development. Distributing Services Through Physical and Electronic Channels: Distribution in a Services Context. Distribution Options for Serving Customers: Determining the Type of Contact. Place and Time Decisions. Delivering Services in Cyberspace. The Role of Intermediaries. The Challenge of Distribution in Large Domestic Markets. Distributing Services Internationally. Setting Prices and Implementing Revenue Management: Effective Pricing Is Central to Financial Success. Pricing Strategy Stands on Three Foundations. Revenue Management: What It Is and How It Works. Ethical Concerns in Service Pricing. Putting Service Pricing into Practice. Promoting Services and Educating Customers: The Role of Marketing Communications. Challenges of Services Communications. Marketing Communications Planning. The Marketing Communications Mix. The Role of Corporate Design. Integrating Marketing Communications. Designing and Managing Service Processes: Flowcharting Customer Service Processes. Blueprinting Services to Create Valued Experiences and

Productive. Operations. Service Process Redesign. Contents xv the Customer as Co-Producer. Self Service Technologies. Balancing Demand and Productive Capacity: Fluctuations in Demand Threaten Profitability. Managing Capacity. Analyze Patterns of Demand. Managing Demand. Inventory Demand Through Waiting Lines and Queuing Systems. Customer Perceptions of Waiting Time. Inventory Demand Through Reservations Systems. Crafting the Service Environment: What Is the Purpose of Service Environments? The Theory Behind Consumer Responses to Service. Environments. Dimensions of the Service Environment. Putting It All Together. Managing People for Service Advantage: Service Employees Are Crucially Important. Frontline Work Is Difficult and Stressful. Cycles of Failure, Mediocrity, and Success. Human Resources Management—How to Get It Right. Service Leadership and Culture. Managing Relationships and Building Loyalty: The Search for Customer Loyalty. Understanding the Customer Firm Relationship. The Wheel of Loyalty. Building a Foundation for Loyalty. Strategies for Developing Loyalty Bonds with Customers. Strategies for Reducing Customer Defections. CRM: Customer Relationship Management. Complaint Handling and Service Recovery: Customer Complaining Behavior. Customer Responses to Effective Service Recovery. Principles of Effective Service Recovery Systems. Service Guarantees. Discouraging Abuse and Opportunistic Customer Behavior. xvi Contents. Improving Service Quality and Productivity: Integrating Service Quality and Productivity Strategies. What Is Service Quality? Identifying and Correcting Service Quality Problems. Measuring and Improving Service Quality. Learning from Customer Feedback. Hard Measures of Service Quality. Tools to Analyze and Address Service Quality Problems. Defining and Measuring Productivity. Improving Service Productivity. Striving for Service Leadership: The Service Profit Chain. Integrating Marketing, Operations, and Human Resources. Creating a Leading Service Organization. In Search of Human Leadership

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To gain a clear understanding of the key terms, definitions, and concepts used in service marketing with both local and international perspective

CLO 2: To build an understanding and appreciation of the marketing challenges for service businesses and their similarity and differences from goods/manufacturing businesses

CLO 3: To develop skills to evaluate the customer experience and service quality of an organization and develop solutions designed to build competitive advantage.

CLO 4: To learn how the unique characteristics of service products impact on design and execution of marketing strategies for services.

CLO 5: To distinguish different service types that make up the services industry and draw implications for marketing strategy development

CLO 6: To foster critical thinking and problem solving skills in services marketing and management.

CLO 7: To plan and execute a project as part of a team and employ effective and efficient group work strategies in a problem solving environment

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√			

CLO 3	√			√	√
CLO 4	√				
CLO 5		√		√	
CLO 6	√				
CLO 7					√
Overall	√	√		√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 4- CLO 7	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

BA 4256: Retail Management

Credits: 3.00
/week.

Contact hours: 3.0 hrs.

Rationale of the Course:

This is a marketing major course focused on developing knowledge of contemporary application of retailing theory and research.

Course Content:

Introduction to Retailing: Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing. Understanding the Retail Consumer: Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consume Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain. Retail Location Selection: Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail location, Measurement of success of location. Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance. Retail Operations and Retail Pricing: Store administration, Premises management, Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices. Pricing strategies, Controlling costs. Retail Space Management and Marketing: Definition of Space Management, Store layout and Design, Visual Merchandising, Promotions Strategy, Relationship Marketing Strategies, CRM, Retail Marketing Mix, Retail Communication Mix, POP Displays. Emerging trends in retailing: Changing nature of retailing, organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To get familiar with the key terms, definitions, and concepts used in retail management with both local and international perspective

CLO 2: To understand retailing today, including kinds of stores, forms of ownership, kinds of merchandise, and careers in retailing.

CLO 3: To learn factors involved in planning, organizing, pricing, and physically handling merchandise in the retail environment in order to make a profit.

CLO 4: To learn retail marketing strategies, store sites selection, and human resource challenges in retailing

CLO 5: To learn how small and large retail organizations are structured

CLO 6: To Develop skills regarding retail information systems, supply chain management, customer relationship management (CRM) systems, merchandising, buying, retail pricing, the

retail communications mix, store management, store layout & design, visual merchandising, and customer service techniques merchandising, and customer service techniques

CLO 7: To plan and execute a project as part of a team and employ effective and efficient group work strategies in a problem solving environment

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√			
CLO 3	√	√		√	
CLO 4	√				√
CLO 5		√		√	
CLO 6	√				
CLO 7					√
Overall	√	√		√	

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Class Test, Mid Semester Exam
CLO 4- CLO 7	Reference Book, PPT, WB, Handout	Assignment, Final Semester Exam

Major: Management Information Systems

BA4261: Advanced Programming Concepts

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The course is designed to give ideas related to two parts. One is Operating systems which act as an intermediary between a user of a computer and the computer hardware. Two primary aims of operating systems are to manage resources (e.g., CPU time, memory) and control users and software.

Another is networking, which helps resolve the numerous errors related to data communication, bandwidth, IP address, etc. This course describes the fundamental concepts behind operating systems and examines how design goals can be achieved

Course Content:

Introduction to Digital Computers. Programming algorithms and flowchart construction. Representation in digital computers, binary number systems, binary arithmetic, and binary codes. Writing debugging and running structured programs using C language: data types, variables, constants, operators and expressions, assignments and type conversion in assignments, control flow, functions, and program structure, pointers and arrays, strings, advanced data types, the pointer to functions, and program structure, pointers and arrays, strings, advanced data types, a pointer to functions, user-defined data types, advanced operators, records, input/output, dynamic variables and linked lists, recursion, and graphics programming. The course includes lab work based on the theory taught, control flow, functions, and program structure, pointers, and arrays, strings, advanced data types, Cryptography, Encryption, Decryption, Cybersecurity basics, Domain Name System: A domain name, hosting, IP address, DNS message, Search box, Practical Session: Network error, IP set up, LAN set up, CMD performance measurement, Encryption, decryption, etc.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Describe the various technical terms used in networking and telecommunications

CLO 2: Resolve the numerous errors related to data communication, bandwidth, IP address, and so on.

CLO 3: Execute the CMD code to test network performance, attenuation, MAC, and IP address detection.

CLO 4: Analysis of ethical considerations in data access, network path without prior permission, and familiarity with cybersecurity issues.

CLO 5: Analyze the performance of a given network scenario using standards established by the ISO and the organization itself.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√	√		
CLO 3	√		√	√	
CLO 4		√			√
CLO 5					√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, Class Lectures, Lecture, visual presentation, Handout	Presentation, Quiz, Class Performance, Mid Semester Exam,
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Case Study, Assignment, Final Semester Exam

BA4262: Information Systems

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is designed to provide students with a foundational understanding of Information Systems (IS) as they apply to the computer industry. Topics will include Information Systems fundamentals; IS infrastructure; organizational and business strategies for Information Systems, Managing Information Systems; Information Systems for commerce and collaboration; business intelligence and Enterprise Information Systems; security, privacy, and ethics for Information Systems.

Course Content:

Introduction to Information systems: formal and informal information; information attributes; information system concept; Management information system. System development life cycle: system study frameworks for fact gathering, planning, requirement analysis, design considerations; system analysis; system design; input and output design; system implementation, testing and debugging, system maintenance; documentation. System design process: structured concept, modularity, top-down approach, data flow, and data structure printed design. System design tools: graphical representations, decision tables, HIPO, and other charts. Information systems, case study. Introduction to Business Systems: business environments; challenges and the need for information systems; uses and impact of information systems; kinds of information systems; underlying technologies needed in information systems; the development of information system strategies and of information systems; introduction to the management of information systems. Systems. Information security and safety critical systems; Data protection legislation; Computer Misuse Act

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Demonstrate an understanding of the scope, purpose, and value of information systems in an organization.

CLO 2: Analyze an understanding of the Information Systems and processes involved in utilizing the Internet for interacting with consumers.

CLO 3: Demonstrate an understanding of Enterprise Information Systems as they relate to enhancing business intelligence and processes.

CLO 4 Demonstrate an understanding of the processes involved in developing and securing Information Systems.

CLO 5: Demonstrate an understanding of the ethical issues associated with the integration of information systems into society.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			
CLO 2			√		
CLO 3			√	√	
CLO 4		√			
CLO 5					√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, Class Lectures, Lecture, visual presentation, Handout	Presentation, Quiz, Class Performance, Mid Semester Exam,
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Case Study, Assignment, Final Semester Exam

BA4263: Networking & Operating Systems

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The course aims to give an overview of how the Internet works and the difference between the Internet and the World-Wide Web. It introduces the basic principles of networked systems, the concept of a protocol, and the importance of layering in the design of the network

Course Content:

The logical and physical design and implementation of computer networks. The framework of layered architecture, different protocols, cable types and connectors, network naming and

security, wide area networks, network troubleshooting, file systems of Microsoft NT, installing, fault tolerance, WINNT resources, remote access, performance monitor, file systems of UNIX, basic commands, editors, and shell scripts.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Describe the functions which are unique to network operating systems vs other operating systems **CLO 2:** Install and configure a network operating system).

CLO 3: Understand the principles underlying networked systems, such as the Internet, including the importance of layering in protocol design; Install and configure common network servers such as SMTP and FTP servers; Install and configure common network utilities such as DNS and NFS.

CLO 4: Implement simple operating system components and basic algorithms.

CLO 5: Analyze the key features of local-area network technology, such as Ethernet.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√	√		
CLO 3			√	√	
CLO 4		√			
CLO 5					√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, Class Lectures, Lecture, visual presentation, Handout	Presentation, Quiz, Class Performance, Mid Semester Exam,
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Case Study, Assignment, Final Semester Exam

BA4264: Relational Database Management Systems

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The course is designed to develop and manage efficient and effective database applications and requires understanding the fundamentals of database management systems, techniques for the design of databases, and principles of database administration. This course emphasized database concepts, developments, use, and management in three main sections: database concepts, practice, and emerging trends. Relational database systems are the main focus, but other types, including object-oriented databases, are studied. The practical design of databases and development of database applications using modern software tools will be emphasized

Course Content:

The logical and physical design of the database uses computerized tools. Topic includes query optimization, DDL, DML, DCL, keys, joins, triggers, standard SQL functions e.g. count, nil, sum, order, and group by, snapshots, clusters, table space, etc. A great deal of emphasis will be given to query writing using the PL/SQL; forms and reports will be created by using different front-end tools, including The Relational Data Model and SQL.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To be able to apply analytical skills to map out the conceptual design for real-life problems and write database documentation, including data standards, procedures, and definitions for the data dictionary.

CLO 2: To be able to draw the model of Relational Database using the Entity Relationship (ER) model and explain the fundamental elements of the Database Management System.

CLO 3: To be able to evaluate the logical design to translate into a specific data model and physical design to meet system storage requirements.

CLO 4: Analysis of ethical considerations in data access, network path without prior permission, and familiarity with cybersecurity issues. To be able to evaluate MSSQL/MySQL/Oracle features and MSSQL /MySQL/Oracle-related products for maintaining the integrity and performance of enterprise databases.

CLO 5: Analyze the performance of a given network scenario using standards established by the ISO and the organization itself.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2			√		√
CLO 3			√	√	
CLO 4		√			
CLO 5					√

Overall	√	√	√	√	√
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Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, Class Lectures, Lecture, visual presentation, Handout	Presentation, Quiz, Class Performance, Mid Semester Exam,
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Case Study, Assignment, Final Semester Exam

BA4265: Database Systems

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is designed to make familiar with the importance of databases, core concepts, database design and its refinement, and a moderate level of expertise in SQL. Students should be able to design the database schema for at least a small-sized real-life application. Topics will include Information Systems fundamentals; IS infrastructure; organizational and business strategies for Information Systems, Managing Information Systems; Information Systems for commerce and collaboration; business intelligence and Enterprise Information Systems; security, privacy, and ethics for Information Systems

Course Content:

Database Management Systems provides comprehensive and up-to-date coverage of the fundamentals of database systems. Coherent explanations and practical examples have made this one of the leading texts in the field. Fundamental concepts. System organization and implementation of database systems. Relational, hierarchical, and network data models. File organizations and data structures. Query languages, query optimization. Database design. Concurrency control. Security issues evolving distributed database systems. The course includes lab work based on the theory taught. Data storage, Data Design, and Different Information backup.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Acquire the basic concepts and uses of databases with different applications/Systems.

CLO 2: Describe and apply different stages of database development using different data models.

CLO 3: Identify function dependencies and resolve database anomalies by normalizing database tables.

CLO 4: Build code of Structured Query Language (SQL) for database definition and manipulation using any DBMS.

CLO 5: Demonstrate an understanding of the ethical issues associated with the integration of information systems into society.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√				
CLO 2		√	√		
CLO 3			√	√	
CLO 4		√			
CLO 5					√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, Class Lectures, Lecture, visual presentation, Handout	Presentation, Quiz, Class Performance, Mid Semester Exam,
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Case Study, Assignment, Final Semester Exam

BA4266: E-Commerce & Web Programming

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is designed to introduce students to the technologies, tools, and software for designing, developing, and administering fully functioning e-Business websites. The practical steps needed to design and Developing professional websites will be discussed. The supporting databases, as well as the program codes used to enforce business rules and control transitional processing, will be described. Students will learn HTML5, CSS3, JavaScript, PHP, and database management systems and use them to create effective web pages and interactive websites

Course Content:

This course focuses on recognizing and explaining the electronic business processes and identifying and recommending the Internet and E-Commerce. Topics include implementation of and conducting E-Business and managing Web: the global and local market, business to business, Web application, corporate Web server management, legal considerations, Electronic Payment Systems (EPS), the role of the bank in E-commerce, the business model for E-commerce. It covers Microsoft BizTalk, SOAP, and XSL. A case study describing a bond trading system illustrates the patterns in practice, and the book offers a look at emerging standards, as well as insights into what the future of enterprise integration might hold. It provides a consistent vocabulary and visual notation framework to describe large-scale integration solutions across many technologies. It also explores in detail the advantages and limitations of asynchronous messaging architectures.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: This course aims at providing the basic concepts of designing, developing, and administrating the basic concepts of different technologies for creating e-Business Web-based Applications.

CLO 2: Recognize e-business models which create effective and interactive websites to support e-Commerce operations.

CLO 3: Examine the methods and technologies used to process online payments.

CLO 4: Understand the process of keeping the E-commerce site secure.

CLO 5: Analyze the performance of a given network scenario using standards established by the ISO and the organization itself.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√		√		√
CLO 2			√		
CLO 3		√	√	√	
CLO 4					
CLO 5					√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, Class Lectures, Lecture, visual presentation, Handout	Presentation, Quiz, Class Performance, Mid Semester Exam,

CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Case Study, Assignment, Final Semester Exam
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Major: Supply Chain Management

BA 4271: Sourcing and Operations in Procurement and Supply Chain Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The course provides a special emphasis on the development and management of strategic sourcing relationships and promotes an understanding of the strategic role of supply management in effective supply/demand/value chain operations. Purchasing and supply management play an essential role in the ability of the firm to operate efficiently and be competitive in the contemporary global business environment. Included in these processes are activities involved in identifying potential suppliers, creating relationships with selected suppliers, obtaining the needed materials in the most efficient quantities at the highest quality levels, and developing strategies designed to ensure an uninterrupted flow of goods and materials. The objective of this course is to make students aware of the demands placed upon purchasing professionals, and to understand the impact of purchasing on the competitive success and profitability of the firm. They must also have an understanding of legal and ethical considerations which affect purchasing decision-making.

Course Content:

Options for sourcing of requirements from suppliers: Explain the sourcing process in relation to procurement, Compare the main approaches to the sourcing of requirements from suppliers, develop selection and award criteria that can be commonly applied when sourcing requirements from external suppliers, Explain the main consequences on supply chains when sourcing requirements from suppliers. plan for sourcing goods or services from external suppliers: Choose appropriate selection criteria to inform the identification of appropriate external suppliers in the sourcing plan, choose a balance of commercial and technical award criteria in the sourcing plan, Produce a plan for the sourcing of goods or services from external suppliers. Assess the financial stability of potential suppliers. sourcing of requirements from external Understand compliance issues when sourcing from suppliers: Analyze the main legislative, regulatory and organizational requirements when sourcing in the not for profit, private and public sectors, Analyze the main legislative, regulatory and organizational requirements when sourcing from international suppliers. Understand the workflow involved when making agreements with suppliers : Explain the details that should typically be created in a purchase requisition, Explain the process for receiving quotations for the supply of goods or services, Assess the implications of contractual provisions that may be included in quotations for the supply of goods or services, Develop a standard purchase order for goods or services : Analyze the details that should typically be created in a purchase order, Complete a purchase order for goods or services, Workflow involved in procurement and supply : Calculate future demand from relevant data used within procurement and supply, Use data that relates to the pricing of goods or services for procurement and supply, Use financial data supplied

in sets of accounts to gauge the financial standing of organizations in procurement and supply, Draw conclusions from the operation of financial budgets for procurement and supply.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To understand the interrelationship among the drivers of supply chain

CLO 2: To realize the importance of Purchasing and Sourcing management in modern day business

CLO 3: To addresses the legal and ethical issues related to procurement and sourcing

CLO 4: To understand the power of negotiation in sourcing and procurement

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√			
CLO 2	√	√	√		
CLO 3				√	√
CLO 4		√		√	√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, PPT, WB, Handout	Class Performance, Quiz, Assignment, Final Semester Exam

BA 4272: Managing Risks in Supply Chain Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The ability to effectively manage risk in a supply chain is an absolute must in the skill set of any current supply chain professional. This course will equip and develop Procurement and Supply Chain professionals to be able to operate diligently and effectively with their supply base, mitigating any risks and maximizing all opportunities to gain competitive advantage in their market place.

Course Content:

Nature of risk affecting supply chains: Analyze the main risks that can impact on supply chains, Analyze the main methods for eliminating corruption and fraud in supply chains, Analyze the main operational risks in supply chains, Evaluate the main risks in supply chains that can impact on organizational corporate social responsibility and sustainability standards. Understand how effective project management can mitigate risks in supply chains: Analyze the main risks in supply chain projects that are addressed by effective project management, compare project life cycle models that can mitigate risks in supply chains, Evaluate the contribution that project planning can make to managing risks in supply chains, evaluate how the organization, implementation, monitoring and control of projects mitigate risks in supply chains. managing risk in supply chains: Analyze the use of contractual remedies for managing risks in supply chains, Analyze the use of outsourced third parties in risk management in supply chains, Evaluate the use of insurances for protection against risks in supply chains, Analyze the use of contingency plans to overcome risks in supply chains. Risk management strategies to mitigate risks in supply chains: Analyze the use of probability and impact assessments to manage risks in supply chains, develop a risk assessment and a risk register to mitigate risks in a supply chain, Explain the development of a risk management culture and strategy to improve supply chains, develop a strategy to mitigate risks in supply chains.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To understand the nature of risk affecting supply chains

CLO 2: To understand processes in managing risk in supply chains

CLO 3: To understand risk mitigation strategies in supply chains

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√		√		√
CLO 2		√		√	√
CLO 3	√		√	√	
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, Class Lectures, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Viva, Assignment, Final Semester Exam

BA 4273: Inventory and Logistics Operations

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The aim of this subject is to provide students with analytical skills that are necessary for the understanding of inventory and logistics management knowledge and principles. This subject emphasizes the importance of the roles and functions of inventory and warehousing operations in logistics management.

Course Content:

Implications of purchasing and supplying inventory: Classify the main types of inventory, Assess the costs involved in holding inventory, Explain the main techniques for the monitoring and control of inventory, Analyze the main techniques for calculating the future demand of inventory. Methods for the storage and movement of inventory: principles of stores and warehouse design, describe the use of product coding in inventory operations, describe the use of warehousing equipment. Principles of transportation in logistics: Explain the main modes of transportation in logistics, explain documentation that relates to transport in logistics, assess common types of incoterms in international logistics, Develop a plan for the transport of freight.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To demonstrate the importance of optimum inventory and efficient warehousing management in business

CLO 2: To analyze the different types of inventories, their costs and operations

CLO 3: To explain the layout and operations of a warehouse or distribution center

CLO 4: To understand the functions of packaging, the various modes of transportation, and both simple and complex distribution channels

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√			√	√
CLO 2		√		√	√
CLO 3	√			√	√
CLO 4				√	√
Overall	√	√		√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 2	Reference Book, Class Lectures, Handout	Presentation, Class Test, Class Performance, Mid Semester Exam
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Case Study, Assignment, Final Semester Exam

BA 4274: Strategic Supply Chain Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

Logistics and supply chain management as a source of competitive advantage. There is a realization that company can do better by its logistics system. This becomes more important as product life cycles are shrinking and competition is intense. Logistics and supply chain management today represent great challenges as well as tremendous opportunities for most firms. The design of a logistics system is critically linked to the objectives of the supply chain. The main goal in this course is to understand how logistical and cross functional drivers of supply chain can have the impact on the performance of the firm. The key will be to understand the link between supply chain structures and strategic decision which will be taken based on Supply chain drivers.

Course Content:

How strategic supply chain management can support and influence corporate and business levels of strategy : Critically assess the relationship between functional, business and corporate levels of strategy , Evaluate the contribution of strategic supply chain management to corporate and business strategy, Evaluate the impact of market change on strategic supply chain management to support and influence corporate and business levels of strategy, Critically compare the main approaches to the development and implementation of strategic relationship management in supply chains; Understand how different aspects of supply chain design can influence the supply chain strategy: Critically compare the main approaches to segmentation in designing supply chains, Analyze the main approaches to developing networked supply chains, Analyze the role of distribution systems in supply chain management, Evaluate the main ways of achieving lean and agile supply chains. Techniques to achieve effective strategic supply chain management : Review approaches to developing and implementing industry level collaboration to achieve effective strategic supply chain management, Evaluate the main approaches for the change management of stakeholders to achieve effective strategic supply chain management, Analyze the main approaches to measuring supply chain performance, Analyze how the development of knowledge and skills can help achieve effective

strategic supply chain management. create a plan to achieve effective strategic supply chain management: Critically analyze the range of techniques that can be used to optimize the effectiveness of the supply chain, Develop/design a strategic supply chain plan.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To understand the interrelationship between logistic (facility, inventory & transportation) and cross functional (information, sourcing & pricing) drivers of supply chain

CLO 2: To analyze the drivers of supply chain in strategic decision point of view

CLO 3: To demonstrate how can formulate the strategies for managing supply chain network

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√		√	
CLO 2		√	√		
CLO 3		√			√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, Class Lectures, Handout	Presentation, Quiz, Class Performance, Mid Semester Exam
CLO 3- CLO 5	Reference Book, Class Lectures, Handout	Case Study, Assignment, Final Semester Exam

BA 4275: Managing Contracts and Relationships in Procurement and Supply Chain Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This unit concentrates on approaches to contract and supplier relationship management involving stakeholders in these processes. Personnel involved in creating contracts and relationships with external organizations need to ensure outcomes that achieve organizational requirements including costs, quality, risk management and timing.

Course Content:

Dynamics of relationships in supply chains: Classify types of commercial relationships in supply chains, apply portfolio analysis techniques to assess relationships in supply chains, Classify the competitive forces that impact on relationships in supply chains, Analyze the sources of added value that can be achieved through supply chain relationships. legal aspects relating to the performance of contracts: Evaluate the elements of a legally binding agreement, compare implied and express terms that affect performance issues, Explain the recourses for non-performances in contract, Explain the main approaches to conflict resolution in commercial contracts. approaches to achieve the management of contracts: Assess the main types of contractual risk, interpret financial, technical and performance data relating to the performance of contracts, Assess the responsibilities for contract management, Explain the main responsibilities of a contract manager. Understand the main techniques for the management of contracts and suppliers: Compare contract management and supplier relationship management, Explain the main techniques for supplier relationship management, Explain the main techniques for supplier development, Explain techniques for relationship improvement.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To understand the dynamics of relationships in supply chains

CLO 2: To understand the legal aspects relating to the performance of contracts

CLO 3: To understand the main approaches to achieve the management of contracts

CLO 4: To understand the main techniques for the management of contracts and suppliers

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√		√		√
CLO 2		√		√	√
CLO 3	√			√	√
CLO 4			√		√
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 4	Reference Book, PPT, WB, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 5- CLO 6	Reference Book, PPT, WB, Handout	Quiz, Assignment, Final Semester Exam

BA 4276: Managing Service for Excellence Supply Chain Management***Credits: 3.00******Contact hours: 3.0 hrs. /week.*****Rationale of the Course:**

The material gains of a society are achieved by adding value to natural resources. In advanced societies, there are many organizations that extract raw materials, add value through processing them, and transform intermediate materials and components into finished products. There are, however, other organizations that facilitate the production and distribution of goods, and organizations that add value to lives through a variety of intangibles they provide. Outputs of this latter group are called services. The course focuses on the basic concepts, issues, and techniques for efficient and effective Service Management of Supply chain management. Special emphasis is placed on process improvement of service products of supply chain management.

Course Content:

Definition and Classification of Services; The services marketing mix; Service environment and services from the customers' perspective; The role of the “Servicescape”, and its impact on behavior is explored. Service Perceptions, four primary factors influencing customer perceptions of service are examined and how these perceptions influence service quality, customer satisfaction and value. Strategies for managing customer perceptions are discussed; Measuring Service Quality , Classical measures of service quality, their strengths and limitations; Managing the service delivery process , Internal customers and internal suppliers are examined and the concept of internal customer orientation is introduced; Business process reengineering and total quality management are then synthesized with an internal customer orientation into a tool for the design of services, identifying relationships between internal customers and external customers and service delivery employees ; Managing service delivery employees; The role of customers in service delivery (Virtual employees) , The role of customers receiving the service and others in the service environment is explored. Strategies for increasing customer participation in the service delivery process are examined. Reducing the dependency of service companies on people; Managing Relationships and Building Loyalty; Complaint Handling and Service Recovery; Improving Service Quality and Productivity; Organizing for Change Management and Service Leadership. Understand how to deliver effective customer service to improve workflow in procurement and supply: Review how customer service improves workflow in procurement and supply, explain how to clarify requirements when communicating with stakeholders, Explain how technology impacts on communications in procurement and supply.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To demonstrate a systemic understanding of service and supply chain management, and recognize their contribution within an organization

CLO 2: To utilize theories, concepts and frameworks to critically analyze and evaluate service and supply chain management problems

CLO 3: To understand decision making in relation to service and supply chain management and its application to managing projects and events; capacity and demand; controlling, and improving quality

CLO 4: To utilize appropriate concepts and models sufficiently to investigate problems, evaluate solutions and present recommendations

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	√	√		√	
CLO 2		√	√		√
CLO 3	√		√	√	
CLO 4	√	√		√	
Overall	√	√	√	√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

CLOs	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Reference Book, Class Lectures, Handout	Case Study, Presentation, Class Test, Mid Semester Exam
CLO 4- CLO 5	Reference Book, Class Lectures, Handout	Viva, Assignment, Final Semester Exam