

Course Plan
Bachelor of Business Administration (BBA)
Effective from the Academic Session 2019–2020

| Year | Course No. | Course Title |
|---|-------------------|--|
| 1 st Year 1 st Semester | MKT-111 | Introduction to Business |
| | MKT-112 | Principles of Management |
| | MKT-113 | Microeconomics |
| | MKT-114 | Computing and Information Systems |
| | MKT-115 | Bangladesh Studies |
| 1 st Year 2 nd Semester | MKT-121 | Macroeconomics |
| | MKT-122 | Financial Accounting |
| | MKT-123 | Business Mathematics – I |
| | MKT-124 | Business Communication |
| | MKT-125 | General Science & Environment |
| 2 nd Year 1 st Semester | MKT-211 | Principles of Marketing – I |
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| | MKT-213 | Human Resource Management |
| | MKT-214 | Insurance and Risk Management |
| | MKT-215 | Business Mathematics - II |
| 2 nd Year 2 nd Semester | MKT-221 | Principles of Marketing - II |
| | MKT-222 | Agricultural Marketing |
| | MKT-223 | Taxation & Auditing |
| | MKT-224 | Business Statistics – I |
| | MKT-225 | Fundamentals of Psychology |
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| | MKT-312 | Organizational Behavior |
| | MKT-313 | Integrated Marketing Communications |
| | MKT-314 | E- business |
| | MKT-315 | Business Statistics – II |
| 3 rd Year 2 nd Semester | MKT-321 | Legal Aspects of Marketing |
| | MKT-322 | Advertising |
| | MKT-323 | Entrepreneurship Development |
| | MKT-324 | Operations Management |
| | MKT-325 | Supply Chain Management |
| 4 th Year 1 st Semester | MKT-411 | Global Marketing |
| | MKT-412 | Product Planning and Development |
| | MKT-413 | International Economics |
| | MKT-414 | Corporate Governance & Social Responsibility |
| | MKT-415 | Econometrics |
| 4 th Year 2 nd Semester | MKT-421 | Brand Management |
| | MKT-422 | Marketing Research |
| | MKT-423 | Selling and Sales Management |
| | MKT-424 | Consumer Behavior |

| Year | Course No. | Course Title |
|------|------------|--------------------|
| | MKT-425 | Services Marketing |

First Year First Semester

Course No. MKT-111: Introduction to Business

Course Description

This course covers the contents enabling students to know the qualities of entrepreneurs and how businesses are organized and operated. Business can mean different things to different people. This course will help students examine the entire framework of a business, from the very beginning and become familiar with different marketing strategies and the role of finance in business. By taking this course, students will learn the vital roles that managers play in business. This course will also help them to know how to compete in a global business environment and achieve competitive advantage.

Contents

The Business Enterprise: Foundation of Business and Economics, Form of Business Ownership. Entrepreneurship, Franchising and Small Business.

The Environment of Business: Social Responsibility and Business Ethics.

Business Law and Government, International Business.

Management and Organization: Fundamentals of Management.

Organization the Business, Managing Production and Operation.

Human Resources: Human Relation and Motivation, Managing Human Resources, Labor Management Relations.

Marketing: Marketing Strategy, Product, Price, Distribution and Promotion.

Financial Management: Money and Banking, Financial Management.

Investment and Personal Finance, Risk Management and Insurance.

Accounting and Information Systems: Accounting Fundamentals, Computers and Management Information Systems.

Textbook: Steven J. Skinner; John M. Ivancevich, *Business for the 21st Century*, Richard D Irwin. (Latest Edition)

Reference Book: Glencoe, *Introduction to Business*, McGraw-Hill Education.

Course No. MKT-112: Principles of Management

Course Description

This course will help students acquire the basic knowledge of management and develop the fundamental managerial skills. This course includes the topics such as the meaning and importance of management, evolution of management thought, managerial decision making, environmental impact on management, corporate social responsibility, planning, setting objectives, implementing plans, organizing, organization design, managing change, human resource management: directing, motivation, leadership, managing work groups, controlling, control principles, processes and problems, and managing in a changing environment. After studying this course, students would be able to properly take managerial decisions and run their enterprises efficiently and effectively.

Contents

Introduction of Management: Definition of Management; Nature, Purpose and Principles of Management; Need for Organizations and Managers; Managerial Responsibility; Type of Managers; Management Process; Skills; Managerial Role; Concept of Productivity; Effectiveness and Efficiency; Managerial and Organizational Performance.

Environment: Internal and External Environment of Organizations; Components of External Environment; Elements of Direct Action Environment; Elements of Indirect action Environment; International Environment; Managing Environment.

Planning: Nature of Planning; Types of Planning; Steps in Planning; Tools and Techniques for Planning; The Planning Process.

Objectives: Nature of Objects; Management by Objectives (MBO); The Process of MBO; Setting Objectives; Benefits and Weakness of MBO.

Decision Making: Decision Making Process; Problem and Opportunity Finding; Nature of Managerial Decision Making; Other Factors in decision making; Decision Support Systems.

Organizing: Organizational Structure; Division of Works; Span of Management; Departmentalization; Line and Staff; Delegation of Authority; Centralization and Decentralization; Coordination; Committee and Group Decision Making.

Leading: Human Factors in Managing; Relevant Theories; Creativity and Innovation; Motivation; Leadership.

Controlling: Meaning and Importance of Control; Types of Control Methods; Control Process; Requirements of Effective Controls; Information Systems and Control.

Textbook: Stephen P. Robbins and Mary Coulter, *Management*, Pearson Education Limited. (14th Edition)

Recommended Books:

- (1) Ricky W. Griffin, *Management*, Cengage (12th Edition)
- (2) Harold Koontz Heinz Weihrich, *Management*, McGraw Hill Book Company.
- (3) James A F Stonner and R Edward Freeman, *Management*, Prentice Hall of India Private Limited, New Delhi.

Course No. MKT-113: Microeconomics

Course Description

Economics is a social science which studies the ways in which people interact with one another and make decisions in a world with limited resources. The goal of this course is to provide students with the basic tools to “think like an economist” – that is, to be able to use basic economic principles to ask and answer questions about how the world works and the effects of policies. This course will cover topics such as how individuals or firms make decisions about the demand or supply of a product, how to determine the efficiency of a market, and how to evaluate the costs and benefits of government intervention in a market.

Contents

Introduction: Definition of economics – Microeconomics vs Macroeconomics – Scope of economics – Meaning of economic theory – Some basic concepts: Product, commodity, want, utility, consumption, factors of production.

Utility Analysis: Indifference Curve Analysis: Utility functions – Indifference curves and maps – Budget constraints – Utility Maximization.

Demand: Law of demand – Factors determining demand Shifts in demand functions – Deriving demand curves – Substitution and income effects – Deriving aggregate demands – Various concepts of demand – elasticity and measurements – Methods of estimating demand functions and demand forecasting.

Supply: Law of supply and supply function – Determinants of supply – Shifts in supply – Elasticity of supply – Market equilibrium.

Production: Production functions – Total, Average and marginal products – Law of diminishing marginal physical products – Production isoquants - Marginal Rate of Technical substitution (MRTS) – Optimal combination of inputs – Expansion path returns to scale – Estimation of production function and efficiency criterion.

Cost: Concepts of cost – Short-run costs – Relation between short-run costs and production – Long-run costs – Economics and Diseconomies of scale – Relation between short-run and long run costs – Cost function and estimation of cost function.

Markets and Revenue: Meaning of market – Different forms of market – Concepts of total, average and marginal revenue- Relation between AR and MR curves – Relation between different revenues and elasticities of demand – Equilibrium of the firm.

Price and Output: Price and output determination under perfect competition, monopoly, monopolistic competition and oligopoly – profit maximization – Price discrimination – Plant shutdown decision – Barriers to entry.

Market Failure: Externalities, Public goods, market failures in information (Adverse selection, moral hazard and social insurance).

Factor Markets (Labor, Land and Capital): How market determine income? The labor market, land, natural resources and the environment, capital, interest and profits.

Textbook: Campbell McConnell and Stanley Brue and Sean Flynn, Economics, McGraw Hill. (21st Edition)

Reference Books:

- (1) Samuelson P. and W. Nordhaus, *Economics*, McGraw Hill Book Co., New York, USA. (19th Edition).
- (2) Mark A Lovewell, *Understanding Economics: A Contemporary Perspective*, Ryerson University, McGraw-Hill Education.
- (3) Mankiw, *Principles of Microeconomics*, Macmillan Press, UK
- (4) K. K. Dewett, *Modern Economics Theory*, S. Lac Charitable Trust, New Delhi.
- (5) R. J. Ruffin and P. R. Gregory, *Principles of Microeconomics*, Scott Foreguson & Company, Illinois, USA.

Course No. MKT-114: Computing and Information Systems

Course Description

Computing and Information Systems course will equip students with a wide range of knowledge and skills to meet the current demands of the industry and boost their career prospects. After studying this course, students would be able to be familiar with the basic operations of computer, data base management system, application of software, and the analysis of data which is highly essential to make decisions.

Contents

Introduction to Computers: A World of Computers, What is a Computer? (Data and Information), The Components of a Computer (Input Devices, Output devices, System Unit, Storage Devices, Communication Devices), Advantages and Disadvantages of Using Computers, Networks and The Internet, Computer Software (System Software, Application Software, Installing and Running Programs, Software Development), Categories of Computer, Personal Computers (Desktop Computers), Mobile Computers and Mobile Devices (Notebook Computers, Mobile Devices), Game Consoles, Servers, Mainframes, Supercomputers, Embedded Computers. Examples of Computer Usage (Home User, Small Office/Home Office User, Mobile User, Power User, Enterprise User), Computer Applications in Society (Education, Finance, Government, Health Care, Science, Publishing, Travel, Manufacturing).

The Internet and World Wide Web: The Internet (Connecting to the Internet, Access Providers, How Data and Information Travel the Internet, Internet Addresses), The World Wide Web (Browsing the Web, Web Addresses, Navigating Web Pages, Searching the Web, Types of Web Sites, Evaluating a Web Site, Multimedia on the Web, Web Publishing, E-Commerce), Other Internet Services (E-Mail, Mailing Lists, Instant Messaging, Chat Rooms, VoIP, FTP, Newsgroups and Message Boards).

Application Software: Application Software (The Role of System Software, Working with Application Software), Business Software (Word Processing Software, Developing a Document, Spreadsheet Software, Database Software, Presentation Software, Note Taking Software, Business Software Suite, Project Management Software, Personal Information Manager Software, Business Software for Phones, Accounting Software Document Management Software, Enterprise Computing Software), Graphics and Multimedia Software (Computer-Aided Design, Desktop Publishing Software for the Professional, Paint/Image Editing Software for the Professional, Video and Audio Editing Software for the Professional, Multimedia Authoring Software, Web Page Authoring Software, Software For Home, Personal and Educational Use (Personal Finance Software, Legal Software, Tax Preparation Software, Desktop Publishing Software for Personal Use, Paint/Image Editing Software for Personal Use), Clip Art/Image Gallery, Video and Audio Editing Software for Personal Use, Home Design/Landscaping Software, Travel and Mapping Software, Reference and Educational Software, Entertainment Software, Web Applications, Application Software for Communications, Learning Tools for Application Software (Web-Based Training).

The Components of the System Unit: The System Unit (The Motherboard), Processor (The Control Unit, The Arithmetic Logic Unit, Machine Cycle, The System Clock, Comparison of Personal Computer Processors), Data Representation, Memory (Bytes and Addressable Memory, Memory Sizes, Types of Memory, RAM, Cache, ROM, Flash Memory, CMOS, Memory Access Times), Expansion Slots and Adapter Cards (Removable Flash Memory), Ports and Connectors (USB Ports, FireWire Ports, Other Ports, Port Replicators and Docking Stations), Buses, Bays, Power Supply.

Input and Output: What is input? Keyboard and Pointing Devices (The keyboard, Mouse, Trackball, Pointing Stick), Touch Screens and Touch-Sensitive pads, Pen Input, Other Types of Input (Other Input for Smart Phones, Game Controllers, Digital Cameras, Voice Input, Video Input, Scanners and Reading Devices, Biometric Input, Terminals), What is Output? Display Devices (LCD Monitors and LCD Screens, Plasma Monitors, CRT Monitors), Printers (Producing Printed Output, Nonimpact Printers, Ink-Jet Printers Photo Printers, Laser Printers, Multifunction

Peripherals, Thermal Printers, Mobile Printers, Plotters and Large-Format Printers, Impact Printers), Other Output Devices (Speakers, Headphones and Earbuds, Data Projectors, Interactive Whiteboards).

Storage: Storage, Hard Disks (Characteristics of a Hard Disk, RAID, NAS, External and Removable Hard Disks, Miniature Hard Disks, Hard Disk Controllers, Maintaining Data Stored on a Hard Disk), Flash Memory Storage (Solid State Drives, Memory Cards, USB Flash Drives, Express Card Modules), Cloud Storage, Optical Discs (CDs, DVDs and Blu-ray Discs), Other Types of Storage (Tape, Magnetic Stripe Cards and Smart Cards, Microfilm and Microfiche, Enterprise Storage).

Operating System and Utility Programs: System Software, Operating Systems, Operating System Functions (Starting and Shutting Down a Computer, Providing a User Interface, Managing Programs, Managing Memory, Coordinating Tasks, Configuring Devices, Establishing an Internet Connection, Monitoring Performance, Providing File Management and Other Utilities, Updating Software Automatically, Controlling a Network, Administering Security), Types Of Operating Systems, Stand-Alone Operating Systems (Windows 13, Mac OS X, UNIX, Linux), Server Operating Systems, Embedded Operating Systems, Utility Programs (File Manager, Search Utility, Uninstaller, Image Viewer, Disk Cleanup, Disk Defragmenter, Backup and Restore Utilities, Screen Saver, Personal Firewall, Antivirus Programs, Spyware and Adware Removers, Internet Filters, File Compression, Media Player, Disc Burning, Personal Computer Maintenance).

Communications and Networks: Communications, Uses Of Computer Communications (Blogs, Chat Rooms, E-Mail, Fax, FTP, Instant Messaging, Internet, Newsgroups, RSS, Video Conferencing, VOIP, Web, Web 2.0, Web Folders and Wikis, Wireless Messaging Services, Wireless Internet Access Points, Cybercafés, Global Positioning Systems, Collaboration, Groupware, Voice Mail, Web Services, Networks (LANs, MANs and WANs, Network Architectures, Network Topologies, Intranets, Network Communications Standards), Communications Software, Communications Over the Telephone Network (Dial-Up Lines, Dedicated Lines), Communications Devices (Dial-Up Modems, Digital Modems: ISDN, DSL and Cable, Wireless Modems, Network Cards, Wireless Access Points, Routers), Home Networks (Wired Home Networks, Wireless Home Networks), Communications Channel, Physical Transmission Media (Twisted-Pair Cable, Coaxial Cable, Fiber-Optic Cable), Wireless Transmission Media (Infrared, Broadcast Radio, Cellular Radio, Microwaves, Communications Satellite).

Database Management: Databases, Data and Information (Data Integrity, Qualities of Valuable Information), The Hierarchy Of Data (Characters, Fields Records, Files), Maintaining Data (Adding Records, Modifying Records, Deleting Records, Validating Data), File Processing Versus Databases (File Processing Systems, The Database Approach), Database Management Systems (Data Dictionary, File Retrieval and Maintenance, SQL Operations, Data Security, Backup and Recovery), Relational, Object-Oriented and Multidimensional Databases (Relational Databases, Object-Oriented Databases, Multidimensional Databases), Web Databases, Database Administration (Database Design Guidelines, Role of the Database Analysts and Administrators Role of the Employee as a User), Datamining and Data warehouse.

Computer Security and Safety, Ethics and Privacy: Computer Security Risks, Internet and Network Attacks (Computer Viruses, Worms, Trojan Horses and Rootkits, Safeguards against Computer Viruses and Other Malware, Botnets, Denial of Service Attacks, Back Doors, Spoofing, Safeguards against Botnets, DoS Attacks, Back Doors, Firewalls, Intrusion Detection Software),

Unauthorized Access and Use (Safeguards against Unauthorized Access and Use, Identifying and Authenticating Users, Digital Forensics), Hardware Theft and Vandalism (Safeguards against Hardware Theft and Vandalism), Software Theft (Safeguards against Software Theft), Information Theft (Safeguards against Information Theft, Encryption), System Failure (Safeguards against System Failure), Backing Up - the Ultimate Safeguard, Wireless Security, Health Concerns of Computer Use (Computers and Health Risks, Ergonomics and Workplace Design, Computer Addiction), Ethics and Society (Information Accuracy, Intellectual Property Rights, Green Computing), Information Privacy (Electronic Profiles, Cookies, Spyware and Adware, Spam, Phishing, Social Engineering, Privacy Laws, Employee Monitoring, Content Filtering, Computer Security and Safety).

Information System Development and Programming Languages: System Development (Who Participates in System Development?, Project Management, Feasibility Assessment, Documentation, Data and Information Gathering Techniques, What Initiates System Development?, Planning Phase, Analysis Phase, Design Phase, Implementation Phase, Operation, Support, and Security Phase), Programming Languages And Program Development Tools (Low-Level Languages, Procedural Languages, Object-Oriented Programming Languages and Program Development Tools, Other Programming Languages and Development Tools, Web Page Development, Multimedia Program Development), Program Development (What Initiates Program Development?, Control Structures).

Enterprise Computing: What Is Enterprise Computing? Information Systems in the Enterprise, Enterprise-Wide Technologies and Methodologies, Virtualization and Cloud Computing, E-Commerce, Enterprise Hardware, High Availability Scalability and Interoperability, Backup Procedures.

Introduction to Excel: Basic Excel for the Beginners.

Introduction to SPSS: What is SPSS? Data Management through SPSS, Creating Graphs and Cross Tables through SPSS.

Introduction to R: Why R? The Very of the R Interpreter, The Building Blocks, Matrices, Data Frames, Graphics, Programs using R.

Basic Terminology in Artificial Intelligence: AI vs AGI, Modern AI Techniques, The Machine Intelligence Continuum, The Challenges of AI, How to Develop an Enterprise AI Strategy?, AI for Enterprise Functions, Business Intelligence and Analytics.

Textbook: Gary B. Shelly, Misty E. Vermaat, *Discovering Computer - Fundamentals*, Cengage Learning. (8th Edition)

Reference Books:

- (1) Peter Haschke, *An Introduction to R*, or any book.
- (2) Mariya Yao and Adelyn Zhou, *Applied Artificial Intelligence - A Handbook for Business Leaders*.

Course No. MKT-115: Bangladesh Studies

Course Description

This course introduces students of business administration to the historical, ecological, social, economic, political, governmental, financial and developmental aspects of Bangladesh. It also helps students to know about Bangladesh, its people, origin, area, history & resources of Bangladesh, government, constitution, politics, administration, policies, and economy.

Contents

Unit –I History of Bangladesh

People of Bangladesh, Origin and Anthropological Identity; Territories of Bangladesh in Ancient Time; Bangladesh during the Muslim Rule; British Colonial Rule in Indian Sub-Continent; The Pakistan Movement and the Birth of Pakistan; Language Movement, 1948-52; Juktafront Elections, 1954 and Six Point Program, 1966; Mass Upsurge of 1969 and Elections, 1970; Liberation War, 1971 and Birth of Bangladesh.

Unit- II Physical and Natural Resources of Bangladesh

Physical Features of Bangladesh; Location, Climate, and major Physiographic Units; Surface Water Inflow and River Systems of Bangladesh; Pattern of Agriculture and types of Forest in Bangladesh; Mineral Resources and Industrial Setup in Bangladesh; Density and Distribution of Population in Bangladesh.

Unit –III Political Administration and Legal Environment of Bangladesh

Forms of Government and State Mechanisms (Executive, Legislature, Judiciary) of Bangladesh; Constitution of Bangladesh and its Amendments; administrative Structure of Bangladesh; Political Parties of Bangladesh; Different Political Regimes of Bangladesh; Foreign Policy of Bangladesh.

Unit- IV Socio-economic Environment of Bangladesh

Social Structure and Social Stratification in Bangladesh; Population Migration from Rural to Urban areas in Bangladesh; Ethnic Minorities in Bangladesh; Social Problems of Bangladesh; Macroeconomic Trends of Bangladesh Economy: GDP, Savings, Investment and Employment; Thrust Areas of Bangladesh Economy: Poverty Alleviation and Private Sector Development.

Textbook: Mr. Sirajul Islam, *History of Bangladesh: Social and Cultural History, Political History, Economical History*

Reference Books:

- (1) Banglapedia: National Encyclopedia of Bangladesh, Edited by Prof. Sirajul Islam. (Latest Edition) (2006)
- (2) Mr. A F Salauddin Ahmed, *Bangladesh National Culture and Heritage: An Introductory Reader* Edited
- (3) Sate Owned Enterprises: Power and Energy, Transport and Communication.

First Year Second Semester

Course No. MKT-121: Macroeconomics

Course Description

Macroeconomics studies the aggregate behavior of the economy. This course provides an introduction to the economic analysis of key macroeconomic variables such as output, employment, inflation, interest rates and exchange rates. The important elements of the course include measurement of macroeconomic variables, the development of models and theories to explain the behavior of macroeconomic variables, the use of empirical evidence in evaluating different models, and the role of government policy in seeking to influence macroeconomic outcomes. The course will provide students with a framework for understanding the workings of the whole economy and the various interactions among households, business and governments.

Contents

Introduction: Definition of macroeconomics - Meaning of economic models - Goals of economic policy - Definition of macro-economic variables: inflation, unemployment, Productivity, production capacity, input, output, business cycle - Aggregate demand and aggregate supply.

National Income accounting: Gross National Income (GNP) - Circular flow of income - The expenditure approach - The income approach - The output approach - Other income concepts - Real Vs nominal GNP - Limitation of GNP as measure of human welfare.

Market Economy: Determination of AD, AS, Markets and prices - Operation of Market economy - Economic decisions in market economy.

Income Determination: Savings and investment - Consumption schedule: household and national - Average and marginal propensity to consume - Multiplier effect - Impact of government tax and expenditure.

Inflation: Measures of inflation - Causes of inflation - Source of inflationary pressure - Consequences of inflation - deflation.

Money and Monetary Policy: Meaning of money - Different concepts of money (M1, M2, M3) - Credit creation by banking system - Function of money - Demand for and supply of money - Velocity of money - Long-run impact of money on prices - Short-run impact of money on output- Changes in income velocity - Monetary policy.

Fiscal Policy: Theory of fiscal policy - Relationship of fiscal policy to monetary policy - Problems in implementing fiscal policy.

Employment: Labor demand schedule - Real wage rate and aggregate demand for and supply of labor - Inflation and the equilibrium - real wage rate and employment - Impact of market power on employment and prices - The effect of aggregate demand and supply on output and prices- Phillips Curves - Price and wage control - Unemployment and its types - Removing unemployment.

Open Economy: Exchange rate regimes, Balance of payments, Fiscal and monetary policy.

Textbook: Samuelson P. and W. Nordhaus, *Economics*, McGraw Hill Book Co., New York, USA. (19th Edition)

Reference Books:

- (1) N Gregory Mankiw, *Principles of Macroeconomics*, Macmillan Press, UK.
- (2) David C. Klingaman, *Principles of Macroeconomics*, Wordsworth Publishing company, USA.
- (3) K. K. Dewett, *Modern Economics Theory*, S. Lac Charitable Trust, New Delhi.
- (4) H. L. Ahuza, *Modern Economics*, S. Chand & Co. Ltd. New Delhi, India.

Course No. MKT-122: Financial Accounting

Course Description

This course is designed to give students an understanding of accounting concepts, principles, processes, and their applications in real-life business world. It also introduces the ways of preparing and reporting financial statements. After studying this course, students would be able to prepare financial statements of any organization, make analyze of financial statements, and make relevant financial decisions for the organization.

Contents

Accounting: The Language of Business: Purposes and nature of accounting, Language of business, Uses and users of accounting Information, History of accounting, Bookkeeping and accounting, Accounting profession.

Accounting Principles: Conceptual Framework for Accounting: Basic objectives, Qualitative characteristics of Accounting Information, Basic elements of financial statements, GAAP- Basic assumptions, principles & constraints.

Accounting Process: Double entry recording process, Accounting equation, Effects of transactions on the accounting equation.

Accounting Cycle: Steps in Accounting cycle, Identification and recording of Transactions- Journalizing, Posting to the ledger, Preparation of trial balance.

Accounting Information Systems: Developing an accounting system, Subsidiary ledger, Special Journal: Advantages of special journal-cash receipt journal, sales journal, Purchase journal, Cash payment journal, and General Journal.

Preparation of Worksheet: Unadjusted trial balance, Adjustments, Closing entries, Post- closing trail balance, Reversing entries, Using a worksheet to prepare financial statements.

Financial Statements for Merchandise Operations: Income Statement-Importance, Limitation, Preparation of income statement: single-step, multiple step, Balance Sheet-Usefulness of balance sheet, Limitation, Preparation of balance sheet.

Cash Flow Statement: Cash flow from operating activities, cash flow from investing activities, cash flow from financing activities, Significant non cash activities.

Analysis of Financial Statement: Need for comparative analysis, Tools of financial statement analysis, Horizontal analysis, Vertical analysis, Ratio analysis, Limitations of financial statement analysis.

Textbook: Jerry J. Weygandt, Donald E. Kieso and Paul D. Kimmel, *Accounting principles*, John Wiley & Sons Inc.

Reference Books:

- (1) Caldwell Needles and Anderson, *Principles of Accounting*, Houghton Mifflin Company.
- (2) William W. Pyle and Kermit D. Larson, *Fundamentals of Accounting Principles*, Irwin Inc. Illinois.

Course No. MKT-123: Business Mathematics - I

Course Description

Business Mathematics-I is designed to help students acquire the basic mathematical tools, methods, and techniques needed to understand and analyze business problems and help solve these problems objectively. There are no prerequisites for Business Mathematics-I. However, students are expected to be able to perform the basic arithmetic operations—addition, subtraction, multiplication, and division—with ease, and to have some familiarity with fractions, with algebraic operations, and with some basic mathematical principles.

Contents

Introduction: Refreshers on the essential concepts of algebra- Importance of Business Mathematics in Marketing.

Linear Equations and Functions: Introduction- Slope-equations of a line slope intercept form- Straight line equations given a point and slope- Straight line equations from two points- Horizontal and vertical lines- Parallel and perpendicular lines- Lines through the origin- Piece-wise linear functions- Interpretive exercises: Cost output analysis- Breakeven point interpretations- Linear demand functions.

Systems of linear equations: Introduction- Number of solutions possible in a system- Operations on linear system- Elimination procedure: Unique solutions- Elimination procedure: Non unique solutions- Applications: Mixture problems- Supply and demand analysis-Two product supply and demand analysis.

Set Theory: Theory of sets, elements, Methods of Describing a set – Types of sets- Operations of sets -Union and Intersection of sets - complement of a set-power set, Algebra of sets - Difference of two sets - partition of a set - Number of Elements in a Finite set - Set Relations - Related problems and Applications of set theory.

Permutations and Combinations: Fundamental rules of counting- Permutations- Factorial notation- Permutations of n different things- Circular permutations- Permutations of things not all different- Restricted permutations- combinations- Restricted Combinations- Combinations of things not all different.

Real Number system: Number system - The Natural Number's- The integers - Prime Numbers - Rational Numbers and Irrational Numbers - Real Numbers: Properties of rational and real numbers - Imaginary and Complex Numbers.

Indices and Surds: Definition of Indices -- Laws of Indices-positive and fractional Indices operation with power functions. Definition of surds - Similar Surds - Operations on Surd - Root of Mixed Surd.

Natural and Common Logarithms: Definitions - Rules and use of log and Antilog-Applications.

Mathematics of Finance: Introduction - Simple interest and the future value – Simple discount: Present value – Bank discount- Effective rate: Simple interest- Compound interest- the future value-the Conversion period- finding the time and the interest rate- Compound discount- present value- Effective rate: Compound Interest- Continuous compounding- Ordinary annuities: Future value- Ordinary annuities: sinking funds- Ordinary annuities: Present value- Ordinary annuities: Amortization.

Textbook: Gordon D. Prichett, John C. Saber and Earl K Bowen, *Mathematics with Application in Management and Economics*, Irwin, (7th Edition)

Reference Book: D.C. Sanchati & V.K. Kapoor, *Business Mathematics*, Sultan Chand & Sons (P) Ltd.

Course No. MKT-124: Business Communication

Course Description

This course is designed to give students a comprehensive view of business communication within and outside the organization. After studying this course, students will be able to apply different strategies and tools to make effective and efficient communication with people inside and outside the organization. In addition, students will also be able to communicate using modern tools and media of communication. This course also develops an awareness of the importance of succinct written expression to modern business communication.

Contents

Communication in the Workplace: The Role of Communication in Business, The Business Communication Process, Business Communication: The Bottom Line.

Adaptation and the Selection of Words: The Importance of Adaptation, Suggestions for Selecting Words, Suggestions for Nondiscriminatory Writing.

Construction of Clear Sentences and Paragraphs: The Importance of Adaptation, Care in Sentence Design, Care in Paragraph Design.

Writing for a Positive Effect: The Importance of a Positive Effect, Conversational Style, You-Viewpoint, Accent on Positive Language, Courtesy, The Role of Emphasis.

The Writing Process and the Main Forms of Business Messages: The Importance of Skillful Writing, The Process of Writing, The Importance of Readable Formatting, Letters, Memorandums, Email, The Newer Media in Business Writing.

Directness in Good-News and Neutral Messages: The Prevalence of Directness in Business, Preliminary Assessment, The General Direct Plan, Routine Inquiries, Favorable Responses, Adjustment Grants, Order Acknowledgments and Other Thank-You Messages, Operational Messages, Other Direct Message Situations.

Indirectness in Bad-News Messages: Situations Requiring Indirectness, The General Indirect Plan, Refused Requests, Claims, Adjustment Refusals, Negative Announcements, Other Indirect Messages.

Indirectness in Persuasive Messages: The Rationale for Indirectness, General Advice about Persuasion, Persuasive Requests, Sales Messages, Proposals.

Communicating in the Job-Search Process: The Job Search, Preparing the Application Documents, Constructing the Resume, Writing the Cover Message, Handling the Interview, Following Up and Ending the Application.

Basics of Report Writing: Reports and Your Future, 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.

Types of Business Reports: An Overview of Report Components, Characteristics of Shorter Reports, Forms of Shorter Reports, Types of Short Reports, Components of Long, Formal Reports, The Structural Coherence Plan, The Long Analytical Report Illustrated.

Graphics in Reports and Other Documents: Planning the Graphics, Determining the General Mechanics of Construction, Constructing Textual Graphics, Constructing Visual Graphics, Placing and Interpreting the Graphics.

Oral and Interpersonal Communication: The Prevalence of Oral Communication, Informal Talking, Conducting and Participating in Meetings, Using the Phone, Using Speech Recognition for Messages and Reports, Listening, The Reinforcing Role of Nonverbal Communication.

Oral Reporting and Public Speaking: Mastering Formal Speaking, Reporting Orally, Making Formal Speeches, Preparing to Speak, Giving Team (Collaborative) Presentations, Presenting Virtually.

Cross-Cultural Communication: The Growing Importance of Cross-Cultural Communication, Dimensions of Cultural Difference, Problems of Language, Advice for Communicating Across Cultures.

Correctness of Communication: The Importance of Correctness, The Nature of Correctness, Standards for Punctuation, Standards for Grammar, Standards for the Use of Numbers: No, Spelling: SP, Capitalization: Cap.

Technology-Enabled Communication: Technological Support for Writing Tasks, Tools for Constructing Messages, Print versus Online Documents, Computer Tools for Creating Electronic Documents, Computer Tools for Collaboration, A Look to the Future.

Business Research Methods: Conducting Business Research, Secondary Research, Primary Research.

Textbook: Kathryn Rentz, Marie E. Flatley and Paula Lentz, *Lesikar's Business Communication: Connecting in a Digital World*, McGraw-Hill Irwin. (13th Edition)

Course No. MKT-125: General Science & Environment

Course Description

This course primarily focuses on the development of basic scientific skills and concepts in chemistry, physics, and earth science. This course will help students become familiar with the basic knowledge of general sciences necessary for business operations. After studying this course, students will also be familiar with how the business problems are related to different disciplines of sciences.

Contents

Introduction to General Science and Environment: Definition and scope of General Science and Environment, branches of science and environment, elements of environment, structure and components of an ecosystem; food chain and food web, energy flow in ecosystem, major challenges that are topics for environmental science, cross section of human brain, memory, relationship between science and business.

Force of Gravity, Weight and Friction: Basic concepts of gravitational force, weight of standard masses and friction.

Speed, Velocity and Acceleration: Definition of speed, velocity and acceleration, average speed-actual speed-scalar and vector quantities-distance and displacement-velocity-acceleration

Newton's Laws of Motion: Newton's first law of motion-momentum, Newton's second law of motion-to verify experimentally that $F = ma$ - weight of a body expressed in newtons- to calibrate a spring balance to measure mass as well as weight – weight of a body in a lift, Newton's third law of motion-conservation of momentum – rocket propulsion- jet engine

Work, Energy and Power: Definition, sun is the ultimate source of energy, renewable and nonrenewable energy resources, conservation of energy, Crude oil and useful materials from crude oil.

Atoms – The big idea: Definition, structure, elements and compounds, How electrons are arranged- how ideas of the atoms are developed– Dalton's atomic theory, Rutherford's atomic model, Bohr's atomic model, more about atoms- isotope, isotones and isobars.

Bonding: Definition, Types of chemical bonds – ionic, covalent, coordinate covalent, Metallic, Hydrogen, Shapes of molecules, Valence electron. Periodic table, Electronic configurations from the periodic table, Periodic properties of the elements.

Reactions, Equations, and Amounts: The masses of atoms, percentage composition of a compound, the formula of compound, equations for chemical reactions, calculations from equations.

Chemistry and the Environment: General ideas about biogeochemical cycle, pollution and eutrophication, carbon and nitrogen cycles, water cycle, Good drinking water-clean water, cleaning sewage, drinking water, modern nanotechnology used for drinking water purification in Bangladesh, Air, water and sound pollution, Water and fertilizers- eutrophication, nitrates in drinking water, causes, consequences and remediation of eutrophication.

Greenhouse Effects and Global warming: Basic concepts, Burning fuels and the air- burning coal, burning petrol and diesel oil, green house, greenhouse gases, green ozone/greenhouse effect-the ozone hole, the greenhouse effect, global warming, their effects and possible measures taken to reduce global warming, carbon trading.

Biodiversity and Biotechnology: Basic concepts of Biodiversity, types and importance of biodiversity, global status of biodiversity and mega-diversity countries of the world, Conservation of biodiversity, Biotechnology, its development and importance, genetically modified organisms (GMO's), Plant tissue culture, genetic engineering and its basic steps, PCR, stem cell concept, biology of reproductive cloning.

Textbooks/Reference Books:

- (1) Jearl Walker, David Halliday, and Robert Resnick, *Fundamentals of Physics*, John Wiley & Sons, Inc. (10 Edition)
- (2) Betty Green, *Fundamentals of Chemistry*, Global Media, Bhagirath Palace, Delhi.
- (3) David Goldberg, *Fundamentals of Chemistry*, McGraw Hill Inc.
- (4) Jan J. Boersema and Lucas Reijnders, *Principles of Environmental Sciences*, Springer Science + Business Media B.V.
- (5) Michael Allaby, *Basics of Environmental Science*, Routledge.

Second Year First Semester

Course No. MKT-211: Principles of Marketing – I

Course Description

This course introduces students to the basic concepts, principles, processes, tools, and techniques of marketing. As an ever-changing discipline, this course will help students become familiar the evolution of marketing, shifts of marketing tools, techniques, and strategies. After studying this course, students would be able to understand how a marketing executive can ensure rewarding experience to customers, build strong brand loyalty, create a solid customer base, and create win-win situation for both the customers and the company.

Contents

Part 1: Defining Marketing and the Marketing Process

Marketing: Creating Customer Value and engagement: What is Marketing, Understanding the Marketplace and Customer Needs, Designing a Customer Value-Driven Marketing Strategy, Preparing an Integrated Marketing Plan and Programs and Building relationships, Capturing Value from Customers, The Changing Marketing Landscape, So What is Marketing- Pulling it all together.

Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships: Company-wide Strategic Planning: Defining Marketing's Role, Planning Marketing: Partnering to Build Customer Relationship, Marketing Strategy and the Marketing Mix, Managing the Marketing Effort, Measuring and Managing Marketing Return on Investment.

Part 2: Understanding the Marketplace and Consumer Value

Analyzing the Marketing Environment: The Microenvironment: The Company, Suppliers, Marketing Intermediaries, Competitors, Publics, Customers. The Macroenvironment: The Demographic Environment, The Economic Environment, The Natural Environment, The Technological Environment, The Political and Social Environment and The Cultural Environment, Responding to the Marketing Environment.

Managing Customer Information to Gain Insights: Marketing Information and Customer Insights, Assessing Marketing Information Needs, Developing Marketing Information, Marketing Research, Analyzing and Using Marketing Information, Other Marketing Considerations.

Consumer Markets and Buyer Behavior: Model of Consumer Behavior, Characteristics Affecting Consumer Behavior, Types of Buying Decision Behavior, The Buyer Decision Process, The Buyer Decision Process for New Products.

Business Markets and Business Buyers Behavior: Business Markets: Market Structure and Demand, Nature of the buying Unit, Types of decisions and the Decision Process, Business Buyer Behavior: Major Types of Business Buying Situations, Participants in the Business Buying Situations, Major Influences on Buying Buyers, The Business Buying Process, E-Procurement and Online Purchasing, Institutional and Government Market.

Part 3: Designing a Customer Value–Driven Strategy and Mix

Customer Value–Driven Marketing Strategy: Creating Value for target Customers: Segmentation: Segmenting Consumer Market, Segmenting Business Market, Segmenting International Market, Requirements for Effective Segmentation. Market Targeting: Evaluating Major Segments, Selecting Target Market Segments. Differentiation and Positioning: Positioning

Maps, Choosing a Differentiation and Positioning Strategy, Communicating and Delivering the Chosen Position.

Textbook: Philip Kotler, Gary Armstrong and Marc Oliver Opresnik, *Principles of Marketing*, Pearson Education Limited. (17th Edition)

Reference Books:

- (1) W.J. Stanton, Michael J Etzel, and Bruce J. Walker, *Fundamentals of Marketing*, McGraw Hill. (10th Edition)
- (2) William Perreault and Joseph Cannon and E. Jerome McCarthy, *Essentials of Marketing*, McGraw-Hill. (16th Edition)

Course No. MKT-212: Financial Management

Course Description

This course will help students develop a basic understanding of business finance which deals with how organizations effectively manage their operating and fixed assets and fund them with an optimal mix of debt and equity financing. Topics covered in this course are time value of money, financial statement analysis, financial forecasting, working capital management and short-term borrowing, valuing financial assets, cost of capital, capital budgeting and risk, capital markets and sources of long-term financing, and dividend policy. After studying this course, students will be able to acquire basic managerial skills required to serve any company as a financial manager.

Contents

An Overview of Financial Management and the Financial Environment: Concepts of Finance and Financial Management, Financial Management Decisions, the Primary Objective of the Corporation: Value Maximization, An Overview of the Capital Allocation Process Financial Institutions, Financial Markets, The Secondary Stock Markets, The Cost of Money, Determinants of Market Interest Rate, Risks Associated with Investing Overseas, Economic Factors Influencing Interest Rate, Agency Problems.

Financial Statements, Cash Flow, and Taxes: Financial Statements and Reports: The Balance Sheet, the Income Statement, Statement of Stockholders' Equity, Operating Capital, Operating Profit, Free Cash Flow, Net Cash Flow, Statement of Cash Flows, Modifying Accounting Data for Managerial Decisions, MVA and EVA.

Analysis of Financial Statements: Financial Analysis, Liquidity Ratios, Asset Management Ratios, Debt Management Ratios, Profitability Ratios, Market Value Ratios, Trend Analysis, Common Size Analysis, and Percentage Change Analysis, Tying the Ratios Together: The Du Pont Equation, Comparative Ratios and Benchmarking, Uses and Limitations of Ratio Analysis, Looking beyond the Numbers.

Time Value of Money: Time Value of Money, Time Lines, Future Values, Present Values, Finding the Interest Rate, Finding the Number of Years, Annuities, Future Value of an Ordinary Annuity, Future Value of an Annuity Due, Present Value of Ordinary Annuities and Annuities Due, Finding Annuity Payments, Periods, and Interest Rates, Perpetuities, Uneven, or Irregular, Cash Flows, Future Value of an Uneven Cash Flow Stream, Solving for I with Irregular Cash Flows, Semiannual and Other Compounding Periods, Fractional Time Periods, Amortized Loans, Growing Annuities.

Short-Term Financing: Sources of Short-Term Financing, Spontaneous Financing: Trade Credit,

Stretching Accounts Payable, Accrued Expenses, Types of Negotiated Financing: Commercial Paper, Bankers' Acceptances, Line of Credit, Revolving Credit Agreement, Transaction Loan, Secured (or Asset-Based) Loans: Accounts-Receiveable-Backed Loans, Inventory-Backed Loans, Factoring Accounts Receivable.

Risk, Return, and the Capital Asset Pricing Model: Concepts of Risk, and Return, Returns on Investments, Stand-Alone Risk, The Trade-off between Risk and Return, Risk in a Portfolio Context, Calculating Beta Coefficients, The Relationship between Risk and Return, Some Concerns about Beta and the CAPM, Security Market Line, Efficient Portfolio, Portfolio Returns, Risk, and Attainable Set of Portfolios, Risk/Return Indifference Curves, Selecting the Optimal Portfolio of Risky Assets, Investor Equilibrium: Combining Risk-Free Asset with Market Portfolio.

Bonds, Bond Valuation, and Interest Rates: Bonds, Bond Valuation, and Interest Rates, Who Issues Bonds? Key Characteristics of Bonds, Bond Valuation, Changes in Bond Values over Time, Bonds with Semiannual Coupons, Bond Yields, The Pre-Tax Cost of Debt: Determinants of Market Interest Rates, The Real Risk-Free Rate of Interest, r^* , The Inflation Premium (IP), The Nominal, or Quoted, Risk-Free Rate of Interest, r_{RF} , The Default Risk Premium (DRP), The Liquidity Premium (LP), The Maturity Risk Premium (MRP), The Term Structure of Interest Rates, Financing with Junk Bonds 205 Bankruptcy and Reorganization.

Stocks, Stock Valuation, and Stock Market Equilibrium: Legal Rights and Privileges of Common Stockholders, Types of Common Stock, The Market Stock Price versus Intrinsic Value, Stock Market Reporting, Valuing Common Stocks, Valuing a Constant Growth Stock, Expected Rate of Return on a Constant Growth Stock, Valuing Nonconstant Growth Stocks, Stock Valuation by the Free Cash Flow Approach, Market Multiple Analysis, Preferred Stock, Stock Market Equilibrium, The Efficient Markets Hypothesis.

The Cost of Capital: The Weighted Average Cost of Capital, Basic Definitions, Cost of Debt, $r_d(1 - T)$, Cost of Preferred Stock (r_{ps}), Cost of Common Stock (r_s), The CAPM Approach, Dividend-Yield-Plus-Growth-Rate, or Discounted Cash Flow (DCF), Approach, Over-Own-Bond-Yield-Plus-Judgmental-Risk-Premium Approach, Comparison of the CAPM, DCF, and Over-Own-Bond-Yield-Plus-Judgmental-Risk-Premium Methods, Adjusting the Cost of Equity for Flotation Costs, Composite, or Weighted Average, Cost of Capital (WACC), Factors That Affect the WACC, Adjusting the Cost of Capital for Risk, Privately Owned Firms and Small Businesses, Four Mistakes to Avoid.

The Basics of Capital Budgeting: Evaluating Cash Flows: An Overview of Capital Budgeting, Net Present Value (NPV), Internal Rate of Return (IRR), Multiple Internal Rates of Return, Reinvestment Rate Assumptions, Modified Internal Rate of Return (MIRR), NPV Profiles, Profitability Index (PI), Payback Period, Conclusions on Capital Budgeting Methods, Decision Criteria Used in Practice, Other Issues in Capital Budgeting.

Textbook: Michael C. Ehrhardt and Eugene F. Brigham, *Financial Management: Theory and Practice*, South-Western Cengage Learning. (15th Edition)

Reference Book: Van Horne and John M Wachowicz, *Fundamentals of Financial Management*, Prentice Hall. (13th Edition)

Course No. MKT-213: Human Resource Management

Course Description

This course will help students to be familiar with the management of an organization's workforce

through the design and implementation of effective human resources policies and procedures. Topics include the need for human resources management and its growing professionalism, human resource planning including job design and analysis, recruitment and selection, compensation, employee development, workplace health and safety, and employee relations. This course also focuses on current Bangladeshi human-related issues and practices. After studying this course, students will be able to make HR related decisions efficiently and effectively.

Contents

Part 1 - Understanding HRM

HRM in a Changing Environment: Understanding cultural Environments, The impact of technology, Workforce Diversity, The labor Supply, Continuous improvement programs, Employee involvement, Other HRM challenges, A look at ethics.

Introduction to HR Functions: Why is HRM important to an Organization?, The HRM Functions, How external Influences affect HRM, Structure of the HR Department, HR trends and opportunities, HRM in a small business, HRM in a global environment, HR and corporate ethics.

Part 2 - The Legal and Ethical Context of HRM

Employment Laws: Laws affecting discriminatory practices, Equal Employment Opportunity, Preventing discrimination, HRM in a global environment.

Employer and Employee Rights: Current issues regarding employee rights, The employment – at – will Doctrine, Discipline and employee rights.

Part 3 - Staffing the Organization

Effective Job Analysis: An organizational Framework, Linking organizational strategy to Human Resource Planning, The Job Analysis Process.

Employee Recruitment: Recruiting Goals, Recruiting Sources, Recruiting: A Global Perspective.

Selecting Employees: The Selection Process, Selection for Self-Managed Teams, Key elements for successful predictors, Selection from a Global Perspective.

Part 4 - Training and Development

Training and Developing Employees: The Outside-Insider Passage, The purpose of new employee Orientation, Employee Training, Employee Development, Organization Development, Evaluating Training and Development Effectiveness, International Training and Development Issues.

Career Development: What is a Career? Traditional Career Stages, Career Choices and Preferences, Taking Responsibilities for Building Your Career.

Part 5 - Maintaining High Performance

Performance Management: Performance Management Systems, Performance Management and EEO, The Appraisal Process, Appraisal Methods, Factors that can Distort Appraisal, Creating more Effective Performance Management Systems, The Performance Appraisal Meeting, International Performance Appraisal.

Compensation: Intrinsic versus Extrinsic Rewards, Compensation Administration, Job Evaluation and Pay Structure, Special Cases of Compensation, Executive Compensation Programs, International Compensation.

Employee Benefits: Costs of Providing Employee Benefits, Legally Required benefits, Voluntary Benefits, Retirement Benefits, Paid Time Off, Employee Services and Family – Friendly Benefits.

Health and Safety: Contemporary Health and Safety Issues, Stress, Employee Assistance Programs.

Part 6 - Labor-Management Environments

Labor Relations and Collective Bargaining: Why Employees Join Unions? Unionizing Employees, Collective Bargaining, Critical Issues for Unions Today, International Labor Relations.

Textbook: DeCenzo D. A.; Robbins S. P. & Verhulst S. L., *Human Resource Management*, Wiley & Sons, Singapore. (11th Edition)

Reference Book: Dessler, G., *Human Resource Management*, Pearson, NY. (14th Edition)

Course No. MKT-214: Insurance and Risk Management

Course Description

Insurance and risk management is the evaluation and quantification of the likelihood and financial impact of unanticipated events that may occur in individual and business organization that need settlement by the insurer. Insurance is a technique that spreads the loss caused by a particular risk over a number of persons who are exposed to it and wants to insure them against the risk. This course covers the fundamentals of managing risk, explaining the personal and pure risk prevailing in the business world, basic principles of insurance, insurance policies, risk quantification and pricing techniques. It includes the accounting and financial applications to Insurance companies. This course is also supplemented by the overview of insurance market of Bangladesh and regulations thereto.

Course Contents

Risk in Our Society - Meaning of risk, chance of loss, peril, hazard, basic categories of risk, burden of risk on society, methods of risk handling [George E. Rejda]

Insurance and Risk - Definition of insurance, basic characteristics of insurance, adverse selection, insurance vs. gambling, benefits and cost of insurance to society [George E. Rejda]

Fundamental Legal Principles - Overview of fundamental legal principles of insurance, legal characteristics of Insurance contract [George E. Rejda and M.N. Mishra]

Contract and Agency - Contract law, offer and acceptance, consideration, cancellation of insurance contract, assignment and transfer of insurance contract [George E. Rejda]

Insurance Company Operation - Rate making, underwriting, production, claim settlement, reinsurance, investment [George E. Rejda, M. N. Mishra]

Types of Insurer and Marketing Systems - Overview of private insurer, agents and broker, types of marketing systems and group insurance marketing [George E. Rejda]

Mortality Calculation - Basic techniques of mortality calculation [K. C. Mishra and C.S.Kumar]

Calculation of Premium, Surrender Value and Reserve - Calculation of premium, surrender value and reserve, calculation of loss, premium in marine insurance and fire insurance [K. C. Mishra and C.S. Kumar, M. N. Mishra]

Accounting Principles and Practice and Financial Calculation - Accounting principles and practice; assessment of insurance company's performance [Chartered Insurance Institute Text Book]

Risk Management and Its Objective - Risk management process, methods, cost of risk; firm value

maximization and cost; risk management and societal welfare [Harrington and Neihaus]

Risk Identification and Measurement - Identification of business risk exposures, evaluating frequency and severity, basic concepts of probability in risk calculation [Harrington and Neihaus]

Pooling Arrangement and Diversification of Risk-Risk reduction method, contracting cost, different methods of diversification of loss [Harrington and Neihaus]

Types of Insurance - Detail idea of life assurance, fire insurance, marine insurance and other insurance policies [M.N. Mishra]

Insurance Market in Bangladesh - Insurance practice in Bangladesh, Insurance Law 2016, Functions of Insurance Development and Regulatory Authority

Textbooks

(1) Principles of Risk Management and Insurance, George E. Rejda

(2) Insurance Principles and Practice, M.N. Mishra and S. B Mishra

(3) Risk Management and Insurance, Scott E. Harrington, Gregory R. Neihaus

Reference Book: Insurance Business and Finance, Chartered Insurance Institute Text Book

Course No. MKT- 215: Business Mathematics – II

Course Description

This course introduces students to some mathematical concepts, tools, and techniques that are commonly used in the fields of businesses. After studying this course, students will be able to apply these mathematical tools and techniques to solve business-related problems. This course will have a focus on trigonometry, binomial theorem, differential calculus, integral calculus, matrices, and determinants etc. which help students to efficiently deal with the problems they face while running their businesses.

Course Contents

Trigonometry: Introduction, definitions, measurement of angles, trigonometric ratios and functions. Relations between trigonometric Functions- Relations between the three systems of Measurements. Transformation of products and sums -To prove that the number of. Radian in an angle subtended by an arc of a circle at the centre is equal to arc/ radius -properties of triangles-solutions of Triangle.

Binomial Theorem: Meaning - Statement of the Binomial Theorem - Position of Terms - Binomial co-efficients - Binomial Theorem of any Index - Applications.

Differential Calculus: Functions - Limits & Continuity - Concept of Derivative- Rules of operations. -Maxima & Minima -Applications to Business.

Integral Calculus: Integration area determination - Integrals of logarithmic functions-Definite integral - Applications.

Matrices and Determinants: Meaning -Types of Matrices - Addition, Subtraction and Multiplication of Matrices - Matrix operations- Properties of Matrix - Determinants of Square Matrix - Determinant of order (one, two, three, four), Identity and Inverse of a Matrix - Rank of Matrix - Problems and Applications. Application of Mathematics in Business.

Textbook: Gordon D. Prichett, John C. Saber and Earl K Bowen, *Mathematics with Application in Management and Economics*, Irwin. (7th Edition)

Reference Book: D.C. Sanchati & V.K. Kapoor, *Business Mathematics*, Sultan Chand & Sons (P) Ltd.

Second Year Second Semester

Course No. MKT-221: Principles of Marketing-II

Course Description

This is the second course on principles of marketing which focuses on relatively advanced concepts, tools, and techniques of marketing. Topics included in this course are related to designing a customer value-driven strategy and mix and managing marketing. After studying this, students will be able to understand the principles and problems of marketing goods and services and take right decisions that benefit both the company and customers in the long-run.

Contents

Part – I Desinging a Customer Value-Driven Strategy and Mix:

Products, Services, and Bands: Building Customer Value: What Is a Product?, Products, Services, and Experiences, Levels of Product and Services, Product and Service Classifications, Product and Service Decisions, Individual Product and Service Decisions, Product Line Decisions, Product Mix Decisions, Services Marketing, The Nature and Characteristics of a Service, Marketing Strategies for Service Firms, The Service Profit Chain, Branding Strategy: Building Strong Brands.

Developing New-Products and Managing Product Life-Cycle: New Product Development Strategy, The New Product Development Process, Product Life-Cycle Strategies, Introduction Stage, Growth Stage, Maturity Stage, Decline Stage, Additional Product and Service Considerations.

Pricing: Understanding and Capturing Customer Value: What Is a Price?, Major Pricing Strategies (Customer Value–Based Pricing, Cost-Based Pricing, Competition-Based Pricing), Other Internal and External Considerations Affecting Price Decisions.

Pricing Strategies: Additional Considerations: New Product Pricing Strategies (Market-Skimming Pricing, Market-Penetration Pricing), Product Mix Pricing Strategies (Product Line Pricing, Optional-Product Pricing, Captive-Product Pricing, By-Product Pricing, Product Bundle Pricing), Price Adjustment Strategies (Discount and Allowance Pricing, Segmented Pricing, Psychological Pricing, Promotional Pricing, Geographical Pricing, Dynamic and Online Pricing, International Pricing), Price Changes, Public Policy and Pricing.

Marketing Channels: Delivering Customer Value: Supply Chains and the Value Delivery Network, Channel Behavior and Organization (Channel Behavior, Vertical Marketing Systems, Horizontal Marketing Systems, Multichannel Distribution Systems, Changing Channel Organization), Channel Design Decisions, Channel Management Decisions, Marketing Logistics and Supply Chain Management.

Retailing and Wholesaling: Retailing, Retailer Marketing Decisions (Segmentation, Targeting, Differentiation, and Positioning Decisions, Product Assortment and Services Decision, Price Decision, Promotion Decision, Place Decision), Retailing Trends and Developments (Tighter Consumer Spending, New Retail Forms, Shortening Retail Life Cycles, and Retail Convergence, The Rise of Megaretailers, Growth of Direct, Online, Mobile, and Social Media Retailing, The Need for Omni-Channel Retailing, Growing Importance of Retail Technology, Green Retailing, Global Expansion of Major Retailers), Wholesaling (Types of Wholesalers, Trends in Wholesaling).

Engaging Customers and Communication Customer Value: Integrated Marketing Communications Strategy: The Promotion Mix, Integrated Marketing Communications (The New Marketing Communications Model, The Need for Integrated Marketing Communications), Developing Effective Marketing Communication (A View of the Communication Process, Steps in Developing Effective Marketing Communication), Setting the Total Promotion Budget and Mix.

Advertising and Public Relations: Advertising, Major Advertising Decisions (Setting Advertising Objectives, Setting the Advertising Budget, Evaluating Advertising Effectiveness and the Return on Advertising Investment, Other Advertising Considerations), Public Relations, The Role and Impact of PR, Major Public Relations Tools.

Personal Selling and Sales Promotions: Personal Selling, Managing the Sales Force (Designing the Sales Force Strategy and Structure, Recruiting and Selecting Salespeople, Training Salespeople, Compensating Salespeople, Supervising and Motivating Salespeople, Evaluating Salespeople and Sales Force Performance, Social Selling: Online, Mobile, and Social Media Tool), The Personal Selling Process, Steps in the Selling Process, Personal Selling and Managing Customer Relationships, Sales Promotion (Sales Promotion Objectives, Major Sales Promotion Tools, Developing the Sales Promotion Program).

Direct, Online, Social Media and Mobile Marketing: Direct and Digital Marketing, Forms of Direct and Digital Marketing 514 Marketing, the Internet, and the Digital Age , Social Media and Mobile Marketing, Traditional Direct Marketing Forms (Direct-Mail Marketing, Catalog Marketing, Telemarketing, Direct-Response Television Marketing, Kiosk Marketing), Public Policy Issues in Direct and Digital Marketing.

Part – II Managing Marketing:

Creating Competitive Advantage: Competitor Analysis (Identifying Competitors, Assessing Competitors, Selecting Competitors to Attack and Avoid, Designing a Competitive Intelligence System), Competitive Strategies (Approaches to Marketing Strategy, Basic Competitive Strategies, Competitive Positions, Market Leader Strategies, Market Challenger Strategies, Market Follower Strategies, Market Nicher Strategies), Balancing Customer and Competitor Orientations.

The Global Marketplace: Global Marketing Today, Deciding How to Enter the Market (Exporting, joint Venturing, Direct Investment), Deciding on the Global Marketing Program.

Sustainable Marketing: Social Responsibility and Ethics: Sustainable Marketing, Social Criticisms of Marketing, Consumer Actions to Promote Sustainable Marketing (Consumerism, Environmentalism, Public Actions to Regulate Marketing), Business Actions Toward Sustainable Marketing, Sustainable Marketing Principles, Marketing Ethics and the Sustainable Company.

Textbook: Philip Kotler, Gary Armstrong and Marc Oliver Opresnik, Principles of Marketing, Pearson Education Limited. (17th Edition)

Reference Books:

- (1) W.J. Stanton, Michael J Etzel, and Bruce J. Walker, *Fundamentals of Marketing*, McGraw Hill. (10th Edition)
- (2) William Perreault and Joseph Cannon and E. Jerome McCarthy, *Essentials of Marketing*, McGraw-Hill. (16th Edition)

Course No. MKT- 222: Agricultural Marketing

Course Description

The primary purpose of this course is to help students understand the methods, processes, functions, and methods of marketing agricultural commodities and strategies applied in marketing agricultural products. The course has a special focus on the principles of agricultural marketing. The course will also provide an overview of the role of agriculture in Bangladesh and in world economies.

Contents

I. The Framework of the Marketing Problem: Introduction to Food Marketing, Analyzing Agricultural and Food Markets, Agricultural Production and Marketing.

II. Food Markets and Institutions: Food Consumption and Marketing, Food Processing and Manufacturing, Food Wholesaling and Retailing, The International Food Market.

III. Prices and Marketing Costs: Price Analysis and the Exchange Function, Competition in Food Markets, Farm and Food Prices, Food Marketing Costs.

IV. Functional and Organizational Issues: The Changing Organization of Food Markets, Cooperatives in the Food Industry, Market Development and Demand Expansion, Market and Bargaining Power, Market Information, Standardization and Grading, Transportation, Storage, Risk Management and the Futures Market.

V. The Government and Food Marketing: Government, Price, Income and Marketing Programs, Food Marketing Regulations.

VI. Commodity Marketing: Livestock and Meat Marketing, Milk and Dairy Product Marketing, Poultry and Egg Marketing, Grain Marketing, Cotton and Textile Marketing, Tobacco and Tobacco Product Marketing, Fruit and Vegetable Marketing.

Textbooks:

- (1) Richard L. Kohls & Joseph N. Uhl, *Marketing of Agricultural Products*, Pearson Education.
- (2) James Vercammen, *Agricultural Marketing: Structural Models for Price Analysis*, Routledge.

Course No. MKT-223: Taxation & Auditing

Course Description

This course consists of two separate components. The primary purpose of the course (Taxation) is to introduce students to the accounting for taxes with a particular focus on tax treatments, computing tax provisions, and disclosing tax information in corporate financial statements. The course also provides exposure to the both internal and external uses of tax accounting disclosures.

The main focus of the course (Auditing) is assessing the accounting principles practices used by public accountants and internal auditors in examining financial statements and supporting data.

TAXATION:

Income Tax: Definition of income and income tax - Characteristics of income- Total income and total world income - Income year and assessment year - Role of income tax law in industrial development of Bangladesh.

Classification of income: assessable and non-assessable income. Assesses: Classification - Residential status. Heads of Income: Income from salary - income from interest on securities - income from house property - income from agriculture - income from business and profession - capital. Gains - income from other sources.

Tax Assessment and Recovery: Assessment procedures - Appeal, revision, recovery, refund and penalties. Income tax authorities. - Assessment of individuals, partnerships and public limited companies.

Value Added Tax (VAT): Introduction, Assessment and Payment of Tax, Valuation, Accounting, Refunds, Drawback, Calculation of V AT, Controlling evasion of VAT.

Textbooks/Reference Books:

- (1) Government of Bangladesh the Income Tax Ordinance 1984- Part 1 & 2.
- (2) The Institute of Chartered Accountants of Bangladesh Taxation Study Manual Vol 1 & 2.
- (3) Government of Bangladesh Publications on VAT.
- (4) Khawja Amjad Syed, "**Principles of Taxation**".

AUDITING

Introduction: Definition, Objectives, Advantages, Different classes of audit, Internal Check or Control: Definition and purpose, Internal cheque and internal audit, Auditor's duty with regard to internal cheque, Audit program, Vouching: Meaning and importance, Vouching of cash transactions, Vouching of trading transactions. Audit of impersonal ledger.

Verification and Valuation of Assets and Liabilities: Principles and methods of verification and valuation, Duties and liabilities of an auditor in relation to valuation and verification.

The Audit of Limited companies: Qualifications, appointment and removal of auditor, Rights, powers and duties of auditors, Forms of income statement and balance sheet, Auditor's report.

Textbooks/Reference Books:

- (1) B. N. Tandon, *A Hand Book of Practical Auditing*, S. Chand & Company Ltd, New Delhi, India.
- (2) B. K. Basu, *An Instight into Auditing*.
- (3) Khawaja Amjad Syed, *Auditing Principles and Procedures*.

Course No. MKT-224: Business Statistics – I

Course Description

This course will provide students with a general understanding of statistical techniques commonly used in solving business problems and undertaking market research. This course consists of an introduction to business statistics including methods of describing, summarizing, graphically presenting, measuring and analyzing statistical data, probability distributions, variance applications and sampling distributions. The course emphasizes how to apply various statistical techniques in the support of managerial decisions in the various functional areas of business.

Contents

What is Statistics?: Introduction- Why study statistics?- What is meant by Statistics?- Types of statistics- Types of variables- Levels of measurement- Ethics and statistics.

Describing Data: Frequency Tables, Frequency Distributions, and Graphic Presentation: Introduction- Constructing a frequency table- Graphic presentation of qualitative data- Constructing frequency distributions: Quantitative data- Graphic presentation of a frequency distribution: Quantitative data.

Describing Data: Numerical Measures: Introduction- The population mean- The sample mean- Properties of arithmetic mean-The weighted mean- The median- The mode- The relative positions of the mean, median, and mode- The geometric mean- Measures of dispersion- Interpretation and uses of the standard deviation: the Chebyshev's Theorem and the Empirical rule- the mean and standard deviation of grouped data- Ethics and reporting results.

Describing Data: Displaying and Exploring Data: Introduction- Dot plots- Stem-and-leaf displays- Other measures of dispersion: quartiles, deciles, and percentiles- Skewness- kurtosis- Describing the relationship between two variables.

A Survey of Probability Concepts: Introduction- Approaches to assigning probabilities: classical, empirical and subjective- Some rules for computing probabilities: rule of addition and rule of multiplication- Contingency table- Tree diagram- Bayes' Theorem- Principles of counting: the multiplication formula, the permutation formula, and the combination formula.

Discrete Probability Distribution: Introduction- random variables: discrete random variables and continuous random variables- The mean, Variance, and standard deviation of a probability distribution- Binomial probability distribution- Hypergeometric probability distribution- Poisson probability distribution.

Continuous Probability Distributions: Introduction- The family of uniform probability distributions- The family of normal probability distributions- The standard of normal probability distribution- Finding areas under the normal curve- The normal approximation to the binomial.

Sampling Methods and the Central Limit Theorem: Introduction- Sampling methods- Sampling error- sampling distribution of the sample mean- The central limit theorem- Using the sampling distribution of the sample mean.

Estimation and Confidence Intervals: Introduction- Point estimate and confidence interval for a mean- A confidence interval for a proportion- Finite-population correction factor- Choosing an appropriate sample size.

Textbook: Douglas A Lind, William G Marchal, and Samuel A. Wathen, *Statistical Techniques in Business and Economics*, McGraw Hill. (17th edition)

Reference Books:

- (1) Mark L. Berenson, David M. Levine, and Timothy C. Krehbiel, *Basic Business Statistics*, Prentice- Hall International. (12th Edition)
- (2) Richard I. Levin and David S. Rubin, *Statistics for Management*, Prentice –Hall. (7th Edition)
- (3) Gerald Keller, *Statistics for Management and Economics*, Thomson. (10th Edition)

Course No. MKT-225: Fundamentals of Psychology

Course Description

This course focuses on the science of the human mind and behavior. The main purpose of this course is to provide students with an overview of the study of Psychology, or the study of human behavior and mental processes. The course will examine the different models upon which modern psychology has been built, along with such things as the history and origins of psychology, research methods, biological aspects of psychology, human development, perception, consciousness, learning, personality theory, and psychological disorders.

Contents

Psychology as a Scientific and Humanistic Endeavor: The nature of Psychology: conceptual approaches to psychology, Scope of contemporary Psychology, Fields of psychology, research methods, measurement in psychology.

Biological and Developmental Process: Biological basis of behavior, basic units of the nervous system, Psychological development, factors governing development, early development, cognitive development, personality and social development.

Perception and Consciousness: Sensory Processes: Some general properties of senses, the visual sense, the auditory sense, the other senses.

Perception: object perception and perceptual constancies, organization and perceptions, perceptual hypothesis, movement perception, Depth perception, Role of learning in perception, Attention and perception, Extrasensory perception

Motivation and Emotion: Theories of motivation: Motivational factors in aggression, Emotion, Psychological responses in emotion, theories of emotion, Arousal and emotion, Emotional expression, Emotion as adaptive and disruptive.

Learning: Classical conditioning, operant conditioning, Principle of reinforcement, multiple response learning, Models of learning.

Personality: Personality and its assessment: Shaping of personality, Trait approach, Social learning approach, psychoanalytic approach, Phenomenological approach, Personality assessment, Consistency of personality.

Conflict and Adjustment: Frustration, Reactions to frustration, anxiety, theories of anxiety, Defense mechanisms, Defense mechanisms and adjustments.

Textbook: Ernst R. Hilgard, Rita L. Atkinson and Richard C. Atkinson. *Introduction to Psychology*, Cengage Learning. (15th Edition)

Reference Book: Clifford T. Morgan, Richard A King, John R Weisz, John Schopler, *Introduction to Psychology*. (8th Edition)

Third Year First Semester

Course No. MKT-311: Marketing Management

Course Description

This course is designed to help students improve their ability to make effective marketing decisions while operating as marketing executives in the organization. After studying this course, students would be better off assessing marketing opportunities and developing marketing strategies and implementation plans. Course topics include market-oriented strategic planning, marketing research and information systems, buyer behavior, target market selection, international marketing strategies and branding. Through a combination of interactive discussions, cases, practical examples, individual assignments, and a group project, the course applies marketing topics to consumer and business-to-business products, services, and nonprofit organizations. Students gain significant experience in communicating and defending their marketing recommendations and building on the ideas of others.

Contents

Defining Marketing for the New Realities: The Value of Marketing, The Scope of Marketing, Core Marketing Concepts, The New Marketing Realities, A Dramatically Changed Marketplace, Marketing in Practice, Company Orientation toward the Marketplace, Updating the Four Ps, Marketing Management Tasks.

Developing Marketing Strategies and Plans: Marketing and Customer Value, Corporate and Division Strategic Planning, Business Unit Strategic Planning, The Nature and Contents of a Marketing Plan.

Collecting Information and Forecasting Demand: Components of a Modern Marketing Information System, Internal Records, Marketing Intelligence, Analyzing the Macroenvironment, Forecasting and Demand Measurement.

Conducting Marketing Research: The Scope of Marketing Research, The Marketing Research Process, Measuring Marketing Productivity.

Creating Long-Term Loyalty Relationships: Building Customer Value, Satisfaction, and Loyalty, Maximizing Customer Lifetime Value, Cultivating Customer Relationships.

Analyzing Consumer Markets: What Influences Consumer Behavior? Key Psychological Processes, The Buying Decision Process: The Five-Stage Model, Behavioral Decision Theory and Behavioral Economics (Decision Heuristics, Framing).

Analyzing Business Markets: What is Organizational Buying?, Participants in the Business Buying Process, The Purchasing/Procurement Process, Stages in the Buying Process, Developing Effective Business-to-Business Marketing Programs, Managing Business-to-Business Customer Relationships, Institutional and Government Markets.

Tapping into Global Markets: Competing on a Global Basis, Deciding Whether to Go Abroad, Deciding Which Markets to Enter, Deciding How to Enter the Market, Deciding on the Marketing Program, Country-of-Origin Effects.

Identifying Market Segments and Targets: Bases for Segmenting Consumer Markets, How Should Business Markets Be Segmented? Market Targeting, Effective Segmentation Criteria.

Crafting the Brand Positioning: Developing a Brand Positioning, Choosing a Competitive Frame of Reference, Establishing a Brand Positioning, Alternative Approaches to Positioning, Positioning and Branding for A Small Business.

Creating Brand Equity: How Does Branding Work?, Defining Brand Equity, Building Brand Equity, Measuring Brand Equity, Managing Brand Equity, Devising a Branding Strategy, Customer Equity.

Addressing Competition and Driving Growth: Growth, Competitive Strategies for Market Leaders, Other Competitive Strategies, Product Life-Cycle Marketing Strategies, Marketing in a Slow-Growth Economy.

Textbook: Philip Kotler and Kevin Lane Keller, *Marketing Management*, Pearson Education Limited. (16th Edition)

Course No. MKT-312: Organizational Behavior

Course Description

The primary goal of this course is to improve students' understanding of how people behave in the context of an organizational structure. Having a greater knowledge of human behavior will help students better understand attitudes and behaviors of co-workers, subordinates, supervisors, and clients. Most importantly, this course will help students to better understand their own past and future behaviors as a member and manager (leader) within an organization.

Contents

What Is Organizational Behavior?: The Importance of Interpersonal Skills, Management and Organizational Behavior, Complementing Intuition with Systematic Study, Disciplines That Contribute to OB, There Are Few Absolutes in OB, Challenges and Opportunities, Coming Attractions: Developing an OB Model, Employability Skills.

Diversity in Organizations: Diversity, Discrimination, Biographical Characteristics, Other Differentiating Characteristics, Ability, Implementing Diversity Management Strategies, Attitudes and Job Satisfaction, Attitudes, Attitudes and Behavior, Job Attitudes, Job Satisfaction, What Causes Job Satisfaction? Outcomes of Job Satisfaction, The Impact of Job Dissatisfaction.

Emotions and Moods: What Are Emotions and Moods? Sources of Emotions and Moods, Emotional Labor, Affective Events Theory, Emotional Intelligence, Emotion Regulation, OB Applications of Emotions and Moods.

Personality, Learning, and Values: Personality, Personality Frameworks, Other Personality Attributes Relevant to OB, Personality, Job Search, and Unemployment, Personality and Situations, Learning, Shaping: A Managerial Tool, Global Implications, Values, Linking an Individual's Personality and Values to the Workplace, Cultural Values.

Perception and Individual Decision Making: What Is Perception?, Person Perception: Making Judgments About Others, The Link Between Perception and Individual Decision Making, Decision Making in Organizations, Influences on Decision Making: Individual Differences and Organizational Constraints, What About Ethics in Decision Making?, Creativity, Creative Decision Making, and Innovation in Organizations.

Motivation Concepts: Motivation Defined, Early Theories of Motivation, Contemporary Theories of Motivation, Other Contemporary Theories of Motivation, Equity Theory/Organizational Justice, Job Engagement, Integrating Contemporary Theories of Motivation.

Motivation: Front Concepts to Applications: Motivating by Job Design: The Job Characteristics Model, Job Redesign, Alternative Work Arrangements, Employee Involvement, Using Rewards to Motivate Employees, Using Benefits to Motivate Employees, Using Intrinsic Rewards to Motivate Employees.

Foundations of Group Behavior: Defining and Classifying Groups, Stages of Group Development, Roles, Norms, Status, Size and Dynamics, Cohesiveness and Diversity, Group Decision Making.

Understanding Work Teams: Why Have Teams Become So Popular? Differences Between Groups and Teams, Types of Teams, Creating Effective Teams, Turning Individuals into Team Players, Beware! Teams Aren't Always the Answer.

Communication: Functions of Communication, Direction of Communication, Modes of Communication, Choice of Communication, Persuasive Communication, Barriers to Effective Communication, Cultural Factors.

Leadership: Trait Theories, Behavioral Theories, Contingency Theories, Contemporary Theories of Leadership, Responsible Leadership, Positive Leadership, Challenges to Our Understanding of Leadership.

Power and Politics: Power and Leadership, Bases of Power, Dependence: The Key to Power, Power Tactics, How Power Affects People, Politics: Power in Action, The Causes and Consequences of Political Behavior.

Conflict and Negotiation: A Definition of Conflict, The Conflict Process, Negotiation, The Negotiation Process, Individual Differences in Negotiation Effectiveness.

Foundations of Organization Structure: What Is Organizational Structure? Common Organizational Frameworks and Structures, Alternate Design Options, The Leaner Organization! Downsizing, Why Do Structures Differ? Organizational Designs and Employee Behavior.

Organizational Culture: What Is Organizational Culture? What Do Cultures Do? Creating and Sustaining Culture, How Employees Learn Culture, Influencing an Organizational Culture, The Global Context.

Organizational Change and Stress Management: Change, Resistance to Change, Approaches to Managing Organizational Change, Creating a Culture for Change, Stress at Work, Consequences of Stress at Work, Managing Stress.

Textbook: Stephen P. Robbins, Timothy A. Judge, *Organizational Behavior*, Pearson Education. (18th Edition)

Reference Book: John W. Newstrom, Keith Davis, *Organizational Behavior: Human Behavior at Work*, McGraw-Hill/Irwin. (16th Edition)

Course No. MKT-313: Integrated Marketing Communications

Course Description

Marketing communication is a component of the marketing mix, which is crucial but controllable. Integrated marketing communication (IMC) involves company's total marketing communication mix – advertising, direct marketing, personal selling, sales promotion, public relations, publicity, etc. Marketer's success in promoting their products and services mainly depends on the effective and efficient management of these communication tools. This course will enable students to properly understand all related topics of marketing communication and hence they will be able to apply the communication tools with relative ease and expertise.

Course Contents

Integrated Marketing Communications: The Nature of Communication, Integrated Marketing Communications, An Integrated Marketing Communications Plan, Emerging Trends in Marketing Communications, The Restaurant Industry, IMC Components and the Design of this Text, International Implications, Integrated campaigns in action

The IMC Planning Process: Communications Research, Market Segmentation by Consumer Groups, Business-to-Business Market Segmentation, Product Positioning, Marketing Communications Objectives, Types of Budgets, IMC Components, International Implications, Integrated campaigns in action

Advertising Campaign Management: Advertising Theory, The Impact of Advertising Expenditures, In-House Versus External Advertising Agencies, Choosing an Agency, Roles of Advertising Personnel, Advertising Campaign Parameters, The Creative Brief, International Implications

Advertising Design: Message Strategies, Types of Advertising Appeals, Executional Frameworks, Sources and Spokespersons, International Implications.

Traditional Media Channels: The Media Strategy, Media Planning, Advertising Terminology, Achieving Advertising Objectives, Media Selection, Media Selection in Business-to-Business Markets, International Implications, Integrated campaigns in action.

Digital Marketing and Social Media: Web 4.0, E-Commerce, Mobile Marketing Digital Strategies, Web Advertising, Search Engine Optimization (SEO), International Implications, Social Networks, Social Media Sites, Social Media Marketing, Social Media Marketing Strategies, Social Media Metrics, International Implications.

Alternative Marketing: Alternative Marketing Programs, Buzz Marketing, Guerrilla Marketing, Lifestyle Marketing, Experiential Marketing, Product Placements and Branded Entertainment, Alternative Media Venues, In-Store Marketing, Point-of-Purchase marketing, Brand Communities, International Implications, Integrated campaigns in action.

Database and Direct Response Marketing and Personal Selling: Database Marketing, Building a Data Warehouse, Database Coding and Analysis, Data Mining, Database-Driven Marketing Communications, Database-Driven Marketing Programs, Direct Response Marketing, Personal Selling, International Implications.

Sales Promotions: Consumer Promotions, Coupons, Contests and Sweepstakes, Refunds and Rebates, Sampling, Bonus Packs, Price-Offs, Overlays and Tie-Ins, Planning for Consumer Promotions, Trade Promotions, Concerns with Trade Promotions, International Implications.

Public Relations and Sponsorship Programs: Public Relations, Public Relations Functions, Identifying Stakeholders, Assessing Corporate Reputation, Corporate Social Responsibility, Creating Positive Image-Building Activities, Preventing or Reducing Image Damage, Sponsorships and Event Marketing, Event Marketing, Selecting Sponsorships and Events, International Implications, Integrated campaigns in action.

Regulations and Ethical Concerns: Marketing Communications Regulations, Industry Oversight of Marketing Practices, IMC and Ethics, Ethics and Advertising, Marketing and Ethics, Responding to Ethical Challenges, Ethics Programs, International Implications.

Evaluating an Integrated Marketing Program: Evaluation Metrics, Matching Methods with IMC Objectives, Evaluation Criteria, Online Evaluation Metrics, Behavioral Evaluations, Evaluating the Overall IMC Program, International Implications.

Project Work/Group Assignment: Students may be asked to identify a real organization and product to promote. They must then develop an Integrated Marketing Communications (IMC) Plan/campaign for that organization.

Text Book: Kenneth E. Clow & Donald E. Baack, *Integrated Advertising, Promotion and Marketing Communications*, Pearson Education. (7th Edition)

Reference Book: George Belch and Michael Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw-Hill Higher Education. (11th Edition)

Course No. MKT-314: E-business

Course Description

The objective of this course is to develop students' abilities to analyze and evaluate e-business applications, as well as design e-business models. This course has a special focus on the strategic, managerial, operational, and technical factors in the development of an organization's e-business competencies and capabilities. It demonstrates advanced knowledge of technical and business issues related to E-business and E-Commerce. It enhances the student's capability in a virtual team environment.

Contents

Introduction to E-Business and E-Commerce: E-Business opportunities, E-Business risks, Difference between E-Business and E-Commerce, E-Commerce defined, Business or Consumer models of e-commerce transactions, E-business defined, How significant are e-commerce investment adoption, Introduction the B2B and B2C Companies, Management response to e-commerce and e- business.

E-Commerce Fundamental: The ecommerce environment, the e-commerce market place, Business or Consumer Model? Market Place channel structure, Different types of online intermediary, and the importance of Multi-Channel Market Place Models. Focus on portals, Types of Portals, the importance of search engine, Commercial arrangement for transitions, Fours on auction.

E-Business Infrastructure: What is the Internet? The internet timeline, just how big is the internet, internets and extranets, what is the World Wide Web? Voice over IP (VoIP), How does it works? Internet Standard, Networking standard, The HTTP Protocol, Uniform Resource Locator(URL), Domain Names, Web Presentations and data exchange standard, Audio video standard, Focus on who control the internet, managing e-business infrastructure, managing hardware and software, internet service providers, managing employee access in the internet and e-mail, managing e-business applications structure, Focus on the web service and service oriented architecture (SOA),Focus on new access devices, Interactive digital television, the future of the internet infrastructure.

E-Environment: Social factors, Factor governing internet adoption, Assessing demand for e-commerce services, Taxation, freedom-reactive legislation, economic and competitive factors Focus on e-commerce and globalization, the implications of e-commerce for international B2B trading, political factors, internet governance, e-government, technological innovations and technologies assessment.

E-Business Strategy: The imperative for e-business strategy, E-channel strategy, strategy process model for e-business, Strategic analysis, Resource and process analysis, competitive environment analysis, assessing competitive threat, Competitor analysis, strategic objectives, defining vision

and mission, how can e- business create business value, strategy definition, strategy implementation, Elements of IS strategy, investment arrival.

Supply Chain Management: What is supply chain management? Using technology to support supply chain management, a simple model of a supply chain, what is logistic, Push and Pull Supply chain management, Focus on the supply chain models, options for the restructuring the supply chain, using e-business to restructuring the supply chain, e-commerce system for supply chain management, supply chain management implementation.

E-Procurement: What is E-Procurement? Understanding the e-procurement, types of e-procurement drivers of e-procurement, Focus on estimating of e-procurement cost saving, Risks and impacts of e-procurement, implementing of e-procurement, the future of e-procurement.

E-Marketing: What is e-marketing, marketing defined, e-marketing defined, distinguish between e-marketing, e-commerce, e-business, e-marketing planning, Is a separate e-marketing plan required, situation analysis, demand analysis, competitor analysis, intermediary analysis, internal marketing audit, Objective setting, the online revenue contribution, strategy, market and product positioning, target market strategies, Focus on characteristics of new media marketing communications, tactics, product, price, list, people process and physical evidence, focus on online branding, actions, control.

Customer Relationship Management: Introduction, marketing applications of CRM, what is e-CRM, Benefits of e-CRM, Permission marketing, customer profiling, conversation marketing, the online buying process, customer accusation management, customer retention management, online communities, customer extension, technologies solutions for CRM, types of CRM applications,

Change Management: Introduction, the challenge of e-business transformation, different types of change in business, planning change, human resource requirements, staff retention, focus of knowledge management, what is knowledge? Risk management.

Analysis and Design: Introduction, analysis for e-business, workflow management, process modeling, process mapping, task analysis and task decomposition, process dependence, data modeling, focus on user centered design, web accessibility, focus on security design for e-business, managing computer verses, e-,mail management, Hacking, phishing.

Implementation and Maintenance: Introduction, alternative for acquiring e- business system, development of web based content and service, Focus on HTML, Java script, Testing, changeover, principle of performance management and improvement.

E-Commerce Mechanism Platforms and Tools: Virtual communities and social networks, virtual world as an electronic commerce platform, emerging EC platforms: Augmented reality, virtual reality.

Retailing in E-commerce Products and Service: Internet marketing and B2C electronic retailing, e tailing business models, online travel and tourism, hospitality services, employment and the online job market, online real estate, other B2C services from dating services to wedding planning, online purchasing decision aids, the new face of retail competition, e-learning.

Mobile Commerce and Ubiquitous Computing: Mobile commerce: Concepts, mobile financial application, mobile enterprise solution, mobile entertainment, gaming, consumer service and mobile shopping, location based mobile commerce and mobile social networks.

Social Commerce: Foundations, social marketing and advertising: The benefit and limitations of social commerce, social shopping, social advertising.

Social Enterprise and Other Social Commerce Topics: Enterprise social network, social commerce, social Entertainment, social games and gamification, crowdsourcing, crowd funding and social collaboration.

Marketing and Advertising in E-Commerce: Learning about online consumer behavior, the consumer purchasing decision process, loyalty satisfaction and trust in e commerce, mass marketing, market segmentation and relationship marketing, personalized and behavioral marketing, market research for e commerce, web advertising, online advertising methods, SEOs, mobile marketing and advertising, advertising strategies and promotions.

Electronic Commerce Payment Systems: The payment revolution, using payment cards online, smart cards, micro payments, E-checking, mobile payments.

Textbook: Dave Chaffey, *E-Business & E-Commerce Management: Strategy, Implementation and Practice*, Prentice Hall. (4th Edition)

Course No. MKT-315: Business Statistics – II

Course Description

This course focuses on learning various statistical techniques and their applications that will assist students in making business decisions. The primary objective of this course is to enable students to perform and understand statistical analysis of data, with the view of being able to critically evaluate statistical reports or findings. Students will learn to think critically about how statistics are used by others and how statistics impact their day-to-day lives and careers. This course deals with mostly inferential statistics such as hypothesis testing, analysis of variance, correlation and regression analysis, multiple regression, index number, time series, statistical forecasting, and nonparametric methods.

Contents

One-Sample Tests of hypothesis: Introduction, Five-step procedure of testing a hypothesis, One tailed and two tailed tests of significance, testing for a population mean: known population standard deviation, p-value in hypothesis testing- testing for a population mean: u known population standard deviation, tests concerning proportions.

Two-Sample Tests of hypothesis: Two-sample tests of hypothesis: Independent samples, Two-sample tests about proportions, Comparing population means with unknown population standard deviations (the pooled t-tests), Comparing population means with unequal standard deviations, Two sample of hypothesis: dependent samples- Comparing dependent and independent samples.

Analysis of Variance: Introduction, The F distribution, Comparing two population variances, ANOVA assumptions, The ANOVA tests, Inference about pairs of treatment means, Two-way analysis of variance, Two-way ANOVA with interaction.

Linear Regression and Correlation: Introduction, The coefficient of correlation, the coefficient of determination, testing the significance of the correlation coefficient, Regression analysis, the standard error of estimates, Assumptions underlying linear regression, Confidence and prediction intervals, More on the coefficient of determination, the relationship among the coefficient of correlation, the coefficient of determination, and the standard error of estimate, Covariance.

Multiple Regression and Correlation Analysis: Introduction, How well does the equation fit the data? Inferences in multiple linear regression, Evaluating the assumptions of multiple regression, stepwise regression, Regression models with interaction.

Index Numbers: Introduction, Simple index numbers, Why convert data to indexes? Construction of index numbers, Unweighted indexes: Laspeyres price index, Paasche Price index, and Fisher's ideal index- Value index-Consumer price index- Producer price index.

Time Series and Forecasting: Introduction, Components of a time series, A moving average- Weighted moving average, Linear trend, Least squared Method-Nonlinear trend, Seasonal variations, Deseasonalized data to forecast- the Durbin-Watson statistics.

Nonparametric Methods: Chi-square Applications: Introduction, Goodness-of-fit test: equal expected frequencies, Goodness-of-fit test: unequal expected Frequencies-Limitations of Chi-squares.

Nonparametric Methods: Analysis of Ranked Data: Introduction, The sign test- Wilcoxon signed-rank test for dependent samples, Wilcoxon signed-rank test for independent samples, Kruskal-Wallis test: analysis of variance by ranks, Rank-order correlation.

Textbook: Douglas A Lind, William G Marchal, and Samuel A. Wathen, *Statistical Techniques in Business and Economics*, McGraw Hill. (17th edition)

Reference Books:

- (1) Mark L. Berenson, David M. Levine, and Timothy C. Krehbiel, *Basic Business Statistics*, Prentice- Hall International. (12th Edition)
- (2) Richard I. Levin and David S. Rubin, *Statistics for Management*, Prentice –Hall. (7th Edition)
- (3) Gerald Keller, *Statistics for Management and Economics*, Thomson. (10th Edition)

Third Year Second Semester

Course No. MKT-321: Legal Aspects of Marketing

Course Description

This course is designed to familiarize students with different laws governing the basic functions of marketing. This course deals with a variety of laws and codes governing the claims made about goods and services and the ways in which they are presented and sold. Marketing laws cover companies act, partnership act, design and patent act, trademark act, consumer legislation, product distribution, advertisement regulation, competition law, etc. After studying this course, students will have basic understanding of basic laws governing and regulating different aspects of marketing.

Contents

Legal Environment and Marketing: Meaning of Legal Environment; Rationale for understanding Legal Environment; The demand for Laws, Acts and ordinances relating to Marketing; Society and Legislation; Laws influence Marketing decision; The Demand for consumer Protection, consumer Rights.

Law of Contract 1872: The Essential Elements of contract, offer and Acceptance, Intention to create legal Relations, Considerations capacity of Parties, Free consent; Valid, void and voidable Agreements, Legality of object; contingent contracts; performance of contracts; Termination of contracts.

Sales of goods Act 1930: Application; Sale and Agreement to sell; Hire purchase Agreement; Conditions Warranties and Guarantee; Transfer of ownership; performance of the contract of sale. Company Law 1994: Memorandum of Association and Articles of Association; Registration; Prospectus and winding up.

Industrial Law: The Factories Act 1965; The Industrial Relation Act 2005; The payment of wages Act 1936.

Law Relating to Marketing: Bangladesh control of Essential Commodities Act 1956; Pure Food Act 2013; Hats and Bazar Ordinance 1959; Standards of Weights and Measure Ordinance 1982; The steps and Establishment Act 1965; The Trade Marks Act 2005; Patent and Design Act 2005.

Reference Books:

- (1) A. K. Sen and J. K. Mitra, *Commercial Law*, Kolkata, India, The World Press, 2006. (25th Edition)
- (2) M.C. Shukla, *A Manual of Mercantile Law*, S. Chand Publishing Co. India. (13th Edition)
- (3) Charleworth and Cain, *Company Law*. (11th Edition)
- (4) The Companies Act (Bangladesh), 1994
- (5) A. A. Khan, *Labor and Industrial Law*
- (6) Relevant Statutes and Manuals of the Govt. of Bangladesh.

Course No. MKT-322: Advertising

Course Description

This course is designed to help students have general overview of advertising and marketing principles as well as how to create and manage media campaigns. The course also focuses on advertising and marketing communications, its role in business, advertising-marketing relationships, strategic planning, creative aspects, media choices, and integration of all elements.

Contents

The Evolution of Advertising: What Is Advertising? The Role of Advertising in Business, Economics: The Growing Need for Advertising, The Evolution of Advertising as an Economic Tool, Society and Ethics: The Effects of Advertising.

The Environment of Advertising: The Many Controversies about Advertising, The Economic Impact of Advertising, The Social Impact of Advertising, Social Responsibility and Advertising Ethics, Current Regulatory Issues Affecting U.S. Advertisers, Federal Regulation of Advertising in the United States, State and Local Regulation, Nongovernment Regulation, Government Restraints on International Advertisers, The Ethical and Legal Aspects of Advertising in Perspective.

The Business of Advertising: The Advertising Industry, The Advertisers (Clients), The Advertising Agency, What People in an Agency Do, The Client–Agency Relationship, The Suppliers in Advertising, The Media of Advertising, Current Trends.

Segmentation, Targeting, and the Marketing Mix: The Larger Marketing Context of Advertising, The Market Segmentation Process, The Target Marketing Process, Advertising and the Product Element, Advertising and the Price Element, Advertising and the Distribution (Place) Element, Advertising and the Promotion (Communication) Element, The Marketing Mix in Perspective.

Communication and Consumer Behavior: Communication: What Makes Advertising Unique, Consumer Behavior: The Key to Advertising Strategy, Psychological Processes in Consumer Behavior, Interpersonal Influences on Consumer Behavior, The Purchase Decision and Post-Purchase Evaluation, Different Responses from Different Products.

Account Planning and Research: The Account Planner as Consumer Advocate, The Need for Research in Marketing and Advertising, Steps in the Research Process, Important Issues in Advertising Research.

Marketing, Advertising, and IMC Planning: The Marketing Plan, The Importance of Relationship Marketing, Using IMC to Make Relationships Work, The Advertising Plan.

Creating Ads: Strategy and Process: The Creative Team: Originators of Advertising Creativity, Creating Great Advertising, Formulating Creative Strategy: The Key to Great Advertising, How Creativity Enhances Advertising, The Creative Process, The Explorer Role: Gathering Information, The Artist Role: Developing and Implementing the Big Idea, The Judge Role: Decision Time, The Warrior Role: Overcoming Setbacks and Obstacles

Creative Execution: Art and Copy: Delivering on the Big Idea: The Visual and the Verbal, The Art of Creating Print Advertising, Producing Great Copy in Print Advertising, Creating Great Copy in Electronic Media, The Role of Art in Radio and TV Advertising, Writing for the Web.

Print Advertising: Selecting Media, Print Media, Using Magazines in the Media Mix, How Magazines Are Categorized, Buying Magazine Space, Using Newspapers in the Media Mix, How Advertisers Buy Newspaper Space, Print Media and New Technologies.

Broadcast, Cable, Digital, and Satellite Media: Television and Radio: The Medium of Television, TV Audience Measurement, Buying Television Time, The Medium of Radio, Buying Radio Time.

Digital Interactive Media: The Evolution of Digital Interactive Media, Measuring the Digital Audience, Buying Time and Space in Digital Interactive, Types of Digital Interactive Advertising, Problems with Digital Interactive as an Advertising Medium, Using the Digital Interactive in IMC

Out of Home, Direct-Mail, and Promotional Products: Outdoor Advertising, Out-of-Home Media, Buying Outdoor Advertising, Transit Advertising, Other Out-of-Home Media, Direct-Mail Advertising: The Addressable Medium, Components of Direct-Mail Advertising, Promotional Products.

Media Planning and Buying: Media Planning: Integrating Science with Creativity in Advertising, Defining Media Objectives, Optimizing Reach, Frequency, and Continuity: The Art of Media Planning, Developing a Media Strategy: The Media Mix, Media Tactics: Selecting and Scheduling Media Vehicles, The Role of the Media Buyer.

Reference Books:

- (1) Michael F. Weigold and William F. Arens, *M: Advertising*, McGraw-Hill Higher Education. (3rd Edition)
- (2) Tuckwell, Keith J., *Canadian Advertising in Action*, Pearson Canada. (11th Edition)
- (3) George Belch and Michael Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw-Hill Higher Education. (11th Edition)
- (4) Rajeev Batra, *Advertising Management*, Prentice Hall. (Latest Edition)

Course No. MKT-323: Entrepreneurship Development

Course Description

The course intends to provide students with knowledge of entrepreneurship and the vital role played by entrepreneurs in the global economy. To achieve this, this course focuses on the creation of new ventures, the skills necessary for success in an entrepreneurial venture, and factors associated with new venture success. Entrepreneurship is interdisciplinary so this paper provides students with the opportunity to draw together elements of other papers such as finance, economics, management, marketing, production and so forth, showing how these must fit together to create a whole organization, rather than viewing these as a series of unrelated components. This paper also mixes theory with practice. Students will be challenged to apply principles, concepts and frameworks to real world situations, particularly on assignments including the business plan and on exams. This paper will help students determine if they want to start their own ventures or if they prefer to operate as corporate entrepreneurs working within an existing organization. Companies increasingly want and need employees who can identify problems and opportunities, exercise initiative and develop creative solutions, and build support while implementing their ideas. The concepts and skills emphasized in this paper should be useful whether starting a new business or innovating within an existing organization.

Contents

Entrepreneur: Evolution of the Concept of Entrepreneur; Characteristics of an Entrepreneur; Functions of an Entrepreneur; Types of Entrepreneur, Entrepreneur.

Entrepreneurship: Concept of Entrepreneurship; Growth of Entrepreneurship in Bangladesh; Role of Entrepreneurship in Economic Development.

Factors Affecting Entrepreneurial Growth: Environment for Entrepreneurship; Environmental Factors; Economic Factors; Non-Economic Factors; Government Actions.

Entrepreneurial Motivation: Motivation; Motivational Theories; Motivating Factors; Achievement Motivation.

Entrepreneurial Competencies: Meaning of Entrepreneurial Competence or Trait; Major Entrepreneurial Competencies; Developing Competencies.

Entrepreneurial Mobility: Factors Influencing Mobility; Occupational Mobility; Locational Mobility.

Small Enterprises: Characteristics; Rationale; Scope, Opportunities for an Entrepreneurial Career, Role of Small Enterprises in Economic Development.

Project Identification and Selection: Meaning of Project, Project Identification, Project Selection, Formulation of a Project Report. Concept of Project Appraisal, Methods of Project Appraisal, Business Plan.

Finance of Enterprises: Financial Planning, Source of Finance, Capital Structure.

Institutional Support to Entrepreneurs of Bangladesh: Need for Institutional Support, Financial Institutions of Govt. and Non-Govt. of Bangladesh, Supply and Demand side Analysis of Support and Assistance of Bangladesh, Govt. Policy and Programs for Small-Scale Enterprises.

The Business: Meaning, Requisites of a Successful Business, Difference Between Business and Profession, Growth of Small Business, Types of Growth Strategies; Expansion and Diversification, Sickness in Small Business, Magnitude of Industrial Sickness, Causes of and consequences of Industrial Sickness, Corrective Measures.

Case Study Methods of Case Study; Successful Business Case Study of Bangladesh.

Textbooks: Robert Hisrich, Michael Peters, Dean Shepherd, *Entrepreneurship*, McGraw-Hill Education. (10th Edition)

Reference Book: S.S. Khanka, *Entrepreneurial Development*, S Chand. (Revised Edition)

Course No. MKT-324: Operations Management

Course Description

This course provides a general introduction to operations management (OM), or the production and delivery of goods and services. This course has a special focus on operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. After completing this course, students will learn to design, operate, and improve the systems that deliver goods and services through OM tools such as process flow diagrams, lean management, and decision trees. Ultimately, this course aims to familiarize students with the major operational issues that confront managers, and provide them with the basic language, concepts, insights, and analytical tools to deal with these issues.

Contents

Introduction to Quantitative Analysis: Introduction, What Is Quantitative Analysis?, The Quantitative Analysis Approach, How to Develop a Quantitative Analysis Model, The Role of Computers and Spreadsheet Models in the Quantitative Analysis Approach, Possible Problems in the Quantitative Analysis Approach, Implementation- Not Just the Final Step.

Game Theory: Introduction, Language of Games, The Minimax Criterion, Pure Strategy Games, Mixed Strategy Games, Dominance.

Forecasting: Introduction, Types of Forecasts, Scatter Diagrams, Measures of Forecast Accuracy, Time-Series Forecasting Models, Causal Forecasting Methods, Monitoring and Controlling Forecasts, Using the Computer to Forecast.

Linear programming Models: Graphical and Computer Methods: Introduction, Requirements of a Linear Programming Problem, Formulating LP Problems, Graphical Solution to a LP Problem, Solving Flair Furniture's LP Problem Using QM for Windows and Excel, Solving Minimization problems, Four Special Cases in LP, Sensitivity Analysis.

Linear Programming: The Simplex Method: Introduction, How to Set Up the Initial Simplex Solution, Simplex Solution Procedures, The Second Simplex Tableau, Developing the Third Tableau, Review of Procedures for Solving LP Maximization Problems, Surplus and Artificial Variables, Solving Minimization Problems, Review of Procedures for Solving Minimization Problems, Special Cases, Sensitivity Analysis with the Simplex Tableau, The Dual, Karmarkar's Algorithm.

Transportation and Assignment Models: Introduction, Setting Up a Transportation Problem, Developing an Initial Solution: Northwest Corner Rule, Stepping-Stone Method: Finding a Least-Cost Solution, MODI Method, Vogel's Approximation Method : Another Way to Find an Initial Solution, Unbalanced Transportation Problems, Degeneracy in Transportation Problems, More Than One Optimal Solution, Maximization Transportation Problems, Unacceptable or prohibited Routes, Facility location Analysis, Approach of the Assignment Model, Unbalanced Assignment Problems, Maximization Assignment Problems, Using QM for Windows, Comparison of Simplex Algorithm and Transportation Algorithm.

Project Management: Introduction, PERT, PERT/Cost, Critical Path Method, Other Topics in Project Management.

Waiting Lines and Queuing Theory Models: Introduction, Waiting Line Costs, Characteristics of a Queuing System, Single-Channel Queuing Model with Poisson Arrivals and Exponential Service Times (M/M/I), Multiple-Channel Queuing Model with Poisson Arrivals and Exponential Service Times (M/M/m), Constant Service Time Model(M/D/I), Finite Population Model (M/M/I with Finite Source), Some General Operating Characteristic Relationships, More Complex Queuing Models and the Use of Simulation.

Markov Analysis: Introduction, States and State probabilities, Matrix of Transition probabilities, predicting Future market Shares, Markov Analysis of Machine Operations, Equilibrium Conditions, Absorbing States and the Fundamental Matrix: Accounts Receivable Application.

Reference Books:

- (1) Barry Render, Ralph M. Stair Jr. and Michael E. Hanna, *Quantitative Analysis for Management*, Pearson Education. (13th Edition)
- (2) Richard B. Chase, F. Robert Jacobs, Nicholas J. Aquilano, *Operations Management for*

- Competitive Advantage*, McGraw Hill Publication. (10th Edition)
- (3) Lee J. Krajewski, Larry P. Ritzman, Manoj K. Malhotra, *Operations Management*, Pearson Education. (Eleventh Edition)

Course No. MKT-325: Supply Chain Management

Course Description

The primary focus of this course is on management and improvement of supply chain processes and performance. This course will be of great value to students who want to pursue a career in consulting or take a position in operations, marketing or finance functions in a manufacturing or distribution firm. This course familiarizes students with supply chain metrics, primary tradeoffs in making supply chain decisions, and basic tools for effective and efficient supply chain management, production planning and inventory control, order fulfillment and supply chain coordination. On completion of this course, students will have the skills to assess supply chain performance and make recommendations to increase supply chain competitiveness.

Contents

Understanding the Supply Chain: Defining business logistics and supply chain, Historical perspective of supply chain, The objective of supply chain, The importance of supply chain, Process views of a supply chain, Supply chain in diverse areas.

Supply Chain Strategy and Planning: Corporate and supply chain strategy, Drivers of supply chain performance, Achieving strategic fit between efficiency and responsiveness, Expanding the strategic fit scope, Supply chain planning, Guidelines for strategy formulation, Agile supply chain strategies: Just-in-time and Scrum method.

Product Characteristics and Its Impact on Supply Chain Strategies: Nature of supply chain product, Implications of product life cycle and 80/20 rule in supply chain strategy, Product characteristics, packaging and pricing influences on supply chain strategy.

Customer Services and Its Impact On Supply Chain Strategies: Customer services in supply chain, Importance of customer services in supply chain management, Order cycle time, Modeling sales-services relationship, determining optimum services level, Service variability, Measuring services, Service contingencies.

Order Processing and Information Systems: Defining order processing, Customer, industrial and web based channel order processing, Factors affecting order processing time, The logistics information system, Order management system, warehouse management system, transportation management system, Information system examples. Video case on 'DHL's same day visibility tracker system'.

Distribution Networks and Omni-channel Logistics: The role of distribution in supply chain, Factors influencing distribution network design, Design options for a distribution network, Omni-channel logistics best practices, Dynamic fulfilment and last mile delivery by Omni channel logistics, Application of block chain in supply chain management.

Transportation Fundamentals and Decisions: Importance of effective transportation system, Transportation mode and their characteristics, Single and Intermodal transportation services, Transportation rate profiles, Line-haul rates, Special services charges, Documentation, Transport service selection, Vehicle routing and scheduling, Freight consolidation. Incoterms of international transportation.

Forecasting Supply Chain Requirements: Nature of forecasting, forecasting method, Useful

techniques for logisticians, Special prediction problems for logisticians, Collaborative forecasting.

Inventory Policy Decisions: Appraisal of inventories, Types of inventories, Classifying inventory management problems, Inventory objectives, Push inventory control, Pull inventory control, Pipeline inventories, Aggregate control of inventories, Supply driven control, Virtual inventory.

Sourcing Decision: The role of sourcing in supply chain decision, In-house or outsource? Third-party suppliers, Total costs of ownership, Supplier selection, sharing risk and reward, Tailored sourcing, Purchasing.

Storage and Handling Decisions: Need for a storage system, Storage system functions, Storage alternatives, Material handling considerations, Storage system costs and rates, Virtual warehousing, Site selection, Planning for design and operation of storage facility, Materials and handling system design, Order picking operations.

Facility Location Decisions: Classification of location problems, Historical perspective on location, Single and multiple facility location, Dynamic warehouse location, Retail/service location, Other location problems.

Merchandising: Definition, Types of merchandising, Principles of merchandising, Strategies of merchandising, The role of merchandiser in apparel and ready-made garment industry.

Pricing and Revenue Management Decisions: The role of pricing and revenue management in pricing decisions, Pricing and revenue management for multiple customer segments, for perishable asset, for seasonal demand, for bulk and spot contracts.

Sustainability and the Supply Chain: The role of sustainability in a supply chain, The tragedy of Commons, Key pillars of sustainability, Sustainable supply chain drivers, Closed-loop supply chains, The pricing of sustainability.

Textbook: Ronald H. Ballou and Samir, K Srivastava, *Business Logistics/ Supply Chain Management*, Pearson Education. (5th Edition)

Reference Books:

- (1) Sunil Chopra, Peter Meindl and D. V. Kalra, *Supply Chain Management: Strategy, Planning, and Operation* Pearson, Pearson Education, 2004. (6th Edition)
- (2) David N. Burt, Donald W. Dobler & Stephen L. Starling, *World Class Supply Chain Management*, McGraw-Hill Irwin. (7th Edition)

Fourth Year First Semester

Course No. MKT-411: Global Marketing

Course Description

This course examines the opportunities and challenges associated with marketing across borders. This course is designed for students interested in marketing, global and international business, international relations and business, communications and business, and international studies. On completion of this course, students would be able to appreciate and evaluate the world markets by concentrating on topics such as global cultures and environments, political and economic institutions, regional characteristics, market assessment/selection and market entry strategies.

Contents

The Scope and Challenge of International Marketing: International Marketing Defined, The International Marketing Task, Environmental Adaptation Needed, The Self-Reference Criterion and Ethnocentrism: Major Obstacles, Developing a Global Awareness, Stages of International, The Orientation of International Marketing.

The Dynamic Environment of International Trade: The Twentieth to the Twenty-First Century, Balance of Payments, Protectionism, Easing Trade Restrictions, The International Monetary Fund and World Bank Group, Protests against Global Institutions.

History and Geography: The Foundations of Culture: Historical Perspective in Global Business, Geography and Global Markets, Dynamics of Global Population Trends, World Trade Routes, Communication Links.

Cultural Dynamics in Assessing Global Markets: Culture's Pervasive Impact, Definitions and Origins of Culture, Elements of Culture, Cultural Change.

Culture, Management Style, and Business Systems: Required Adaptation, The Impact of American Culture on Management Style, Management Styles around the World, Gender Bias in International Business, Business Ethics, Synthesis: Relationship-Oriented vs. Information-Oriented Cultures.

The Political Environment: A Critical Concern: The Sovereignty of Nations, Stability of Government Policies, Political Risks of Global Business, Assessing Political Vulnerability, Lessening Political Vulnerability, Government Encouragement.

The International Legal Environment: Playing by the Rules: Bases for Legal Systems, Jurisdiction in International Legal Disputes, International Dispute Resolution, Protection of Intellectual, Property Rights: A Special Problem, Cyberlaw: Unresolved Issues, Commercial Law within Countries, Export Restrictions.

Developing a Global Vision through Marketing Research: Breadth and Scope of International Marketing Research, The Research Process, Defining the Problem and Establishing, Research Objectives, Problems of Availability and Use of Secondary Data, Gathering Primary Data: Quantitative and Qualitative Research, Problems of Gathering Primary Data, Multicultural Research: A Special Problem, Research on the Internet: A Growing Opportunity, Estimating Market Demand, Problems in Analyzing and Interpreting Research Information, Responsibility for Conducting Marketing Research, Communicating with Decision Makers.

Economic Development and the Americas: Marketing and Economic Development, Marketing in a Developing Country, Big Emerging Markets(BEMs), The Americas, Strategic Implications for Marketing.

Global Marketing Management: Planning and Organization: Global Marketing Management, Planning for Global Markets, Alternative Market-Entry Strategies, Organizing for Global Competition.

Products and Services for Consumers: Quality, Products and Culture, Analyzing Product Components for Adaptation, Marketing Consumer Services Globally, Brands in International Markets.

Products and Services for Businesses: Demand in Global Business-to-Business (B2B) Markets, Quality and Global Standards, Business Services, Trade Shows: A Crucial Part of Business-to-Business Marketing, Relationship Marketing in Business-to-Business Contexts.

International Marketing Channels: Channel-of-Distribution, Structures, Distribution Patterns, Alternative Middleman Choices, Factors Affecting Choice of Channels, Channel Management, The Internet, Logistics.

Integrated Marketing Communications and International Advertising: Sales Promotions in International Markets, International Public Relations, International Advertising, Advertising Strategy and Goals, The Message: Creative Challenges, Media Planning and Analysis, Campaign Execution and Advertising Agencies, International Control of Advertising: Broader Issues.

Personal Selling and Sales Management: Designing the Sales Force, Recruiting Marketing and Sales Personnel, Selecting Sales and Marketing Personnel, Training for International Marketing, Motivating Sales Personnel, Designing Compensation Systems, Evaluating and Controlling Sales Representatives, Preparing U.S. Personnel for Foreign Assignments, Developing Cultural Awareness, The Changing Profile of the Global Manager, Foreign-Language Skills.

Pricing for International Markets: Pricing Policy, Approaches to International Pricing, Price Escalation, Sample Effects of Price Escalation, Approaches to Reducing Price Escalation, Leasing in International Markets, Countertrade as a Pricing Tool, Price Quotations, Administered Pricing, Getting Paid: Foreign Commercial Payments.

Inventive Negotiations with International Customers, Partners, and Regulators: The Dangers of Stereotypes, The Pervasive Impact of Culture on Negotiation Behavior, Implications for Managers and Negotiators, Inventive International Negotiations, Conclusions.

Textbooks:

- (1) Cateora, P.R., Gilly, M.C. & Graham, J.L., *International Marketing*, McGraw Hill, NY. (17th Edition)
- (2) Johansson, J.K., *Global Marketing – Foreign Entry, Local Marketing and Global Management*, McGraw Hill, NY. (6th Edition)

Reference Book: Hollensen, S., *Global Marketing: A Decision-Oriented Approach*, Pearson Education. (5th Edition)

Course No. MKT- 412: Product Planning and Development

Course Description

Through this course students will learn about product planning and development from a strategic perspective. To enhance students' understanding of factors affecting the implementation of strategic plans, this course highlights methods for the management of new products in companies. The course focuses on different stages in the new products process and includes assignments on how to develop new marketing offerings that fit current and future demands in the market. Students will, therefore, gain knowledge of how to set up and manage the new product development process, and how to avoid common pitfalls. After completing this course, the student should be able to: identify and analyze the strategic elements of product development processes; develop a product innovation charter; apply idea generation techniques; create and test viable product concepts using appropriate assessment techniques; assess the challenges and opportunities associated with the launch of new products; and propose a framework suitable for the management of a new product development process.

Contents

Introduction: product development, characteristics of successful product development, who designs and develops products? duration and cost of product development, the challenges of product development.

Development processes and organizations: generic development process, concept development: the front-end process, adapting the generic product development process, product development organizations, choosing an organizational structure.

Opportunity Identification: what is opportunity? types of opportunities, tournament structure of opportunity identification, effective opportunity tournaments, opportunity identification process.

Product planning: four types of product development projects, product planning process.

Identifying customer needs: steps in identifying customer needs.

Product specifications: process of establishing the target specifications, setting final specifications.

Concept generation: steps in concept generation method.

Concept selection: Methods for choosing a concept, benefits of structured method, overview of methodology, caveats.

Concept testing: seven-step method for testing product concepts.

Product architecture: physical elements, chunks, modular architecture, integral architecture, types of modularity, when is the product architecture defined? implications of the architecture, establishing the architecture.

Design of services: product-service system, differences between products and services, the service design process, the service process diagram, downstream development activities in services.

Textbook: Karl Ulrich and Steven Eppinger, *Product Design and Development*, McGraw-Hill. (6th Edition)

Course No. MKT- 413: International Economics

Course Description

The course provides a theoretical analysis of international trade topics with references to empirical evidence. Students will learn the main empirical patterns of current international trade and how to access sources of this information. They will become familiar with the concept of comparative advantage, and study models showing how technological differences, differences in resource endowments, and economies of scale determine trade patterns and income distribution. The effects of various trade policy instruments on welfare will be analyzed. Then, the course will primarily focus on state-of-the-art heterogeneous firms models of trade and on developing empirical tools to analyze firm level micro data and product level trade data. We will also study empirical evidence on the impact of globalization on the labor market. Students will acquire the problem-solving skills necessary to analyze these and similar matters.

Contents

Part 1: International Trade

Introduction: What Is International Economics About? The Gains from Trade, The Pattern of Trade, How Much Trade?, The Balance of Payments, Exchange Rate Determination, International Policy Coordination, The International Capital Market

International Trade Theory: Classical Trade Theories I: the Richardian Model, Classical Trade Theories II: the Heckscher-Ohlin Model

The Standard Trade Model and “New” Trade Theory: A Standard Model of a Trading Economy, Production Possibilities and Relative Supply, Relative Prices and Demand, The Welfare Effect of Changes in the Terms of Trade, Economic Growth: A Shift of the RS Curve, Growth and the Production Possibility Frontier, Monopolistic Competition and Increasing Returns to Scale

International Factor Movements: A One-Good Model Without Factor Mobility, International Labor Movement, Inter temporal Production Possibilities and Trade, Direct Foreign Investment and Multinational Firms, The Theory of Multinational Enterprise

Part 2: International Trade Policy

Conventional Trade Policies: Tariffs and Nontariff Trade Barriers, Import-Substituting vs. Export-Oriented Industrialization, The Political Economy of Trade Policy, National welfare arguments against free trade

Trade Policies in Developing Countries: Import-Substituting Industrialization, The Infant Industry Argument, Promoting Manufacturing Through Protection, Results of Favoring Manufacturing: Problems of Import-Substituting Industrialization, Problems of the Dual Economy and The Symptoms of Dualism, Sophisticated Arguments for Activist Trade Policy

Part 3: Exchange Rates and Open-Economy Macroeconomics

Introduction to Balance of Payments: National Income Accounting and the Balance of Payments, Foreign Exchange Markets and International Financial Investment

Models of Exchange Rate Determination: Asset Market Approach vs. Monetary Approach, Elasticity Approach vs. Absorption Approach

Government Policies: Fixed vs Floating Exchange Rate Regimes, Open Economy Macro: the Mundell-Fleming Model (IS–LM), Impossible Trinity

Part 4: Trade Policies in Bangladesh

Textbook: Krugman, P. R. and Obstfeld, M, *International Economics: Theory and Policy*,

Prentice Hall. (11th Edition)

Reference Books:

- (1) Robert C Feenstra and Alan M. Taylor, *International Economics*, Worth Publishers. (2nd Edition)
- (2) Thomas Pugel, *International Economics*, McGraw-Hill.
- (3) Salim Raihan, *Dynamics of Trade Liberalization in Bangladesh: Analysis of Policies and Practices*, Pathak Shamabesh.

Course No. MKT-414: Corporate Governance & Corporate Social Responsibility

Course Description

Corporate Governance and Social Responsibility examine how corporations respond to ethical dilemmas whilst taking stock of the needs of their various stakeholders and the expectations of national governments. This requires an understanding of the social responsibilities of business in a global environment. The roles of government regulation and community collaboration, as they impact on businesses operating across cultures, are also explored and current reforms of corporate governance are analysed.

Governance is an issue that has come to the fore recently as a direct cause of problems associated with the financial and economic crisis. Financial arbitrage, short selling's, toxic assets, management excessive bonus, golden parachutes and corruption populate our discussions as signs of malfunctions of the market and lack of corporate social responsibility. Some scholars tend to justify these as moral hazard, but others argue that the overall significance of it is largely understated by the mere observation of managerial misbehavior, which forms the tip of the iceberg. The submerged part of the iceberg is the institutional response in terms of corporate governance and the consequences of economic liberalization and deregulation of industry and business in an increasing globalized world. At the same time, management and corporations are increasingly facing public demand for new corporate ethos, a stricter compliance with both public and private/civil regulation and the assumption of responsibilities related to emerging social and environmental issues such climate change, labor exploitation, health security, etc.

Contents

PART 1 - Understanding Corporate Governance

Corporate Governance: Governance Is More Than Just Board Processes and Procedures, A Historical Perspective of Corporate Governance, Issues in Corporate Governance.

The Theory and Practice of Corporate Governance: The Concept of Corporation, Theoretical Basis of Corporate Governance, Corporate Governance Mechanisms, Corporate Governance Systems, What is "Good" Corporate Governance?, Obligation to Society at Large, Obligation to Investors, Obligation to Employees, Obligation to Customers, Managerial Obligation.

Landmarks in the Emergence of Corporate Governance: Corporate Governance Committees, World Bank on Corporate Governance, OECD Principles, McKinsey Survey on Corporate Governance, Sarbanes–Oxley Act, 2002.

PART 2 - Agents and Institutions in Corporate Governance

Rights and Privileges of Shareholders: Rights of Shareholders, Views of Various Committees on the Issue, Poor Track Record of Shareholder Protection, Grievance Redressal Process.

Investors' Problems and Protection: Relationship between Investor Protection and Corporate Governance, Corporate Governance Through Legal Protection of Investors.

Board of Directors: A Powerful Instrument in Corporate Governance: Role of the Board in Ensuring Corporate Governance, Governance Issues Relating to the Board, The Role of Directors, , Directors' Remuneration, Family-owned Businesses and Corporate Governance.

Role, Duties and Responsibilities of Auditors.

Banks and Corporate Governance.

PART 3 - Facilitators, Role Players and Regulators

Business Ethics and Corporate Governance: Importance and Need for Business Ethics, Roots of Unethical Behavior, Some Unethical Issues, Corporate Governance Ethics, How Ethics Can Make Corporate Governance More Meaningful? Ethical Dilemmas in Business.

The Role of the Government in Ensuring Corporate Governance: Public Governance and Corporate Governance, Political Governance Requires Restraints of Power, Public Versus Corporate Governance-A Study of Comparison; Business-Government Relations: Governments public policy Role, Government Regulation of Business.

PART 4 - Issues and Problems of Corporate Governance in Emerging Economies

Corporate Governance in Developing and Transition Economies: Problems Faced by Developing and Transitional Economies, Defining Corporate Governance, Corporate Governance Models, The Institutional Framework for Effective Corporate Governance, Corporate Governance Challenges in Developing, Emerging and Transition Economies, Current Corporate Governance Settings in Transition Economies, Corporate Governance The Bangladesh Scenario.

PART 5 - Corporate Social Responsibility

The Corporation's Social Responsibility: Corporate power and responsibility, The meaning of Corporate Social Responsibility, The origins of Corporate Social Responsibility, Balancing social, economic and legal responsibilities, The corporate social responsibility debate, Arguments for / Arguments against corporate social responsibility, Social entrepreneurship.

Challenges of Globalization: Global Corporate Citizenship: Stages of Corporate Citizenship, Assessing global corporate citizenship, Sustainable Development and Global Business.

Managing Environmental Issues: Industrial Pollution, Evidence of Pollutants, Natural Environment and Business, Pollution Prevention, Improving Corporate Environmental Performance, The Need for a New Approach, Environmental Management in Bangladesh.

Technology, Organizations and Society: Managing Technology and Innovation, Consumer Protection, Employees and the Corporation, The Community and the Corporation.

Textbooks:

- (1) Fernando A. C., Satheesh E. K., and Muraleedharan K. P. "*Corporate Governance: Principles, Policies and Practices*", Pearson, India. (3rd Edition)

- (2) Chowdhury, D. *“Incentives, Control and Development – Governance in Private and Public Sector with Special Reference to Bangladesh”*, Dhaka University Prakashana Sangstha, Dhaka. (3rd Edition)
- (3) Lawrence, A.T., and Weber, J. *“Business and Society – Stakeholder, Ethics, Public Policy”*, McGraw Hill, NY. (14th Edition)

Course No. MKT-415: Econometrics

Course Description

The course focuses on the estimation, inference, and identification of linear models and covers the issues and challenges of linear regression models, how to interpret the results of these models, and apply econometrics can be applied to study real-world problems. The topics covered in the course include estimation issues such as model misspecification, measurement errors endogenous regressors, as well as instrumental variable regressions, panel data approaches, and econometric analysis using matrices. STATA, a standard software for econometric and statistical analysis, will be used throughout the course.

Contents

Single-Equation Regression Models: The Nature of Regression Analysis-Two-Variable Regression Analysis: Some Basic Ideas-Two-Variable Regression Model: The Problem of Estimation-Classical Normal Linear Regression Model (CNLRM)-Two-Variable Regression: Estimation and Hypothesis Testing-Extensions of the Two-Variable Linear Regression Model-Multiple Regression Analysis: The Problem of Estimation-Multiple Regression Analysis: The Problem of Inference-Dummy Variable Regression Models.

Relaxing the Assumptions of the Classical Model: Multicollinearity: What Happens if the Regressors Are Correlated-Heteroscedasticity: What Happens if the Error Variance Is Nonconstant?-Autocorrelation: What Happens if the Error Terms Are Correlated-econometric Modeling: Model Specification and Diagnostic Testing.

Topics in Econometrics: Nonlinear Regression Models-Qualitative Response Regression Models-Panel Data Regression Models-Dynamic Econometric Models: Autoregressive and Distributed-Lag Models.

Simultaneous-Equation Models: Simultaneous-Equation Models-The Identification Problem-Simultaneous-Equation Methods.

Time Series Econometrics: Time Series Econometrics: Some Basic Concepts-Time Series Econometrics: Forecasting.

Textbook: Damodar N. Gujarati and Sangeetha, *Econometrics*, Tata McGraw-Hill Publishing Company Limited, (4th Edition)

Reference Book: Jeffrey M. Wooldridge, *Introductory Econometrics - A Modern Approach*, South-Western, Cengage Learning. (5th Edition)

Fourth Year Second Semester

Course No. MKT-421: Brand Management

Course Description

This course aims at developing students' understanding of the importance of brand equity as well as how to develop and execute successful branding strategies through building, measuring, and managing brand equity. It covers topics of branding, steps/process of building brands, methods of measuring brand equity, ways to leverage brand equity, strategies in managing brand portfolios, and management of brands over time, geographic boundaries, and market segments.

Contents

Part I Strategic Brand Management: An Introduction

Brands and Brand Management: What Is a Brand? Why Do Brands Matter? Can Anything Be Branded? What Are the Strongest Brands? Branding Challenges and Opportunities, The Brand Equity Concept, Strategic Brand Management Process.

Part II Developing a Brand Strategy

Customer-Based Brand Equity and Brand Positioning: Customer-Based Brand Equity, Making a Brand Strong, Brand Knowledge, Sources of Brand Equity, Identifying and Establishing Brand Positioning, Positioning Guidelines, Defining a Brand Mantra.

Brand Resonance and Brand Value Chain: Building a Strong Brand: The Four Steps of Brand Building and Brand Value Chain, The Brand Value Chain.

Part III: Designing and Implementing Brand Marketing Programs

Choosing Brand Elements to Build Brand Equity: Criteria for Choosing Brand Elements, Options and Tactics for Brand Elements.

Designing Marketing Programs to Build Brand Equity: New Perspectives on Marketing, Integrating Marketing, Product Strategy, Pricing Strategy, Channel Strategy.

Integrating Marketing Communications to Build Brand Equity: The New Media Environment, Four Major Marketing Communication Options, Brand Amplifiers, Developing Integrated Marketing Communication Programs.

Branding in the Digital Era

Leveraging Secondary Brand Associations to Build Brand Equity: Conceptualizing the Leveraging Process, Country of Origin and Other Geographic Areas, Channels of Distribution, Co-Branding, Licensing, Celebrity Endorsement, Sporting, Cultural, or Other Events, Third-Party Sources.

Part IV Measuring and Interpreting Brand Performance

Developing a Brand Equity Measurement and Management System: The New Accountability, Conducting Brand Audits, Designing Brand Tracking Studies, Establishing a Brand Equity Management System.

Measuring Sources of Brand Equity: Capturing Customer Mind-Set: Qualitative Research Techniques, Quantitative Research Techniques, Comprehensive Models of Consumer-Based Brand Equity.

Measuring Outcomes of Brand Equity: Capturing Market Performance: Comparative Methods, Holistic Methods.

Part V Growing and Sustaining Brand Equity

Designing and Implementing Brand Architecture Strategies: Developing a Brand Architecture Strategy, Brand Portfolios, Brand Hierarchies, Corporate Branding, Brand Architecture Guidelines.

Introducing and Naming New Products and Brand Extensions: New Products and Brand Extensions, Advantages of Extensions, Disadvantages of Brand Extensions, Understanding How Consumers Evaluate Brand Extensions, Evaluating Brand Extension Opportunities.

Managing Brands Over Time: Reinforcing & Revitalizing Brands, Adjustments to the Brand Portfolio.

Managing Brands Over Geographic Boundaries and Market Segments: Regional Market Segments, Other Demographic and Cultural Segments, Rationale for Going International, Advantages of Global Marketing Programs, Disadvantages of Global Marketing Programs, Global Brand Strategy, Standardization versus Customization, Building Global Customer-Based Brand Equity, Strategic Brand Management Guidelines, What Makes a Strong Brand? Future Brand Priorities.

Part VI Closing Perspectives

Textbook: Kevin Lane Keller and Vanitha Swaminathan, *Strategic Brand Management*, Pearson Education. (5th Edition)

Reference Books:

- (1) Jean-Noël Kapferer, *The New Strategic Brand Management: Advanced Insights and Strategic Thinking*, Kogan Page. (5th Edition)
- (2) Charlotte F. Knudtzen, Soren Hougaard and Mogens Bjerre, and Tilde Heding, *Brand Management: Research, Theory and Practice*, Routledge. (2nd Edition)

Course No. MKT-422: Marketing Research

Course Description

This course provides a comprehensive introduction to marketing research, and discusses key concepts, processes, and techniques as well as their applications. Students gain an appreciation for the breadth and depth of the subject and its significance for a business enterprise, whether a start-up or an established company. Besides an overview of marketing research, the course covers research design, including qualitative and quantitative data, and quantitative methods used for analyzing research data to make decisions.

Contents

PART 1: Introduction and Early Phases of Marketing Research

Research Philosophies and Approaches: What is research philosophy, Developing research philosophy, Ontological, epistemological and axiological assumptions, Philosophical assumptions as a multidimensional set of continua, Research paradigm, Five major philosophies, Approaches to theory development.

Introduction to Marketing Research: Definition of Marketing Research, Classification of marketing research, Types of literature review, Contributions of the literature review, Literature sources, Planning the literature search, Development of literature review, Ways to organizing the literature review, Writing the literature review, Confirming research problem with the literature

review. Management decision problem and marketing research problem, Environmental context of the problem, ethics in marketing research.

PART 2: Research Design Formulation

Research Design: Research design and objectives, Research design classification, Exploratory, Descriptive and Causal Research, Relationships among exploratory, descriptive, and causal research, Potential sources of error, Budgeting and scheduling the project, Marketing research proposal, Marketing research and social media.

Exploratory Research Design: Objective of exploratory research, Primary versus secondary data, Advantages, disadvantages and uses of secondary data, Criteria for evaluating secondary data, Syndicated sources of secondary data, Big data, Qualitative versus quantitative research, Rationale for using qualitative/quantitative research, Classification of qualitative research procedures, Analysis of qualitative data.

Descriptive Research Design: Objective of descriptive research, Survey and observation methods classified by mode of administration, Ethnographic research.

Causal Research Design: Concept, definition and conditions of causality, Definition of symbols, Validity in experimentation, Extraneous variables and its treatment, Classification of experimental designs, Laboratory versus field experiments, Experimental versus non-experimental designs, Test marketing in application.

Measurement and Scaling: Comparative and non-comparative scaling, Scale characteristics and level of measurements, Techniques of comparative and non-comparative scale, Multi-item scales, Scale evaluation, Mathematically derived scales.

Questionnaire and Form Design: Definition and objective of questionnaire, Questionnaire design process, Specify the information needed, Type of interviewing method, Individual question content, overcoming inability and unwillingness to answer, Choosing question structure, wording and order, Form and layout, Reproduction of the questionnaire, Pretesting, Computer and internet questionnaire construction, Observational forms.

Sampling Design, Procedures and Determination: Sample or Census, The sampling design process, Classification of sampling techniques, Use of nonprobability and probability sampling, Internet sampling, Overview of The Sampling distribution and statistical approach to determining sample size.

PART 3: Data Collection, Preparation and Analysis

Data Collection and Preparation: The nature of fieldwork, Fieldwork/data collection process, Selection, training and supervision of fieldworkers, Validation of fieldworkers and evaluation of fieldworks, Data preparation process, Questionnaire checking, Editing, Coding, Transcribing, Data cleaning, Missing Data treatment, statistically adjusting the data, Selecting data analysis strategy, Classification of statistical techniques.

Review of Frequency Distribution, Cross-Tabulation, and Hypothesis Testing: Statistics associated with frequency distribution, Procedure for hypothesis testing, Statistics associated with cross-tabulation, Hypothesis testing related to differences: parametric and nonparametric test.

Analysis of Variance and Covariance: Relationship among techniques, One-way analysis of variance, Statistics associated with one-way analysis of variance, Conducting one-way analysis of variance, Assumptions in analysis of variance, N-way analysis of variance, Analysis of covariance, Issues in interpretation, Repeated measures ANOVA, Nonmetric analysis of variance, Multivariate

analysis of variance.

Correlation and Regression: Product moment correlation, Partial correlation, Nonmetric correlation, Regression analysis, Bivariate regression, Statistics associated with bivariate regression analysis, Conducting bivariate regression analysis, Multiple regression, Statistics associated with multiple regression, Conducting multiple regression analysis, Stepwise Regression, Multicollinearity, Relative importance of predictors, Cross-validation, Regression with dummy variables, Analysis of variance and covariance with regression.

Textbook: Malhotra, N. K., (2019). *Marketing Research: An Applied Orientation*, Pearson Education. (7th Edition)

Reference Book:

- (1) Hair, J. F., Celsi, M.W., Money, A. H., Samouel, P. and Page, M. J. (2011). *Essential of Business Research Method*, Routledge. (2nd Edition)
- (2) Joseph Hair, Jr. , Robert Bush, and David Ortinau, *Marketing Research*, McGraw-Hill/Irwin. (4th Edition)

Course No. MKT- 423: Selling and Sales Management

Course Description

This course is designed to enhance students' knowledge and skills that businesses need to win customers and grow their businesses. This course has a focus on developing and maintaining relationships with customers and managing the sales process of finding, concerting, and keeping customers while achieving the organization's goals. On completion of this course, students will be able to have a basic understanding of communication techniques, career planning, selling strategies and tactics, as well as sales duties, responsibilities, and problems.

Contents

Part 1 Developing a Personal Selling Philosophy

Relationship Selling Opportunities in the Information Economy: Personal Selling Today-A Definition and a Philosophy, Emergence of Relationship Selling in the Information Economy, Considerations for a Future in Personal Selling, Employment Settings in Selling Today, Selling Skills—One of the “Master Skills for Success” for the Knowledge Worker, Learning to sell.

Evolution of Selling Models That Complement the Marketing Concept: Marketing Concept Requires New Selling Models, Evolution of Consultative Selling, Evolution of Strategic Selling, Evolution of Partnering, Value Creation - the New Selling Imperative.

Part 2 Developing a Relationship Strategy

Creating Value with a Relationship Strategy: Developing a Relationship Strategy, Thought Processes That Enhance Your Relationship Strategy, Verbal and Nonverbal Strategies That Add Value to Your Relationships, Conversational Strategies That Enhance Relationships, Strategies for Self-Improvement.

Communication Styles: A Key to Adaptive Selling Today: Communication Styles—An Introduction to Adaptive Selling, Communication-Style Model, Minimizing Communication-Style Bias, Achieving Versatility through Style Flexing.

Ethics: The Foundation for Relationships in Selling: Making Ethical Decisions, Character Development, Factors Influencing the Ethics of Salespeople, A Personal Code of Ethics That Adds Value, Ethical and Legal Issues in International Business.

Part 3 Developing a Product Strategy

Creating Product Solutions: Developing a Product Solution That Adds Value, Becoming a Product Expert, Know Your Company, Know Your Competition, Sources of Product Information, Adding Value with a Feature–Benefit Strategy.

Product-Selling Strategies That Add Value: Product Positioning - A Product-Selling Strategy, The Cluster of Satisfactions Concept Product-Positioning Options.

Part 4 Developing a Customer Strategy

The Buying Process and Buyer Behavior: Developing a Customer Strategy, Consumer Versus Business Buyers, Achieving Alignment with the Customer’s Buying Process, Understanding the Buying Process of the Transactional, Consultative, and Strategic Alliance Buyer, Understanding Buyer Behavior.

Developing and Qualifying a Prospect Base: Prospecting—An Introduction, Prospecting Requires Planning, Sources of Prospects, Qualifying the Prospect, Collecting and Organizing Prospect Information, Managing the Prospect Base.

Part 5 Developing a Presentation Strategy

Approaching the Customer with Adaptive Selling: Developing the Presentation Strategy, Planning the Pre-approach, Developing the Six-Step Presentation Plan, The Approach, Converting the Prospect’s Attention and Arousing Interest.

Determining Customer Needs with a Consultative Questioning Strategy: The Consultative Sales Process Adds Value, The Four-Part Need-Satisfaction Model, Creating Value with Need Discovery, Need Discovery—Listening and Acknowledging the Customer’s Response, Selecting Solutions That Create Value, Planning and Execution-Final Thoughts.

Creating Value with the Consultative Presentation: Need-Satisfaction—Selecting a Consultative Presentation Strategy, Guidelines for Creating a Presentation That Adds Value, Guidelines for a Persuasive Presentation Strategy That Adds Value, Guidelines for a Group Sales Presentation, Selling Tools for Effective Demonstrations.

Negotiating Buyer Concerns: Formal Integrative Negotiation—Part of the Win-Win, Relationship Strategy, Common Types of Buyer Concerns, Specific Methods of Negotiating Buyer Concerns, Creating Value during Formal Negotiations, Working with Buyers Trained in Formal Negotiations.

Adapting the Close and Confirming the Partnership: Adapting the Close—An Attitude That Adds Value, Guidelines for Closing the Sale, Recognize Closing Clues, Specific Methods for Closing the Sale, Confirming the Partnership When the Buyer Says Yes.

Servicing the Sale and Building the Partnership: Building Long-Term Partnerships with Customer Service, Current Developments in Customer Service, Customer Service Methods That Strengthen the Partnership, Partnering with an Unhappy Customer.

Part 6 Practical Orientations

Seminar by an Expert: Define Your Territory, Manage your Distributor, Manage Your Field Force.

Determined by the Instructor: Sales Fair Arrangement.

Selected Cases: Jobber, D., & Lancaster, G., *Selling and Sales Management*, Pearson Education. (9th Edition)

Textbook: Gerald L. Manning, Michael L. Ahearne & Barry L. Reece, *Selling Today: Partnering to Create Value*, Pearson Education. (14th Edition)

Course No: MKT-424: Consumer Behavior

Course Description

This course introduces the theory of consumer behavior and relates it to the practice of marketing. This course covers relevant material drawn from psychology, anthropology, social and behavioral sciences within the framework of the consumer decision process and its main influencing factors. On completion of this course, students can apply psychological, social and cultural concepts to marketing decision making. Topics include the importance of consumer behavior and research, internal influences such as motivation and involvement, personality, self-image, life-style, perception, learning, attitude formation and change, and communication; external influences such as culture, subculture, social class, reference groups and family, and the diffusion of innovations, and consumer decision making.

Contents

Introduction: Overview and Applications of Consumer Behavior, Consumer Decisions and Outcomes, Psychological, Sociological and Economic Concept Pertinent to Consumption, Theories and Models, Role of Theory, Criteria of Sound Theory in Consumer Behavior, How Models are Constructed, Different Models of Consumer Behavior, The Nature of Consumer Behavior.

External Influences on Consumer Behavior

Cross Cultural Variations in Consumer Behavior: Culture and Cultural Values, Cultural Variations in Nonverbal Communications, Global Cultures and Global Demographics.

The Changing Society: Values, Demographics and Social Stratification, Social Class and Buying Behavior, Subcultures, Families and Households, Group (Reference) Influences on Consumer Behavior.

Internal Influences on Consumer Behavior

Perception: Nature of Perception, Theories of Perception, Model of Perception, Factor Determining Perception, Features of Perception Affecting Consumer Behavior.

Learning, Memory and Product Positioning: Memory's Role in Learning, Learning and Involvement, Learning and Retrieval, Brand Image and Product Positioning.

Motivation, Personality and Emotion: Nature and Theories of Motivation, Role of Emotion and Personality in Marketing Strategy.

Attitudes: Influence of Attitudes, Attitude Components, Attitudes Change, Cognitive Dissonance Theory, Multi-attribute Theory.

Consumer Purchasing Process and Consumer Decision Process

Situational Influences, Problem Recognition, Information Search, Alternative Evaluation, Selection and Purchase, Post-purchase Process, Customer Satisfaction and Commitment.

Textbook: David L. Motherbaugh and Del I. Hawkins, *Consumer Behavior (Building Marketing Strategies)*, McGraw-Hill Education. (13th Edition)

Reference Books:

- (1) Harold W. Berkmen and Christopher C. Gilson, *Consumer Behavior (Concepts and Strategies)*, Kent Publishing Company. (Subsequent Edition)
- (2) Leon G. Schiffman, Joseph Wisenblit & S, Ramesh Kumar, *Consumer Behavior*, Pearson Education. (11th Edition)

Course No. MKT-425: Services Marketing

Course Description

The purpose of this course is to introduce the core principles, concepts and specific marketing strategies to the services sector. It will explore service processes and delivery, customer loyalty, pricing, communications, and capacity by studying businesses in a variety of service industries. Moreover, this course is intended to broaden students view on marketing and give students an understanding of how marketing is practiced in service organizations. Not only has it dealt primarily in services but also from the perspective of all organizations. In recognition of the fact that service is an integral part of the offering of every company and organization regardless of the sector in which it operates.

Contents

Introduction to Services: What are Services? Why Service Marketing? Service and Technology, Characteristics of Services, Services Marketing Mix .

Conceptual Framework of the Book: The Gaps Model of Service Quality, The Customer Gap, The Provider Gaps, Putting It All Together: Closing the Gaps,

Customer Expectations of Service: Service Expectations, Factors that Influence Customer Expectations of Service, Issues Involving Customers' Service Expectations

Customer Perceptions of Service: Customer Perceptions, Customer Satisfaction, Service Quality, Service Encounters: The Building Blocks for Customer Perceptions.

Listening to Customers through Research: Using Marketing Research to Understand Customer Expectations, Elements in an Effective Services Marketing Research Program, Analyzing and Interpreting Marketing Research Findings, Using Marketing Research Information.

Building Customer Relationships: Relationship Marketing, Relationship Value of Customers, Customer Profitability Segments, Relationship Development Strategies, Relationship Challenges.

Service Recovery: The Impact of Service Failure and Recovery, How Customers Respond to Service Failures, Service Recovery Strategies: Fixing the Customer, Service Recovery Strategies: Fixing the Problem, Service Guarantees, Switching Versus Staying Following Service Recovery.

Service Innovation and Design: Challenges of Service Design, Important Considerations for Service Innovation, Types of Service Innovation, Stages in Service Innovation and Development, Service Blueprinting: A Technique for Service Innovation and Design.

Customer-Defined Service Standards: Factors Necessary for Appropriate Service Standards, Types of Customer-Defined Service Standards, Development of Customer-Defined Service Standards.

Physical Evidence and the Servicescape: Physical Evidence, Types of Servicescapes, Strategic Roles of the Servicescape, Framework for Understanding Servicescape Effects on Behavior, Guidelines for Physical Evidence Strategy.

Employee's Roles in Service: Service Culture, The Critical Importance of Service Employees, Boundary- Spanning Roles, Service Culture.

Managing Demand and Capacity: Lack of Inventory Capability, Constraints in Capacity, Manage Fluctuating Demand for Service Firms, Strategies for Matching Capacity and Demand, Shift Demand to Match Capacity, Flexing Capacity to Meet Demand, Yield Management, Waiting Line Strategies.

Integrated Services Marketing Communications: The Need for Coordination in Marketing Communication, Key Service Communication Challenges, Five Categories of Strategies to Match Service Promises with Delivery.

Cases: Relevant Cases from Textbook and other sources.

Textbook: Valarie A. Zeithaml, Mary Jo Bitner and Dwayne D. Gremler, *Services Marketing- Integrating Customer Focus Across the Firm*, McGraw Hill Education Private Limited (India). (7th Edition)

Reference Books and Journals:

- (1) Jochen Wirtz and Christopher Lovelock, *Essentials of Services Marketing*. (3rd Edition)
- (2) Sanjit Kumar Roy, Dilip S. Mutum and Bang Nguyen, *Services Marketing Cases in Emerging Markets*, Springer.
- (3) Steve Baron and Kim Harris, *Services Marketing: Text and Cases*.

Relevant Journals: Journal of Services Marketing, Journal of the Academy of Marketing Science, etc.