



North Bengal International University

Faculty of Business Studies

Department of Business Studies

Outcome Based Curriculum for 4-Years BBA Program

(Semester: 8)

Program Code: 04081

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

2. Name of the University: North Bengal International University

3. Vision of the University

The vision of the university is to become a leading edge educational institution of the country by providing high quality education to the young generation in order to equip them with the knowledge, skill and attributes necessary for the development of the country. It aims at attracting good students, faculty and staff from home and abroad.

4. Mission of the University

The mission of North Bengal International University is to achieve the goals of higher education and sustainable economic growth in the country by producing competent graduates in their selected disciplines. To fulfil our vision we are intended to prepare our student as:

- 1) Critical thinkers with knowledge creation and necessary analytical skills
- 2) Efficient in oral, written and digital communication
- 3) Life-long learners with excellent leadership skills
- 4) Self inspired innovators
- 5) Conscious about social justice and sustainability

5. Name of the Program Offering Entity : Department of Business Studies

6. Vision of the Program Offering Entity

The vision of the Department of Business Studies is to become a unique Business School that is intellectually, socially, and personally transformative. Its prime aims to be a center of excellence of Research and Innovation for Business and Entrepreneurial education in national and global arena.

7. Mission of the Program Offering Entity

The mission Statements of the Department of Business Studies are to:

M1: be a professional leader in the creation and dissemination of knowledge in business and entrepreneurship to foster the challenges of 4th Industrial Revolution (4IR). (Purpose)

M2: educate the citizens and young-leaders for our society. We do this through our commitment to the transformative power of business and entrepreneurial education. (Strategy)

M3: provide every modern facility for a teaching-learning experience conducive to creativity, integrity, morality and quality in order to create leaders at home and abroad. (Standard and Values)

8. Objectives of the Program Offering Entity

The objectives of the department are:

- To develop strong analytical skills and personal judgment in the financial decision making process.

- To utilize the tools and methodologies needed to solve marketing problems, including developing marketing plans and the use of various marketing strategies.
- To demonstrate knowledge of the strategic management process and ability to access industry attractiveness and the competitive environment.
- To successfully utilize the tools and techniques of managerial accounting to make decisions about both day to day operations and long term tactics and strategies.
- To demonstrate an understanding of computer applications and proficiency with the managerial applications of Internet technology.
- To apply fundamental processes, theories and methods to business communications in the workplace

8. Name of the Degree : Bachelor of Business Administration (BBA)

9. Description of the Program

Dynamism of the Department of Business Studies lies in grooming graduates with the latest skills and concepts of business sought by contemporary business houses of the country. Department of Business Studies offers undergraduate and graduate programs. The main objective of the department is to groom the students with the latest concepts and skills of business sought by contemporary business houses of the country. The particulars are as follows:

a. Areas of Specialization in BBA Program

1. Major in Accounting and Information System
2. Major in Finance
3. Major in Human Resource Management
4. Major in Marketing
5. Major in Management Studies
6. Major in Banking and Insurance
7. Major in International Business
8. Major in Tourism and Hospitality Management

b. Course and Credit Structure

	No. of Courses		Credits
Core Courses	27	27 x 3	= 81
GED Courses	9	9 x 4	= 36
Major Courses	6	06 x 3	= 18
Internship	1	01 x 3	= 03
Viva-voce	1	01 x 3	= 03
Total	44		= 141

c. Course-Wise Marks Distribution

Course (Final Term)	:	50%
Course (Mid Term)	:	20%
Class Test/Tutorial/Quiz/Oral Test	:	10%
Assignment/Presentation	:	10%
Class Attendance	:	10%
Total	:	100%

10. Graduate Attributes

Comprehensive knowledge in Business	Acquire the basic theoretical knowledge and conceptual framework of Accounting and financial reporting with special focus on accounting methods, process and practices.
Solid foundation and understanding of Business and Management	Learn the basic concepts and understanding of the subjects relevant to doing business and managing affairs of an organization including the legal aspects of the matters concerned.
Rational Thinking, critical reasoning of creative mind	Appreciate the scientific decision making process and analyze critically from different perspectives and apply the technique successfully in real life situations in creative manner.
Enthusiasm to learning and desire for achievements	Gain an art and science of learning and embrace difficult situations successfully with high degree of independence in life and business towards personal achievements.
Interpersonal and communication skills	Earn the basic communication and social skills to collaborate with individuals in different professional and community settings.
Team-building and teamwork	Understand the fundamentals of human psychology and individual behavior that shapes our attitudes, biases, preferences, knowledge's and practices and be able to work independently and in teams.
Ethical stability and sense of accountability	Recognize the need to follow a set of ethical code of conducts for professionals who work in business in general and accounting in particular for framing fair and equitable policies protecting the interest of diverse stakeholders associated with an organization.
Emotional Stability and meeting deadlines	Will have the courage to deflect negative affective, remain calm, and be able to meet deadlines in stressful situations maintaining a reasonable degree of self-esteem throughout difficult ordeals.
Computer literacy and expert user of technologies	Acquire the fundamental knowledge of and training on computers and related application of modern technologies for using them command and comfort with particular emphasis on the accounting software popularly used in business organizations.
Adaptable and flexibility in working at different cultural settings	Demonstrate a dynamic approach to face different situations and is with flexible mind in today's ever changing business process workplace conditions with a positive 'can do' attitude and be culturally different global perspectives.

11. Program Educational Objectives (PEOs)

PEO1	Graduates will apply business oriented knowledge and to solve business and societal problems.
PEO2	Deliver outstanding services to produce skilled, corporate and dynamic professionals in business based career (teachers, managers, leaders, executives and others).
PEO3	Graduates will demonstrate life-long learning in the field of business by upgradation of knowledge, skills and abilities.
PEO4	To bring to graduate's careers the self-assurance, integrity, and technical strengths that drive innovation, and collaboration skills.
PEO5	Develop leadership skills and incorporate ethics, teamwork with effective communication and time management in the profession.

12. Program Learning Outcomes (PLOs)

PLOs	Learning Attribute	PLO statement
PLO1	<i>Business Knowledge</i>	Understand and apply the fundamental knowledge and different concept of modern business to solve dynamic business problems.
PLO2	<i>Problem Analysis</i>	Identify, formulate and analyze business problem like forecasting, demand and supply analyses, consumer analysis, production analysis, market analysis and so for the betterment of the business.
PLO3	<i>Design/ Development of Solutions</i>	Design and develop new product, green product & processes and business ideas as a solution that meet the specified needs with appropriate consideration for public health and safety as well as cultural, societal and environmental concerns.
PLO4	<i>Investigation</i>	Conduct investigations of complex problems, considering design of experiments, analysis and interpretation of data and synthesis of information to provide valid conclusions.
PLO5	<i>Individual and Team Work</i>	Function effectively as an individual and as a member or leader of diverse teams as well as in multidisciplinary settings.
PLO6	<i>Modern tool usage</i>	Create, select, apply and use of appropriate techniques, resources, modern tools and technologies for business growth to solve complex activities and limitations.
PLO7	<i>The Business and society</i>	Formulate and Apply new business for societal development.
PLO8	<i>Environment and sustainability</i>	Understand the critical impact of ethical business on the environment and positive impact for sustainable growth for the development of the country.
PLO9	<i>Communication</i>	Be able to demonstrate different communication tools like reports writing, documentation and presentation effectively among various business communities considering dynamic business activities.
PLO10	<i>Ethics</i>	Apply ethical principles to commit professional ethics, responsibilities and the norms of the business practice widely.
PLO11	<i>Project Management and Finance</i>	Demonstrate and understand the knowledge of business and management principles to apply these for one's own work as a member or a leader of a team to manage and finance projects in multi-disciplinary business environments.
PLO12	<i>Life-long Learning</i>	Recognize the need for and have the preparation and ability to engage in independent, life-long learning in the broadest context of dynamic business environment change.

13. Mapping Mission of the university with PEOs

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

14. Mapping PLOs with the PEOs

PLOs	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5
PLO 1	√	√	√		
PLO 2	√	√			
PLO 3		√			
PLO 4		√			
PLO 5				√	√
PLO 6		√			
PLO 7					√
PLO 8					√
PLO 9					√
PLO 10					√
PLO 11	√	√			
PLO 12			√		√

15. Mapping courses with the PLOs

Course Code	Course Title	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
	GED Courses												
BAN 0232-01	বাংলা ভাষা ও সাহিত্য								√	√	√		
ENG 0232-02	Introduction to English Language & Literature									√			√
HUM 0222-03	Bangladesh Studies												√
ICT 0611-04	Information and Communication Technology						√						
HUM 0223-05	Normative and Meta Ethics										√		
CMG 0321-06	Understanding Communication and Media									√			
LAW 0421-07	Introduction to Law												√
POL 0312-08	Introduction to International Relation												√
PSYCO 0313-09	Introduction to Psychology												√
	Core Courses												
Course Code	Course Title	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
ACT 0411-01	Principles of Accounting	√	√	√								√	
ACT 0411-02	Cost and Management Accounting		√	√	√		√						
ACT 0411-03	Auditing and Taxation				√	√		√	√		√		
MGT 0413-01	Introduction to Business	√	√					√	√		√		

BUS 0413-02	Business Communication		√			√	√			√			
BUS 0421-03	Business and Labour Law	√						√					
BUS 0413-04	International Business	√							√				
BUS 0413-05	Research Methodology		√	√		√	√	√					
ECO 0311-01	Microeconomics	√	√	√				√	√				√
ECO 0311-02	Macroeconomics	√	√	√			√	√	√				√
FIN 0412-01	Principles of Finance	√	√	√									
FIN 0412-03	Financial Management	√		√									
FIN 0412-03	Insurance and Risk Management	√	√									√	
HRM 0413-01	Human Resource Management	√	√	√			√						
ICT 0611-01	Management Information System		√	√				√	√		√	√	
ICT 0611-02	Managing Fourth Industrial Revolution (4IR) in Business		√	√			√			√			
MATH 0541-01	Business Mathematics		√	√			√	√					
MGT 0413-01	Principles of Management	√	√	√	√					√			
MGT 0413-02	Entrepreneurship Development SME & Career Management	√	√	√		√						√	
MGT 0413-03	Organizational Behavior	√				√		√					√
MGT 0413-04	Bank Management	√	√						√				
MGT 0413-05	Strategic Management	√	√	√	√								√
MGT 0413-06	Operations Management	√		√		√	√						
MKT 0414-01	Principles of Marketing	√	√	√				√		√			
MKT 0414-01	Marketing Management	√	√	√					√				
STA 0542-01	Business Statistics		√	√			√						
THM 0413-01	Fundamentals of Tourism and Hospitality Management	√	√				√					√	
Major in Accounting and Information System													
Course Code	Course Title	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
ACT 0411-401	Intermediate Financial Accounting	√	√			√	√						
ACT 0411-402	Advanced Cost Accounting		√	√								√	
ACT 0411-403	Advanced Management Accounting	√	√	√	√		√						
ACT 0411-404	Advanced Financial Accounting		√	√		√	√			√			
ACT 0411-405	Budgeting and Budgetary Control	√	√	√						√		√	

ACT 0411-406	Accounting Information Systems	√	√		√		√				√		
ACT 0411-407	Accounting Theory	√	√		√				√			√	
ACT 0411-408	Advanced Audit and Assurance Services		√	√			√			√	√		
ACT 0411-409	Multinational Accounting	√	√	√		√				√			
ACT 0411-410	Accounting for Specialized Institutions	√		√		√					√		
ACT 0411-411	Governmental Accounting and Audit Process	√	√	√			√				√		
Major in Finance													
Course Code	Course Title	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
FIN 0412-401	Financial Institutions and Markets	√	√				√					√	
FIN 0412-402	Investment Analysis and Portfolio Management	√	√	√			√						
FIN 0412-403	International Financial Management	√	√	√									
FIN 0412-404	Working Capital Management		√	√			√						
FIN 0412-405	Corporate Finance	√	√										
FIN 0412-406	Real Estate and Lease Financing	√	√	√			√						
FIN 0412-407	Financial Analysis and Control	√	√	√	√								
FIN 0412-408	Management of Financial Services	√											
FIN 0412-409	Financial Derivatives	√											
FIN 0412-410	Money and Banking	√	√	√									
Major in Human Resource Management													
Course Code	Course Title	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
HRM 0413-401	International Human Resource Management	√	√	√			√						√
HRM 0413-402	Training and Development	√					√						
HRM 0413-403	Compensation Management	√	√	√									
HRM 0413-404	Industrial Relations	√			√								
HRM 0413-405	Conflict Management and Negotiations Skills	√	√				√			√			
HRM 0413-406	Strategic Human Resource Management	√	√	√			√						
HRM 0413-407	Performance Management	√	√	√			√						

HRM 0413-408	Human Resource Planning	√	√	√			√	√					
HRM 0413-409	Human Resources Information Systems	√	√	√			√						
HRM 0413-410	Leadership and Teamwork	√				√				√	√		√
Major in Marketing													
Course Code	Course Title	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
MKT 0414-401	Sales Force Management	√	√	√									
MKT 0414-402	Supply Chain Management	√	√	√									
MKT 0414-403	International Marketing	√		√									
MKT 0414-404	Marketing Research		√	√	√								
MKT 0414-405	Brand Management	√	√	√									
MKT 0414-406	Strategic Marketing	√	√	√									
MKT 0414-407	E-Marketing	√	√	√						√			
MKT 0414-408	Consumer Behavior		√	√									
MKT 0414-409	Societal Marketing	√		√	√								
MKT 0414-410	Integrated Marketing Communication	√	√	√									
MKT 0414-411	Services Marketing	√	√			√			√		√	√	
Major in Management Studies													
Course Code	Course Title	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
MGT 0413-401	Management Thought	√	√	√									
MGT 0413-402	Project Management		√	√			√			√		√	√
MGT 0413-403	Industrial Relations	√			√		√			√			
MGT 0413-404	Conflict Management and Negotiation Skills	√	√				√			√			
MGT 0413-405	Organizational Development and Change	√	√			√	√			√			
MGT 0413-406	Leadership in Management	√				√				√	√		√
MGT 0413-407	Supply Chain Management	√	√	√	√								
MGT 0413-408	Total Quality Management	√			√		√				√		
MGT 0413-409	Diversity Management	√											
MGT 0413-410	Management Consultancy	√					√			√			
MGT 0413-411	Cross-Cultural Management	√								√			
MGT 0413-412	Small Business Management	√		√									

Major in Banking and Insurance													
Course Code	Course Title	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
BI 0412-401	Principles and Practices of Banking	√											
BI 0412-402	Islamic Banking	√		√				√					
BI 0412-403	Banking in the Digital Age	√	√		√				√			√	
BI 0412-404	Practices of Life Insurance	√	√			√	√	√					
BI 0412-405	Practices of General Insurance	√	√				√	√					
BI 0412-406	Insurance Claims Management		√	√	√		√						
BI 0412-407	Money and Banking	√	√	√									
Major in International Business													
Course Code	Course Title	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
INB 0413-401	International Trade and Investment	√											
INB 0413-402	Cross-Cultural Management	√								√			
INB 0413-403	Negotiation and Diplomacy in International Business	√				√				√			
INB 0413-404	International Economic Integration	√							√				
INB 0413-405	International Human Resource Management	√		√			√						√
INB 0413-406	International Financial Management	√	√	√									
Major in Tourism and Hospitality Management													
Course Code	Course Title	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
THM 0413-401	Housekeeping Management	√	√			√							
THM 0413-402	Hospitality Sales and Marketing	√			√								
THM 0413-403	Tourism Impact and Sustainability	√	√	√			√		√				√
THM 0413-404	Tourists Behavior	√	√	√		√	√						
THM 0413-405	Tourism Planning and Development	√	√	√			√						√
THM 0413-406	Tourism Research		√	√	√		√						√
VV 413	Vive-Voce									√			
INT 414	Internship	√											

16. List of Courses of BBA Program

a. List of GED Courses

SI No.	Course Code	Course Title	Credit Value
1	BAN 0232-01	বাংলা ভাষা ও সাহিত্য	4
2	ENG 0232-02	Introduction to English Language & Literature	4
3	HUM 0222-03	Bangladesh Studies	4
4	ICT 0611-04	Information and Communication Technology	4
5	HUM 0223-05	Normative and Meta Ethics	4
6	CMG 0321-06	Understanding Communication and Media	4
7	LAW 0421-07	Introduction to Law	4
8	POL 0312-08	Introduction to International Relation	4
9	PSYCO 0313-09	Introduction to Psychology	4

b. List of Core Courses

SI No.	Course Code	Course Title	Credit Value
1	ACT 0411-01	Principles of Accounting	3
2	ACT 0411-02	Cost and Management Accounting	3
3	ACT 0411-03	Auditing and Taxation	3
4	MGT 0413-01	Introduction to Business	3
5	BUS 0413-02	Business Communication	3
6	BUS 0421-03	Business and Labour Law	3
7	BUS 0413-04	International Business	3
8	BUS 0413-05	Research Methodology	3
9	ECO 0311-01	Microeconomics	3
10	ECO 0311-02	Macroeconomics	3
11	FIN 0412-01	Principles of Finance	3
12	FIN 0412-03	Financial Management	3
13	FIN 0412-03	Insurance and Risk Management	3
14	HRM 0413-01	Human Resource Management	3
15	ICT 0611-01	Management Information System	3
16	ICT 0611-02	Managing Fourth Industrial Revolution (4IR) in Business	3
17	MATH 0541-01	Business Mathematics	3
18	MGT 0413-01	Principles of Management	3
19	MGT 0413-02	Entrepreneurship Development SME & Career Management	3
20	MGT 0413-03	Organizational Behavior	3
21	MGT 0413-04	Bank Management	3
22	MGT 0413-05	Strategic Management	3
23	MGT 0413-06	Operations Management	3
24	MKT 0414-01	Principles of Marketing	3
25	MKT 0414-01	Marketing Management	3
26	STA 0542 - 01	Business Statistics	3
27	THM 0413-01	Fundamentals of Tourism and Hospitality Management	3

c. List of Major Courses

1. Major in Accounting and Information System

[For major in an area a student has to take 6 courses (i.e. 18 credits)]

Course Code	Course Title	Credit Value
ACT 4111-401	Intermediate Financial Accounting	3
ACT 4111-402	Advanced Cost Accounting	3
ACT 0411-403	Advanced Management Accounting	3
ACT 4111-404	Advanced Financial Accounting	3
ACT 4111-405	Budgeting and Budgetary Control	3
ACT 0411-406	Accounting Information Systems	3
ACT 0411-407	Accounting Theory	3
ACT 4111-408	Advanced Audit and Assurance Services	3
ACT 0411-409	Multinational Accounting	3
ACT 0411-410	Accounting for Specialized Institutions	3
ACT 0411-411	Governmental Accounting and Audit Process	3

2. Major in Finance

[For major in an area a student has to take 6 courses (i.e. 18 credits)]

Course Code	Course Title	Credit Value
FIN 0412-401	Financial Institutions and Markets	3
FIN 0412-402	Investment Analysis and Portfolio Management	3
FIN 0412-403	International Financial Management	3
FIN 0412-404	Working Capital Management	3
FIN 0412-405	Corporate Finance	3
FIN 0412-406	Real Estate and Lease Financing	3
FIN 0412-407	Financial Analysis and Control	3
FIN 0412-408	Management of Financial Services	3
FIN 0412-409	Financial Derivatives	3
FIN 0412-410	Money and Banking	3

3. Major in Human Resource Management

[For major in an area a student has to take 6 courses (i.e. 18 credits)]

Course Code	Course Title	Credit Value
HRM 0413-401	International Human Resource Management	3
HRM 0413-402	Training and Development	3
HRM 0413-403	Compensation Management	3
HRM 0413-404	Industrial Relations	3
HRM 0413-405	Conflict Management and Negotiations Skills	3
HRM 0413-406	Strategic Human Resource Management	3
HRM 0413-407	Performance Management	3
HRM 0413-408	Human Resource Planning	3
HRM 0413-409	Human Resources Information Systems	3
HRM 0413-410	Leadership and Teamwork	3

4. Major in Marketing

[For major in an area a student has to take 6 courses (i.e. 18 credits)

Course Code	Course Title	Credit Value
MKT 0414-401	Sales Force Management	3
MKT 0414-402	Supply Chain Management	3
MKT 0414-403	International Marketing	3
MKT 0414-404	Marketing Research	3
MKT 0414-405	Brand Management	3
MKT 0414-406	Strategic Marketing	3
MKT 0414-407	E-Marketing	3
MKT 0414-408	Consumer Behavior	3
MKT 0414-409	Societal Marketing	3
MKT 0414-410	Integrated Marketing Communication	3
MKT 0414-411	Services Marketing	3

5. Major in Management Studies

[For major in an area a student has to take 6 courses (i.e. 18 credits)]

Course Code	Course Title	Credit Value
MGT 0413-401	Management Thought	3
MGT 0413-402	Project Management	3
MGT 0413-403	Industrial Relations	3
MGT 0413-404	Conflict Management and Negotiation Skills	3
MGT 0413-405	Organizational Development and Change	3
MGT 0413-406	Leadership in Management	3
MGT 0413-407	Supply Chain Management	3
MGT 0413-408	Diversity Management	3
MGT 0413-409	Total Quality Management	3
MGT 0413-410	Management Consultancy	3
MGT 0413-411	Cross Cultural Management	3
MGT 0413-412	Small Business Management	3

6. Major in Banking and Insurance

[For major in an area a student has to take 6 courses (i.e. 18 credits)

Course Code	Course Title	Credit Value
BI 0412-401	Principles and Practices of Banking	3
BI 0412-402	Islamic Banking	3
BI 0412-403	International Banking	3
BI 0412-404	Banking in the Digital Age	3
BI 0412-405	Practices of Life Insurance	3
BI 0412-406	Practices of General Insurance	3
BI 0412-407	Insurance Claims Management	3

7. Major in International Business

[For major in an area a student has to take 6 courses (i.e. 18 credits)]

Course Code	Course Title	Credit Hour
INB 0413-401	International Trade and Investment	3
INB 0413-402	Cross-Cultural Management	3
INB 0413-403	Negotiation and Diplomacy in International Business	3
INB 0413-404	International Economic Integration	3
INB 0413-405	International Human Resource Management	3
INB 0413-406	International Financial Management	3

8. Major in Tourism and Hospitality Management

[For major in an area a student has to take 6 courses (i.e. 18 credits)]

Course Code	Course Title	Credit Value
THM 0413-401	Housekeeping Management	3
THM 0413-402	Hospitality Sales and Marketing	3
THM 0413-403	Tourism Impact and Sustainability	3
THM 0413-404	Tourists Behavior	3
THM 0413-405	Tourism Planning and Development	3
THM 0413-406	Tourism Research	3

17. Semester-wise Distribution of Courses

1st Semester

Course Code	Course Title	Credits
BAN 0232-01	বাংলা ভাষা ও সাহিত্য	4
MGT 0413-01	Introduction to Business	3
ECO 0311-01	Microeconomics	3
MGT 0413-01	Principles of Management	3
MKT 0414-01	Principles of Marketing	3
FIN 0412-01	Principles of Finance	3

2nd Semester

Course Code	Course Title	Credits
ENG 0232-02	Introduction to English Language & Literature	4
ACT 0411-01	Principles of Accounting	3
ECO 0311-02	Macroeconomics	3
MATH 0541-01	Business Mathematics	3
BUS 0413-02	Business Communication	3
BUS 0421-03	Business and Labour Law	3
VV 413	Year End Viva-Voce	.75

3rd Semester

Course Code	Course Title	Credits
HUM 0222-03	Bangladesh Studies	4
ACT 0411-02	Cost and Management Accounting	3
MGT 0413-02	Entrepreneurship Development SME & Career Management	3
STA 0542 - 01	Business Statistics	3
MKT 0414-01	Marketing Management	3
FIN 0412-03	Insurance and Risk Management	

4th Semester

Course Code	Course Title	Credits
ICT 0611-04	Information and Communication Technology	4
MGT 0413-03	Organizational Behavior	3
ICT 0611-01	Management Information System	3
FIN 0412-03	Financial Management	3
THM 0413-01	Fundamentals of Tourism and Hospitality Management	3
MGT 0413-04	Bank Management	3
VV 413	Year End Viva-Voce	.75

5th Semester

Course Code	Course Title	Credits
HUM 0223-05	Normative and Meta Ethics	4
CMG 0321-06	Understanding Communication and Media	4
ACT 0411-03	Auditing and Taxation	3
HRM 0413-01	Human Resource Management	3
MGT 0413-05	Operations Management	3
ICT 0611-02	Managing Fourth Industrial Revolution (4IR) in Business	3

6th Semester

Course Code	Course Title	Credits
LAW 0421-07	Introduction to Law	4
POL 0312-08	Introduction to International Relation	4
MGT 0413-06	Strategic Management	3
BUS 0413-05	Research Methodology	3
BUS 0413-04	International Business	3
Major 1		
VV 413	Year End Viva-Voce	.75

7th Semester

Course Code	Course Title	Credits
PSYCO 0313-09	Introduction to Psychology	4
Major 2		3
Major 3		3
Major 4		3
Major 5		3
Major 6		3

8th Semester

Course Code	Course Title	Credits
VV 413		.75
INT 414	Internship	3

GED Courses

BAN 0232-01: বাংলা ভাষা ও সাহিত্য

1.	Course No. / Course Code	:	BAN 0232-01
2.	Course Title	:	বাংলা ভাষা ও সাহিত্য
3.	Course Type	:	GED Course
4.	Credit Value	:	4
5.	Total Marks	:	100
6.	<p>যৌক্তিকতা: সাহিত্য হলো মানব মনের বহুবর্ণিল প্রকাশ। আমরা বাঙালি, আমাদের রাষ্ট্রভাষা বাংলা। অসংখ্য তাজা প্রাণ ও রক্তের বিনিময়ে একমাত্র বাঙালিকেই রক্ষা করতে হয়েছে তাদের নিজ ভাষার সম্মান। আজ এ ভাষা অর্জন করেছে আন্তর্জাতিক মাতৃভাষার স্বীকৃতি। ধ্বনিপরিচয় থেকে শুরু করে ব্যবহারিক বাংলাসহ সাহিত্যের নানাবিধ পঠনপাঠনের বিষয়ে আলোকপাতের মাধ্যমে শিক্ষার্থীকে মানব জীবনের সামাজিক, রাজনৈতিক, মানবিক জ্ঞান দান করা সম্ভব। বাংলা ভাষা ও সাহিত্যের জ্ঞান অর্জনের মধ্য দিয়ে বাঙালির আদি থেকে শুরু করে বর্তমানকাল পর্যন্ত টিকে থাকার জন্য নানা আন্দোলন-সংগ্রাম ও গৌরবগাথা যেমন রাষ্ট্রভাষা আন্দোলন, শিক্ষা আন্দোলন, ছয় দফা আন্দোলন, গণ-আন্দোলন ও মুক্তিযুদ্ধের মাধ্যমে অর্জিত স্বাধীনতা সম্পর্কে ধারণা লাভ করতে পারবে। সর্বোপরি, এ কোর্স অধ্যয়নের মাধ্যমে শিক্ষার্থী একজন যোগ্য ও সুদক্ষ নাগরিক হিসেবে নিজেকে সমাজে প্রতিষ্ঠিত করার সুযোগ পাবে।</p>		
7.	<p>উদ্দেশ্য: এই বিষয় পঠন শেষে শিক্ষার্থীরা সক্ষম হবে- ক. বাংলা ভাষা, সাহিত্য ও সংস্কৃতি চর্চা করবে। খ. জাতির ইতিহাস ও ঐতিহ্যের অনুসন্ধানের পাশাপাশি শুদ্ধ ভাষাজ্ঞান ও তা অব্যাহত চর্চা করতে পারবে। গ. বাংলা ভাষা ও সাহিত্য অধ্যয়নের মাধ্যমে ভাষা ও সাহিত্যের সামগ্রিক রূপরেখার একটি সংক্ষিপ্ত পরিচয় বিশ্লেষণ করতে পারবে। ঘ. মানবিক ও নৈতিক চিন্তা চেতনার বিকাশ ঘটিয়ে দেশ ও সমাজের কল্যাণ করতে সক্ষম হবে।</p>		

8. কোর্সের শিখন ফল (CLO):

এই কোর্স সমাপ্তির পর শিক্ষার্থীরা সক্ষম হবে-

কোর্সের শিখন ফল (CLO) 1	বাংলা ভাষা ও সাহিত্যের জ্ঞান লাভ করে তার সঠিক ব্যবহার ও বিকাশ ঘটাবে।
কোর্সের শিখন ফল (CLO) 2	বাংলা ভাষা ও সাহিত্য পাঠের মাধ্যমে ইতিহাস, ঐতিহ্য, সভ্যতা, সংস্কৃতি ও জীবনদর্শন সম্পর্কে জ্ঞান অর্জন করে চেতনাকে জাগ্রত করবে।
কোর্সের শিখন ফল (CLO) 3	সাহিত্য পাঠের মাধ্যমে সাহিত্যিকের মননশীল ও সৃজনশীল দৃষ্টিভঙ্গি অনুধাবনের মাধ্যমে বাস্তবতা সম্পর্কে ধারণা অর্জন করবে।
কোর্সের শিখন ফল (CLO) 4	বাংলা সাহিত্যের চর্চা করে চিন্তের ইতিবাচক প্রকাশের মাধ্যমে মানসিক বিকাশ ঘটাবে।
কোর্সের শিখন ফল (CLO) 5	বাংলা ভাষার শুদ্ধ প্রয়োগের মাধ্যমে প্রমিত উচ্চারণ ও শুদ্ধ বানানের যথাযথ ব্যবহার করে ব্যবহারিক ও কর্মমুখী দক্ষতা অর্জন করবে।
কোর্সের শিখন ফল (CLO) 6	নৈতিক ও মানবিক মূল্যবোধের মাধ্যমে চেতনার বিকাশ ঘটিয়ে সমাজ ও দেশের উন্নয়নে সহায়ক ভূমিকা রাখবে।

৯. কোর্সের শিখন ফলের সাথে প্রোগ্রামের শিখন ফল ম্যাপিং (Mapping Course Learning Outcomes (CLOs) with the PLOs)

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1									√			
CLO 2									√			
CLO 3									√			
CLO 4								√				
CLO 5									√			
CLO 6										√		

১০. কোর্স উপাদানসমূহের সার-সংক্ষেপ (Course Content As Summary)

প্রথম খণ্ড

• ভাষা ও নির্মিতি

ভাষা: বাংলা ধ্বনি ও বর্ণ, স্বর ও ব্যঞ্জন, বাংলা স্বরধ্বনি ও স্বরবর্ণ, বাংলা ব্যঞ্জনধ্বনি ও ব্যঞ্জনবর্ণের উচ্চারণ, সংযুক্ত ব্যঞ্জনবর্ণ, সাধু ও চলিত (প্রমিত) ভাষা, বাংলা বানানের নিয়ম, যতি চিহ্ন, বঙ্গানুবাদ।

নির্মিতি: প্রতিবেদন বা রিপোর্ট

নিবন্ধ: ক. একুশে ফেব্রুয়ারি; খ. মুক্তিযুদ্ধ; গ. বাংলা নববর্ষ; ঘ. বাংলার লোকসংস্কৃতি।

দ্বিতীয় খণ্ড

• সাহিত্য

কবিতা: আবদুল হাকিম-বঙ্গবাণী; মাইকেল মধুসূদন দত্ত- বঙ্গভাষা; রবীন্দ্রনাথ ঠাকুর- নির্ঝরের স্বপ্নভঙ্গ; কাজী নজরুল ইসলাম- আজ সৃষ্টি সুখের উল্লাসে; জীবনানন্দ দাশ- বাংলার মুখ আমি; হাসান হাফিজুর রহমান- অমর একুশে; শামসুর রাহমান- তোমাকে পাওয়ার জন্য হে স্বাধীনতা;

ছোটগল্প ও অন্যান্য রচনা: রবীন্দ্রনাথ ঠাকুর- পোস্টমাস্টার; বিভূতিভূষণ বন্দ্যোপাধ্যায়- পুঁইমাচা; আখতারুজ্জামান ইলিয়াস- অপঘাত।

প্রবন্ধ: বঙ্কিমচন্দ্র চট্টোপাধ্যায়- বাঙ্গালা ভাষা; রবীন্দ্রনাথ ঠাকুর- সভ্যতার সংকট।

১১. কোর্স শিখন ফলের সাথে শিক্ষাদান- শেখার কৌশল ও মূল্যায়ন পদ্ধতি (Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy)

কোর্সের শিখন ফল (CLO)	বিষয়	শিক্ষাদান- শেখার কৌশল	মূল্যায়ন পদ্ধতি
CLO 1 CLO 2	বাংলা ভাষা ও সাহিত্যের মৌলিকতা এবং বাংলা সাহিত্যের ইতিহাস	পাঠদান ও দল ভিত্তিক আলোচনা	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 3 CLO 4	বাংলা সাহিত্যের উপকরণের মাধ্যমে বাস্তবিক জ্ঞান, মানসিক বিকাশ ও সৃজনশীলতা	পাঠদান, ভিডিও উপস্থাপন ও আলোচনা, সমস্যা সমাধানের জন্য দলভিত্তিক পড়াশোনা	
CLO 5	কর্মদক্ষতা, নৈতিক ও মানবিক	পাঠদান, প্রশ্নোত্তর পর্ব	

CLO6	মূল্যবোধ		
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১১. অনুসরণীয় গ্রন্থ:

রফিকুল ইসলাম, সৌমিত্র শেখর	:	বাংলা ভাষা ও সাহিত্য
হায়াৎ মামুদ	:	বাংলা লেখার নিয়মকানুন
মাহবুবুল হক	:	বাংলা বানানের নিয়ম
আবদুল আলীম	:	বাংলা বানান ও উচ্চারণ শিক্ষা
নরেন বিশ্বাস	:	বাংলা উচ্চারণ অভিধান
মুহম্মদ শহীদুল্লাহ	:	বাংলা সাহিত্যের কথা (১ম ও ২য় খণ্ড)
অসিতকুমার বন্দ্যোপাধ্যায়	:	বাংলা সাহিত্যের সম্পূর্ণ ইতিবৃত্ত
গোপাল হালদার	:	বাংলা সাহিত্যের রূপরেখা (১ম ও ২য় খণ্ড)

ENG 0232-02: Introduction to English Language & Literature

1.	Course No. / Course Code	:	GED 0232-02
2.	Course Title	:	Introduction to English Language & Literature
3.	Course Type	:	GED
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course This course aims at providing practice in reading, writing, speaking and listening skills of English. Reading skill will focus on guessing word meaning, understanding sentence meaning, scanning, skimming, general comprehension, and summarizing, writing skills will cover writing correct sentences, generating ideas, planning, and writing with good organization. Focus will be on techniques of paragraph and essay development. The course will also provide practice in listening and speaking skills. There will be some literary texts for reading also.		
7.	Course Objectives The specific objectives of this course are: <ul style="list-style-type: none"> • To work effectively learners will get thorough grounding on basic accounting principles and concepts including accounting equation, recording of financial transactions and preparation of financial statements • To make learners familiar with the preparation of accounting reports and applications of accounting information for decision making intelligently • To determine the method of classifying inventories and applications of different methods of inventory valuation. • To describe the historical cost principles and applying it to plant assets for charging, computing and accounting for depreciations for the disposal of plant assets. • Identify and describe the different forms of organizations and their accounting needs 		

8. Course Learning Outcomes

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

CLO	Course Learning Outcomes
CLO 1	Communicate with others in English.
CLO 2	Read literary & non literary English texts.
CLO 3	Develop their listening skill.
CLO 4	Write paragraph & essays correctly.
CLO 4	Analyze literary texts.

9. Course Contents

CLOs	Course Contents
	Part: A (Language)
CLO 1	Speaking : Introducing self, describe a place, person etc. Formal & informal conversation
CLO 2	Listening : Sound recognition, word recognition, listening for specific meaning and general comprehension.
CLO 3	Reading : Reading for details or general comprehension, summarizing, predicting, guessing word meaning, understanding sentence meaning
CLO 4	Writing : Formal and informal letter writing, paragraph and essay writing
	Part: B (Literature)
CLO 5	P.B. Shelley: Ozymandias, Robert Browning: My Last Duchess, Alfred Tennyson: The Lotos Eaters, Robert Frost: Stopping by Woods on a Snowy Evening, Katherine Mansfield: The Garden Party, Earnest Hemingway: Old Man at the Bridge, Jonathan Swift: Gulliver's Travels: Voyage to Lilliput, George Orwell: Animal Farm

10. Mapping of CLOs (Course Learning Outcomes) with PLOs (Program Learning Outcomes):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1									√			
CLO2									√			
CLO3									√			
CLO4									√			
CLO5									√			

11. Mapping of Teaching –Learning Strategy with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Communication	Speaking activities: extempore speech, debate etc.	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Reading	Lectures with discussion sessions.	
CLO 3	Listening	Communicative approach will be followed in this course; audio lessons will be practiced.	
CLO 4	Writing	Students will prepare Presentation	
CLO 5	Practical ability	Task-based, practice oriented class focusing on intensive practice.	

12. Learning Materials

12.1 Recommended Readings

Murphy, R; Introduction to English Grammar, Cambridge University Press 2010.
 Nasfield, J.C; English Grammar, part iv, Macmillan 1956.
 Leech and Svartick; Communicative Grammar of English, Routledge 2013.
 Imhoof and Hudson; From Paragraph to Essay, 7, illustrated, reprint, Longman 1975.
 Langan, John; College Writing Skills and Reading, McGraw-Hill Education 2013.
 Jones, Leo; Notions in English, Cambridge University Press 1979.
 John, Blundel ; Functions in English, Oxford University Press S.A 1982.

Abram M.H. A Glossary of Literary Terms; Earl Mepeck, 1999.
 Kennedy X.J. Literature: An Introduction to Fiction, Poetry and Drama; Longman Publications. 2004.
 Gill. R. Mastering English Literature. Red Globe Press; 2006.
 Boulton M; Anatomy of Fiction; Routledge, 2014.
 Kennedy .X.J .Introduction to Literature; Pearson, 2015.

HUM 0222-03: Bangladesh Studies

1.	Course No. / Course Code	:	HUM 0222-03
2.	Course Title	:	Bangladesh Studies
3.	Course Type	:	General Education (GED)
4.	Credit Value	:	4
5.	Total Marks	:	100
6.	Rationale of the Course The rationale of the course is to give an outline to the students about the sources of the history of ancient, medieval and modern Bengal. This course also provides knowledge about the social, cultural and political aspects of Bangladesh.		
7.	Course Objectives This course will intend to give an understanding to the students about historical roots of Bangladesh as an impendent state. This course will also explore in great depth political, socio-cultural vicissitude which led to the manifestation of provincial autonomy and finally independence. It also helps students the valiant efforts of the Freedom Fighters of the Liberation War of 1971.		

8. Course Learning Outcomes

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

CLO	Course Learning Outcomes
CLO 1	Recognize the inner significance of the emergence of Bangladesh as a nation and make them patriotic nationals.
CLO 2	Realize the glorious history of Bengali civilization and communal harmony among the people in comparison to the other parts of the globe
CLO 3	Analyze the important aspects of social, political, religious and economic themes of the ancient, medieval and modern Bengal.
CLO 4	Identify the major sources of history, the religious and other movement of medieval Bengal, Muslim rule, British rule, western education and factors behind the growth of Hindu and Muslim middle class.
CLO 5	Know the various development and the heroic efforts of the political parties, leaders and student leaders to become an independence in 1971

9. Course Contents

CLOs	Course Contents
CLO2&3	Unit 1: Topography of Ancient Bengal, Townships of Ancient Bengal, Shashanka, Pala and Sena Dynasties
CLO2&4	Unit 2: Turkish Conquests, Ilyas Shahi Dynasty, Hussain Shahi Dynasty, Akbar's Conquest of Bengal, Bara Bhuiyas and Nawabi Periods, War of Palashi and East India Company, Civil Procedure, Battle of Buxar

CLO4&5	Unit 3: British Foundation of Government, Lord Warren Hastings, Lord Cornwallis and Permanent Settlement, Social and Administrative Reforms, Lord Ripon, William Bentinck, Sepoy Mutiny and Rise of Nationalism, Indian Congress and Muslim League, People of Bengal, Ram Mohan Roy, Abdul Latif, Syed Amir Ali, Causes and Reactions to the Partition of Bengal, Non-Cooperation and Khilafat Movement, Lahore Proposal and India Division,
CLO1&5	Unit 4: Awami League, Language Movement, Cultural Movement, United Front Elections, Six-Part Movement, People's Uprising, 1970 Elections, Bangladesh's Freedom Struggle
CLO1&5	Unit 5: Liberation war and literary and cultural development after 1971, politics after liberation war.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1												√
CLO2												√
CLO3												√
CLO4												√
CLO5												√

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 2&3	Unit 1	Lecture, PPT, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2&4	Unit 2	Lecture, Participatory Discussion	
CLO 4&5	Unit 3	Lecture, Seminar	
CLO 1&5	Unit 4	Lecture, Participatory Discussion	
CLO 1&5	Unit 5	Lecture, Participatory Discussion	

12. Learning Materials

12.1 Recommended Reading

মুনতাসীর মামুন ও মো. মাহবুবর রহমান	স্বাধীন বাংলাদেশের অভ্যুদয়ের ইতিহাস
মোস্তফা কামাল	বাঙ্গালী, বাংলাদেশ ও বঙ্গবন্ধু
নীহাররঞ্জন রায়	বাঙালীর ইতিহাস : আদি পর্ব
সুখময় মুখোপাধ্যায়	বাংলার ইতিহাসের দু'শো বছর : স্বাধীন সুলতানদের আমল
মোহাম্মদ হান্নান	বাংলাদেশের মুক্তিযুদ্ধের ইতিহাস
Omar, Badar Uddin	Purba Banglar Bhasha Andolon and Tatkaleen Rajniti
1 st , 2 nd , 3 rd , 4 th and 5 th	Five-Year Plans of Bangladesh
Rao BKR V (ed.)	Bangla-Desh Economy: Problems and Prospects
M. Wazed Ali	Bangladesh Studies

ICT 0611-04: Information and Communication Technology

1.	Course No. / Course Code	:	ICT 0611-04
2.	Course Title	:	Information and Communication Technology
3.	Course Type	:	GED Course
4.	Credit Value	:	4
5.	Total Marks	:	100
6.	Rationale of the Course: To present with the foremost later innovation and to instruct understudies the fundamental concepts of computer systems.		
7.	Course Objectives: After successfully completing this course, students will- <ul style="list-style-type: none"> • Have solid establishment in understanding the fundamental concepts of distinctive computer systems. • Gain solid knowledge and advanced competence on computer. • To present the basics of computing gadgets and software. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Recognize the most-up-to-date innovation in an ever-changing teach
CLO 2	Illustrate the basics of computers and computer terminology, especially with regard to individual computer equipment and computer program.
CLO 3	Analyze the essentials of computing contraptions.

9. Course Content:

CLOs	Course Content
CLO 1	Computer Basics: Introduction to Studying Computers, History and development of Computers, Generation of Computers, Types of Computers.
CLO 2	Computer Hardware and Peripherals: Basic Units of Computer Hardware, Keyboard, Mouse, Internal structure of CPU, Functions of RAM, ROM and Cache memory, Basic functional mechanism of HDD and CD-ROM, Different types of Monitors, Impact and Non-impact Printers, Scanner, Plotter, Typical Computer specifications.
CLO 3	Software: Classifications, System software, Operating system concepts and importance, components and basic functions of DOS, Windows operating system, Application software's and Utility programs, Computer Virus
CLO 3	Data Processing: Concepts of Data, Information, and Database, Traditional File Processing, and DBMS.
CLO 3	Computer Networks: Computer networks and its goals, Basic concepts on LAN, MAN, WAN and Internet systems, Internet services, Functions of Modem in Internet.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12

CLO 1						√						
CLO 2												√
CLO 3												√

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Computer Basics	Lecture, Discussion, Audio/Video, Web Material	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Computer Hardware and Peripherals	Lecture, Discussion, Audio/Video, Web Material	
CLO 3	Software	Lecture, Discussion, Audio/Video, Web Material	
CLO 3	Data Processing	Lecture, Discussion, Audio/Video, Web Material	
CLO 3	Computer Networks	Lecture, Discussion, Audio/Video, Web Material	

12. Learning Materials

12.1 Recommended Readings:

J. S. Warford, Computer Systems, 5th ed., 1998 J. Stanley Warford Link is provided in Google Class Room

HUM 0223-05: Normative and Meta Ethics

1.	Course No. / Course Code	:	HUM 0223-05
2.	Course Title	:	Normative and Meta Ethics
3.	Course Type	:	General Education (GED)
4.	Credit Value	:	4
5.	Total Marks	:	100
6.	Introduction to the Course Ethics is a branch of philosophy which study human conducts and evaluate them in terms of ethical standard and moral values. The question of what is right', 'what is wrong', 'what is good', 'what is bad', are the core concern of ethics. This course is concerned with the fundamental ethical questions related to human life and it is designed to provide students basic knowledge on morality, values and ethical behavior.		
7.	Course Objectives The specific objectives of this course are: <ol style="list-style-type: none"> 1. To acquire basic knowledge on moral values and ethical standards; 2. To develop awareness of virtues and vices, moral and immoral actions; 3. To provide knowledge about the ethical standards of action; 4. To develop fellow feeling among the students through moral motivation; 5. To develop eagerness to be a good citizen through moral motivation. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to-

CLO	Course Learning Outcomes
CLO 1	Define normative ethics and distinguish between normative ethics and other branches of ethics, relate ethics to metaphysics, religion and psychology.

CLO 2	Define moral, immoral and non-moral actions, compare among desire, motive and intention and apply postulates of morality in various cases.
CLO 3	Assess both subjective ethical relativism and objective ethical absolutism, distinguish between psychological and ethical egoism, point out some differences between the approaches of Bentham and Mill, state the consequences of hedonism, explain Kant's notion of the good will, and Kant's two versions of the categorical imperative.
CLO 4	Define and distinguish between various kinds of moral concepts such as moral evil, vice, sin and crime etc. and also able to argue in favor and against theories of punishment.
CLO 5	Explain the meaning of virtue, distinguish between Plato and Aristotle's concept of virtue, and explain Aristotle's conception of virtue, including his doctrine of the golden mean. Aristotle's conception of virtue, including his doctrine of the golden mean and also able to state different stages of moral life

9. Course Contents:

CLOs	Course Contents
CLO 1	Definition, scope and kinds of normative ethics; and relation with other disciplines: Definition and scope of Ethics; Normative ethics, Meta-ethics and Practical ethics. Origin of ethics, Relation of ethics to metaphysics, religion and psychology.
CLO2	Various actions, psychological basis and postulates: Moral, immoral and non-moral actions, psychological basis of morality, desire, universe of desires and conflict of desires, motive and intention, postulates of morality; nature and object of moral judgment.
CLO 3	Moral standards, various stages of moral standard and various perspectives of moral standard: Various perspectives of moral standard; the external versus internal moral standards: the law of the Tribe, Society. State and God; Hedonism and its classification, Intuitionism, Rationalism Perfectionism.
CLO 4	Moral pathology: Moral pathology: Concept of moral evil, vice, sin, crime; Various theories of punishment.
CLO 5	Various perspectives of virtues: Virtue: The meaning of virtue, Socrates: virtue is knowledge; Plato's treatment of the virtue, Aristotle's concept of virtue.
CLO4	Moral progress: Moral progress: different stages or conditions in the evolution of moral life; conditions of moral progress in individual; possibility of moral progress.
CLO5	Meta-ethics and main theories of meta ethics: Definition of meta-ethics, Non-naturalism, Emotivism, Prescriptivism, Multi-functionalism, Descriptivism

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1										√		
CLO 2										√		
CLO 3										√		
CLO 4										√		
CLO 5										√		

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topics	Teaching-Learning Strategy	Assessment Strategy
CLO1	Definition, scope and kinds of normative ethics; and relation with other disciplines)	Lecture, PPT, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO2	Various actions, psychological basis and postulates)	Lecture, Industrial tour	
CLO3	Moral standards, various stages of moral standard and various perspectives of moral standard)	Lecture, Seminar	
CLO4	Moral pathology	Lecture, Participatory Discussion	
CLO5	Various perspectives of virtues	Lecture, Participatory Discussion	
CLO4	Moral progress	Lecture, Participatory Discussion	
CLO5	Meta-ethics and main theories of meta ethics	Lecture, Discussion, Seminar	

12. Learning Materials

12.1 Recommended Readings:

- ABM Mahbubul Islam & Md. Sahadat Hossain (2014) *Application of Ethics morals Manners and Laws* Bangladesh Institute of Islamic Thought.
- G. E. Moore, *Principia Ethica* (1903) London: Cambridge University Press, First Published.
- Immanuel Kant (1900) *Fundamental Principles of the Metaphysic of Morals* Trans Thomas Kingsmill Abbott, Longmans, Green, and Co, London, New York.
- Immanuel Kant (2002) *Critique of Practical Reason* Trans, Werner S. Pluhar, Hackett Publishing Company, Inc, Iidianapolis / Cambridge.
- Jadunath Sinha (2001) *A Manual of Ethics*, New Central Book Agency (P) Ltd. Calcutta.
- John S. Mackenzie (1961) *A Manual of Ethics*, University tutorial Press Ltd. London.
- John Stuart Mill, *Utilitarianism* (1863), Batoche Books Limited, Canada.
- William Lillie (1957) *An Introduction to Ethics*, Methuen & Co, ltd, London.

CMG 0321-06: Understanding Communication and Media

1.	Course No. / Course Code	:	CMG 0321-06
2.	Course Title	:	Understanding Communication and Media
3.	Course Type	:	General Education (GED)
4.	Credit Value	:	4
5.	Total Marks	:	100
6.	Introduction to the Course		
	Communication and Media has been the core of contemporary civilization across the global.		

	<p>These are prime patrons of our everyday existence. Without understanding the properties, functions and effects of these processes people hardly can confront the influx of changes that tied to crumble the co room of survival and progress.</p> <p>Communication enhances relationship to the self, other and society and in therefore central to general education. Communication education improves critical thinking's, leadership skills and it is pre-requisite to one's success in personal, professional and social life.</p> <p>The media are the most influatcial system of communication which construct and circulate information and organize perception through print picture and sound. Media literacy in general is essential to enhance student's capabilities to understand media systems which are shaping the world.</p>
7.	<p>Course Objectives</p> <p>The primary objective of this course is to orient the students to the fundamental concepts of Communication and media. The specific objectives of the course are-</p> <p>To discuss the etymology of the terms communication and media and their definitions;</p> <p>To help the students to discover the communication nature and characteristics of communication and media;</p> <p>To guide the students to understand the typology and functions of communication and media and their effect on individual and society;</p> <p>To facilitate the students in their journey to comprehend leading theories in the respective fields;</p> <p>To help students acquire communication and media making skills;</p>

8.	<p>Course Learning Outcomes (CLOs):</p> <p>After successful completion of the course, the students will be able to</p>
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CLO	Course Learning Outcomes
CLO 1	Develop a deeper sense about the process of communication and media and the knowledge that better explain them.
CLO 2	Explain the history, constituents, nature and characteristics of communication and media.
CLO 3	Differentiate among different forms of communication and media understand functions and effect of their two processes at individual and societal levels.
CLO 4	Critically thinking and understanding communication and media theories and can apply to interpret impacts of communication and media.
CLO 5	Interact skillfully and can make primary media products.

9. Course Contents: There will be two categories of contents; one is for communication segment and other for media. The contents are as follows-

CLOs	Course Contents
CLO 1	Unit 1: Etymology and basic concepts of communication, Etymology, definition and characteristics of media, Etymology, definition and characteristics of media
CLO 2 & 3	Unit 2: Definition of communication, Media typology, Media impacts/effects
CLO 3	Unit 3: Types and functions of communication, Communication skills
CLO 4	Unit 4: Theories of communication, Media theories
CLO 4	Unit 4: History of media evolution

CLO 5	Unit 5: Media making i.e. Photography, PowerPoint Presentation, video production etc.
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10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1									√			
CLO 2									√			
CLO 3									√			
CLO 4									√			

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Unit 1	Lecture, discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2 & 3	Unit 2	Lecture, group discussion	
CLO 3	Unit 3 & 4	Lecture, participatory discussion	
CLO 4	Unit 4 & 5	Lecture, Participatory Discussion	
CLO 5	Unit 5	Lecture, participatory discussion	

12. Learning Materials

12.1 Recommended Readings:

- Littlejohn, Stephen; Foss, Karen (2009), "Definitions of Communication", *Encyclopedia of Communication Theory*, Thousand Oaks: SAGE Publications, Inc., pp. 296–299,
- Craig, Robert T. (1999). "Communication Theory as a Field". *Communication Theory*. 9 (2): 119–161.
- Ferguson, Sherry Devereaux; Lennox-Terrion, Jenepher; Ahmed, Rukhsana; Jaya, Peruvemba (2014). *Communication in Everyday Life: Personal and Professional Contexts*. Canada: Oxford University Press. p. 464.
- McLuhan, Marshall (2001), *Understanding Media*, 2nd Edition, Published September, 2005 by Routledge

LAW 0421-07: Introduction to Law

1.	Course No. / Course Code	:	LAW 0421-07
2.	Course Title	:	Introduction to Law
3.	Course Type	:	General Education (GED)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course		
	Course Description Introduction to law is an investigation of an abstract, general and theoretical nature which seeks to lay bare the essential principles of law. This course reflects on the nature of legal		

	rules and the underlying meaning of legal concept. It comprises philosophy of law and to reflect on the known rules of law, what it is for a rule to be a legal rule, and what distinguishes law from morality, etiquette and other related phenomena. This course also comprises some legal theories of law which serve to emphasis the different facets of law and build up a complete picture of legal concepts. There will be an attempt to describe the function and operation of law in society.
7.	<p>Intended Learning Objectives (ILOs): The objectives of the course are:</p> <ol style="list-style-type: none"> 1. to inform students about the notion of law, 2. to enable the students to understand the sources of law with proper chronology, concept of State, and the relationship of State and law; 3. to familiarize the students with the concept of legal and artificial person, ideas of enforcement of legal rights, 4. to acquaint students with the principles of natural justice; civil and criminal administration of justice and an idea of entire judicial mechanism of the state. 5. to inform students about theories and practices of punishment.

8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Able to understand the relation of State and law and be able to use the legal mechanism for enforcing legal rights.
CLO 2	Able to demonstrate skills to determine right and wrong, breach of rights and duties along with the knowledge of prescribing proper punishment;
CLO 3	Differentiate among different types of sources of law and the hierarchy of the sources in different legal systems,
CLO 4	Become conscious about the Constitution of Bangladesh

9. Course Contents:

CLO	Course Content
CLO 1	Historical Development of Law, Nature and Classification of Laws, Law and Morals.
CLO	Sources of Law, Theories of Punishment, Forms of Punishment, Law and Society, Role of Law in the Development of the Society
CLO 1 & 2	Traffic Rules of Bangladesh & Fine, Muslim succession, the Consumer Rights Protection Act- 2009, Digital Security Act- 2018, Muslim family law ordinance, ICT Act- 2006
CLO 3 & 4	Legal Awareness, Social Value of Law, Public Interest Litigation, Alternative Dispute Resolution,
CLO 1 & 2	Emergence of Bangladesh, Framing of the Constitution of Bangladesh, Proclamation of Independence Order, Supremacy of the Constitution, Features of Bangladesh Constitution, Preamble, Supremacy of the Constitution, Fundamental Principles of State Policy and Fundamental Rights their Enforcement, Emergency Provisions, Amendment Procedure;
CLO 2 & 4	The President- Modes of Election and Terms of Office, Power and Functions, Legislative Power, Ordinance Making Power, Immunities and Prerogative of Mercy, Impeachment and Removal of the President, Non-Party Care-Taker Government: Composition, Functions and Debates; Local Government, Defense Services;

CLO 3 & 4	Terms and Tenure of office, Power and Functions of the Prime Minister and different Ministers, Ministerial Responsibility and Accountability;
CLO 1,3 &4	Parliament, Its Composition, Powers and Functions, Privileges and Immunities, Qualification and Disqualification for Election to Parliament, Legislative and Financial or Fiscal Powers and Procedures, Delegated Legislation, Powers and Functions of the Speaker and Deputy Speaker, Sovereignty of the Parliament, Vacation of Seat of the Members of Parliament;
CLO 1,3 &4	Composition, Structure, Jurisdiction and Powers of the Supreme Court, Appointment of the Judges, Superintendence of Subordinate Courts, Separation of Powers, Administrative Tribunals, Supreme Judicial Council, Attorney General, Constitutional Remedies, Ombudsman, Writ, Judicial Review; Establishment and Functions of the Election Commission; RPO 1972, Code of Conduct 2013

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1												√
CLO 2												√
CLO 3												√
CLO 4												√

11. Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Corresponding CLOs	Contents	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Unit 1	Lecture/ Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Unit 2	Lecture	
CLO 1 &2	Unit 3	Lecture /Discussion	
CLO 3&4	Unit 4	Lecture /Discussion Analysis of Case Laws	
CLO 1 & 2	Unit 5	Lecture /Discussion	
CLO 2 & 4	Unit 6	Lecture	
CLO 3 & 4	Unit 7	Lecture/ Discussion	
CLO 1,3 &4	Unit 8	Participatory Discussion	
CLO 1,3 &4	Unit 9	Lecture/ Discussion	

12. Learning Materials:

12.1 Recommended Readings

- Halim, Abdul (2008), *Constitution, Constitutional Law and Politics: Bangladesh Perspective*
- Kamal, Mustafa, Justice (1994) *Bangladesh Constitution : Trends and Issues*, University of Dhaka,p-177
- Mahajan, V.D (2006) *Jurisprudence & Legal Theory*, Eastern Book Company
- Salmond ,W. Jhon.(1966) *Salmon on Jurisprudence*
- Ministry of Law, Justice and Parliamentary Affairs, *the Constitution of the People's Republic of Bangladesh* (2017). GoB, BG Press Dhaka

POL 0312-08: Introduction to International Relation

1. **Course No. / Course Code** : POL 0312-08
2. **Course Title** : Introduction to International Relation
3. **Course Type** : General Education (GED)
4. **Credit Value** : 4
5. **Total Marks** : 100

6. Rationale of the Course

This course provides basic concepts about the International Relations (IR). It helps students to make a bridging knowledge with previous concepts.

7. Course Objectives

- To provide introduction knowledge of international relations of states in the world system;
- Apply theoretical tools to make sense of synchronous issues of the world.
- Examine the approaches of state and non- state actors in world politics context.

8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Demonstrate a familiarity with main ideas of the thinkers discussed in the subject guide
CLO 2	Evaluate the strengths and weaknesses of the arguments employed in the theories studied
CLO 3	Formulate original interpretations of the thinkers covered using the model exam/essay questions
CLO 4	Apply themselves as think-tanks of the states.

9. Course Contents

CLOs	Course Contents
CLO1	Knowing the Discipline: Definition, Nature, Scope, and Evolution of IR as an Academic Discipline.
CLO1 & 2	Actors of International Relations I: State actor: Definition, Evolution, and it's Role, Concepts of Sovereignty, Nations, Nations –States, Current Challenges for the Westphalia Order.
CLO1 & 2	Actors of the International Relations II: Non-State Actors in International Politics: Evolution, and It's Role
CLO1, 2 & 3	Elements of International Relations: Concept of Power: Hard, Soft and Smart Power, Emerging role of Soft Power in International Relations, National Power in IR, Balance of Power and Collective Security, Case Studies of Power through state and non-state actors.
CLO2 & 3	Basic Theories and Perspective in IR: Realism and Non- realism, Liberalism and Neo-liberalism, Social Constructivism, Marxist Perspective of IR, Critical Theory in IR Gender and International Relations.
CLO2, 3 & 4	Basic Concept in IR: Levels of Analysis, Game Theory, Geo-politics and Geo-economics, Diplomacy and Foreign policy.
CLO3 & 4	Methodological Approaches to the Study of International Relations: The Traditionalist approach, The Behaviouralist approach of IR, Alternative critical approaches.
CLO2, 3 & 4	Globalization and International Organizations: Concept of

	Globalization, Relevance of globalization in Contemporary IR, British Commonwealth of Nations, The League of Nations, The UNO, Non –Aligned Movement (NAM), OIC.
CLO 2, 3 & 4	Engaging the World: IR and the Policy World, The First World War, The Second World, Origins of Cold War, Fall of Soviet Union.

10. Mapping of CLOs with PLOs:

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1												√
CLO 2												√
CLO 3												√
CLO 4												√

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

Corresponding CLOs	Contents	Teaching- Learning Strategies	Assessment Strategies
CLO1	Knowing the Discipline	Lecture, Group discussion, Revision	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO1 & 2	Actors of International Relations I	Lecture, Demonstration,	
CLO1 & 2	Actors of the International Relations II	Lecture, Case Study	
CLO2 & 3	Elements of International Relations	Lecture, Directed reading,	
CLO2, 3 & 4	Basic Theories and Perspective in IR	Lecture, Directed reading, Tutorial	
CLO3 & 4	Basic Concept in IR	Lecture, Discussion	
CLO2, 3 & 4	Methodological Approaches to the Study of International Relations	Lecture, Demonstration, Case study	
CLO2, 3 & 4	Globalization and International Organizations	Lecture, Assignment, Presentation	
CLO3 & 4	Engaging the World	Lecture, Case study	

12. Learning Materials:

12.1 Recommended Readings:

B.S. Chimni and Siddharth Mallavarapu (2012). *International Relations: Perspective for the Global South*, Pearson.

Chris Brown, Kirsten Ainley(1997). *Understanding International Relations*, Palgrave Macmillan.

Hans J Morgenthau(1948). *Politics among Nation*, McGraw-Hill.

Joshua S.Goldstein, Jon C. Pevehouse (2011). *International Relations*, Pearson.

Joyee P. Kaufman(2022). *Introduction to International Relations: Theory and Practice*, Rowman & Littlefield.

Keith L. Shimko (2005). *International Relations: Perspective and Controversies*, Keith L. Shimko.

Stephanie Lawson (2008). *Short Introductions: International Relations*, Oxford University Press.

PSYCO 0313-09: Introduction to Psychology

1.	Course No. / Course Code	:	PSYCO 0313-09
2.	Course Title	:	Introduction to Psychology
3.	Course Type	:	General Education (GED)
4.	Credit Value	:	4
5.	Total Marks	:	100
6.	Introduction to the Course This is the basic field of psychology covering the fundamental concepts and theories of behavior and mental processes. Core concepts of sensation, perception & cognition, neural basis of behavior, learning, memory, intelligence, personality and so on have been introduced precisely in this course.		
7.	Course Objectives The specific objectives of this course are: <ul style="list-style-type: none"> • To study the subject matter, scope, and methods of psychology • To explore the neurophysiological mechanisms of human behavior • To understand the effects of learning, memory, and intelligence on behavior • To understand how thinking, language and personality patterns develop over time. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to-

CLO	Course Learning Outcomes
CLO 1	Explore the nature, approaches, fields & research methods of psychology.
CLO 2	Investigate the nature of sensation & perception and their applications in human life through perceptual selectivity, organization, constancy, and depth perception and underlying neural mechanisms of human behavior and mental processes and their implications in psychotherapeutic interventions
CLO 3	Study the nature of motivation with concrete explanations of motivation cycle, motivation types and theories as well as understanding emotion with different theories and physiological aspects.
CLO 4	Identify the essential factors of learning classify types of learning based on different learning theories and also describes the memory and forgetting, types of memory, improving memory, and forgetting theories
CLO 5	Explain the language formation and development, thinking and problem-solving processes and their applications in real-life situations as well as describing the nature of intelligence, its types, and different intelligent tests.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Definition and subject matter of psychology; Psychology as a Science; Perspectives of Psychology; Basic and applied fields of Psychology; Methods used in psychology
CLO 2 &3	Neuroscience and Behavior: The structure and connectivity of neurons; Neurotransmitters; The nervous system; The endocrine system
CLO 3 &4	Sensation and perception: Definition of sensation and perception; Differences between sensation and perception; Selectivity in perception; Gestalt principles; Perceptual constancy; Depth perception; Hallucination and illusion
CLO 3 &4	Motivation and Emotion: Nature of motivation; Motivation cycle; Primary, secondary, and other complex motives; Theories of motivation; Nature of emotion; Bodily changes

	in emotion; Theories of emotion; Relations between motivation and emotion
CLO 4	Learning: Nature and essential factors of learning; Classical conditioning; Operant conditioning; Insightful and observational learning; Reinforcement-types and schedules of reinforcement
CLO 4	Memory and forgetting: Definition of Memory; The memory system; Types of Memory; Methods of measuring memory; Improving memory; Nature and theories of forgetting
CLO 5	Thinking, Problem Solving and Language): Nature and types of thinking; Concept formation; Problem solving and creativity; Language development and acquisition; Language and thought
CLO 5	Intelligence and Personality: Nature and determinants; Different types of intelligence; Tests of intelligence; Nature and determinants of Personality; Tests of personality assessment

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√	√									
CLO 3	√				√			√				
CLO 4							√	√			√	

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to psychology	Lecture, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2 & 3	Neuroscience and Behavior)	Lecture, Group Discussion	
CLO 3 & 4	Sensation and perception	Lecture, participatory Discussion	
CLO 3 & 4	Motivation and Emotion	Lecture, Participatory Discussion	
CLO 4	Learning	Participatory Discussion	
CLO 4	Memory and forgetting	Lecture, Brain storming, seminar	
CLO 5	Thinking, Problem Solving and Language)	Lecture, Discussion,	
CLO 5	Intelligence and Personality	Lecture, participatory discussion	

12. Learning Materials

12.1 Recommended Readings:

Crider, A. B., Goethals, G. R., Karanaugh R. D., & Solomon, P.R. (1993). *Psychology* (4th Ed.). New York: Harper Collins College Publishers.

Weiten, W. (2016). *Psychology: Themes and Variations* (10th ed.). Wadsworth, Cengage learning.

Feldman, R. S.(2011). *Understanding Psychology* (10th ed.). New York: The McGraw Hill Companies Inc.

Core Courses

0411-01: Principles of Accounting

1.	Course No. / Course Code	:	ACT 0411-1001
2.	Course Title	:	Principles of Accounting
3.	Course Type	:	Core Course (Accounting)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course The aim of this course is to introducing students to the world of accounting. It will be demonstrated how a practical understanding and interpretation of accounting reports and other accounting tools can improve decision-making and add value for company stakeholders.		
7.	Course Objectives The specific objectives of this course are: <ul style="list-style-type: none"> • To work effectively learners will get thorough grounding on basic accounting principles and concepts including accounting equation, recording of financial transactions and preparation of financial statements • To make learners familiar with the preparation of accounting reports and applications of accounting information for decision making intelligently • To determine the method of classifying inventories and applications of different methods of inventory valuation. • To describe the historical cost principles and applying it to plant assets for charging, computing and accounting for depreciations for the disposal of plant assets. • Identify and describe the different forms of organizations and their accounting needs 		

8. Course Learning Outcomes

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

CLO	Course Learning Outcomes
CLO 1	Define and describe the basic accounting functions and objectives.
CLO 2	Identify and record business transactions in the books of account, transfer entries to respective ledger accounts, prepare trial balance, pass adjusting entries and financial statements of different types of business enterprises.
CLO 3	Determine the value of inventory under different methods of inventory valuation.
CLO 4	Describe the historical cost principle that applies to plant assets to determine the amount of depreciation under different methods of depreciation.
CLO 5	Identify the forms of business organizations and their information needs for decision making

9. Course Contents

CLOs	Course Contents
CLO 1	Introduction: Definition of Accounting, Objectives, Different branches of accounting, Accounting concept & convention, Accounting equation, Users of accounting information
CLO 2	The Accounting Cycles: Transaction, Accounts-classification of account, Double entry accounting, Journal, Ledger, Trial balance, Day adjustments, work sheet, trading and profit and loss account, balance sheet, correction errors

CLO 5	Special Journals: Purchases Journal, Sales Journal and other special journals, subsidiary ledger, cash book-purchase and sales discount-bank reconciliation statement.
CLO3&4	Balance Sheet adjustments: Determination of periodic profit, accrual concept, adjustment and closing entries, stock in trade-physical and perceptual inventory system-lower of cost and market, accruals and deferrals, depreciation-cost of fixed assets, bad and doubtful debts.
CLO5	Single entry system: Ascertainment of profits conversion into double entry
CLO5	Accounting for different types of organization: Non-trading concern, sole trader ship, partnership and Company.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2			√									
CLO 3		√										
CLO 4			√									
CLO 5											√	

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture, PPT, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	The Accounting Cycles	Lecture, Practice	
CLO 5	Special Journals	Lecture, Practice	
CLO3&4	Balance Sheet adjustments	Lecture, Participatory Discussion, Practice	
CLO5	Single entry system	Lecture, Participatory Discussion, Practice	

12. Learning Materials:

12.1. Recommended Readings:

Carl S. Warren, Philip E. Fess (1987), *Accounting Principles*, 15th Edi, Cengage South-Western

Hermanson, Et al. (2011), *Accounting Principles: A Business Perspectives and Managerial Accounting*, Mc-Graw-Hill Irwin

Weygandt, J. J., Kimmel, P. D., & Mitchell, J. E. (2018). *Accounting principles*. John Wiley & Sons, Inc.

ACT 0411-02: Cost and Management Accounting

1.	Course No. / Course Code	:	ACT 0411-02
2.	Course Title	:	Cost and Management Accounting
3.	Course Type	:	Core Course (Accounting)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	This course introduces the various communication options available in a business context so that students can make appropriate choices in the workplace. Students will gain confidence in their ability to communicate by practicing and receiving feedback on business communication skills. The course encourages opportunities for improving academic and workplace language proficiency are embedded in the course.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To give an understanding of how management accountants provide information to facilitate decision-making in an organization. • To be able to determine product costs, formulate budgets and standards for planning and control, • To understand the role of responsibility accounting and performance measurement, and • To explain contemporary thinking in management accounting. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Formulate and explain the terminologies and concepts commonly used in cost and management accounting and be familiar with different costing methods and techniques.
CLO 2	Describe the various elements of costs and prepare cost sheet showing various stages of cost accumulation and the results of production process i.e., profit or loss.
CLO 3	Recognize the way double- entry system works in an integrated system of accounting and reconcile the cost and financial accounting information within the cost accounting cycle.
CLO 4	Define and determine the nature of fixed cost, variable cost and mixed cost including the techniques of segregating mixed cost.

9. Course Contents:

CLOs	Course Contents
CLO 1	Cost Accounting: Meaning, objects and advantages of cost accounting, relationship between cost and financial accounting, methods of costing, limitations of cost accounting.
CLO 1	Management Accounting: Definition, objects, importance, scope, difference between financial accounting, cost accounting, and management accounting; limitations of management accounting.
CLO 2	Elements of Cost: Classification of cost, preparation of cost sheet, determination of profit.
CLO 3	Cost Accounting Cycle: Double entry system in cost accounting, Reconciliation of cost and financial accounting.
CLO 4	Factory Overhead: Concept, accounting and distribution, allocation and absorption, under and over absorption of factory overhead.
CLO 4	Product Costing Method: Job costing, process costing, batch costing, nature, advantages

	and disadvantages of job costing, recording cost in jobs.
CLO 4	Process Costing Method: Preparation of process account, process costing having process loss, gains, with opening and closing work-process.
CLO 4	Marginal Costing: Absorption costing, merits and limitations of absorption costing and marginal costing, marginal costing decision making.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1		√										
CLO 2				√								
CLO 3			√									
CLO 4						√						

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Cost Accounting	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Management Accounting	Lecture and Discussion	
CLO 2	Elements of Cost	Lecture and Revision	
CLO 3	Cost Accounting Cycle	Lecture and Revision	
CLO 4	Factory Overhead	Lecture, Discussion and Practice	
CLO 4	Product Costing Method	Lecture, Discussion and Practice	
CLO 4	Process Costing Method	Lecture, Discussion and Practice	
CLO 4	Marginal Costing	Lecture, Discussion and Practice	

12. Learning Materials:

12.1 Recommended Readings:

Deako, Edward B. and Maher, Michael W. (1991) Cost Accounting, Irwin Professional Publishing.
 Horngren, C.T. (2017), Cost Accounting – A Managerial Emphasis, Pearson Education.
 Matz, A. and Usry, M. F. (1989), Cost Accounting – Planning and Control, 9th edition.
 Wadsworth Pub. Co. (1996), Williamson, Duncan: Cost and Management Accounting, Prentice Hall.

ACT 0411-03: Auditing and Taxation

1.	Course No. / Course Code	:	ACT 0411-03
2.	Course Title	:	Auditing and Taxation
3.	Course Type	:	Core Course (Accounting)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	<p>This course intends to provide the students a very clear understanding relating to every detail in the field of business tax from the perspective of Bangladesh. The course helps in understanding how the individuals are assessed on various types of income. Further this course familiarizes the students with respect to VAT and other governmental financial laws and regulations.</p> <p>This course intends to provide the students a very clear understanding relating to every detail in the field of audit and tax from the perspective of Bangladesh. The course helps in understanding how the individuals are assessed on various types of income. Further this course familiarizes the students with respect to VAT and other governmental financial laws and regulations.</p>		
7.	<p>Course Objectives The objectives of this course are:</p> <ul style="list-style-type: none"> • To provide students with the basic knowledge, concepts, objectives, importance and procedure of auditing. • To handle internal audit of concerned organizations. • To provide students with the knowledge of general principles and practices of tax law in Bangladesh. • To develop in students the basic skills required to solve practical problems regarding Income Tax and VAT and enable for preparing tax returns. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Demonstrate an understanding of the nature, scope and regulatory framework of auditing and related services.
CLO 2	Show associating and explain the ethical standards of an auditor and be able to interpret different types of audit reports.
CLO 3	Determine the need for tax administration, tax laws and tax analysis and know the sources of information used in tax analysis.
CLO 4	Recognize basic principles of federal income taxation and other forms of taxation.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Origin, Definition, objectives, Advantages, Difference between book-keeping, Accountancy, Auditing and investigation, Qualities of an auditor, the expectation gap, Auditor independence and AICPA code of professional conduct.
CLO 1	Internal Audit: Internal control framework, Audit of internal control, Audit risk and documentations, Audit programs, Audit note book, Working papers, Vouching of cash transactions, Trading transactions, Depreciation, Reserves, Divisible profit and dividend.
CLO 2	Auditing Standards: Definition, Classification, Corporate governance and auditing standard (Generally Accepted Auditing Standard), ICAB Guidelines.
CLO 2	Auditor's Report: Features, Contents, Types of audit reports, Communicating audit

	findings, Evaluations of misstatements identified during the audit, Auditors report for sole-tradership, Partnership, and Company.
CLO 3	Tax System in Bangladesh: Income & Income Tax; Classification of Income; Tax-Holiday Scheme, Income year & Assessment Year, Assessee, Residential Status of Assessee.
CLO 4	Income Tax Authorities: NBR, CT, DCT, ACT, AJCT, Appellate Tribunal.
CLO 3	Assessment of tax: Individual, Partnership Firm, and Company.
CLO 4	Different forms of taxation: Value Added Tax-VAT and Custom Duty.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1										√		
CLO 2							√	√				
CLO 3				√								
CLO 4					√					√		

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Internal Audit	Lecture and Group Discussion	
CLO 2	Auditing Standards	Lecture and Revision	
CLO 2	Auditor's Report	Lecture and Revision	
CLO 3	Tax System in Bangladesh	Lecture and Discussion	
CLO 4	Income Tax Authorities	Lecture and Group Discussion	
CLO 3	Assessment of tax	Lecture and Revision	
CLO 4	Different forms of taxation	Lecture and Revision	

12. Learning Materials:

12.1 Recommended Readings:

B. N Tandon, S.Sudharsanam and S. Sundharabahu, (2007), A Handbook of Practical Auditing, Chand (S.) & Co Ltd, India.

ICAB & ICMAB : Bangladesh Standards on Auditing.

Mahmud and et al. : Income Tax.

Ministry of Finance, Bangladesh Govt., Income Tax Manual : ITO, 1984.

Mahbubur Rahman : Income Tax Ordinance, Finance Act 2013.

M.A. Baree, (1992), Law and Practice of Bangladesh Income Tax, University Press.

Sayed Khaja Amjad, Auditing, (1973), Principles and Procedures, Accountancy and Taxation Services Institute

Whittington, Pany, (1998), Principles of Auditing, Irwin/McGraw-Hill.

MGT 0413-01: Introduction to Business

1.	Course No. / Course Code	:	MGT 0413-01
2.	Course Title	:	Introduction to Business
3.	Course Type	:	Core Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course This course provides students with an insight as to how a business is managed. After going through this course the students will be able to understand the various aspects of business in a holistic manner. This will include private enterprise system, the world economic system and contrast it to other possibilities; various functional areas of		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To understand the basics of Business formation and operations. • To acquire knowledge on how business operates as a social subsystem. • To explain the role of business in National Economy. • To provide fundamental understanding about international business. 		

8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Describe various aspects of business operations and economy.
CLO 2	Describe the major Forms of Business Ownership and understand the process
CLO 3	Recognized the criteria for the selection of location of an industry. To present an overview of the business environment
CLO 4	Familiarize with organizations for expanding trade and commerce in home and abroad.
CLO 5	Realize the ethical and social responsibility of business.

9. Course Contents:

CLOs	Course Contents
CLO 1	Foundation of Business: Concept of business, Characteristics of Business, Importance of Business in Modern Society, Components of business, Inter-relationship between Industry, Commerce and Trade, Objectives of business-Economic objectives, Social objectives, Human objectives, National objectives and Global Objectives.
CLO 1	Economic Systems: Concept of Economic Systems, Features of Capitalism Economy- Socialism Economy- Mixed Economy, Role of Government in a Mixed Economy, Advantages of Mixed Economy
CLO 2	Business Ownership Forms: Factors affecting choice of organization, Sole Proprietorship Business – meaning, leading features and advantages, small business. Partnership Business – characteristics, legal implications, partnership deed, evaluation of partnership Business. Company form of Business – range of a corporation’s relationship, features, types of corporations, favorable characteristics of corporation, Formation of a company, Memorandum of Association, Articles of association, Reasons for Business combinations – Horizontal, vertical, circular and conglomerate combinations
CLO 3	Location of Business: Selecting a location for a business, Factors of location that should be considered to start a business.
CLO 3	Business Environment: Concept- Features of Business Environment, Internal and External Environment of Organization- Components of External Environment, Role of Environment

	in Business, Managing Environment
CLO 4	Institutions for Promoting Business: Export Promotion Bureau, Chambers of Commerce and Industries, Stock Exchange, DSE; Trade Information Center, Support & Services.
CLO 4	International Business: Concept of International business – Motives of Going International, International Economics, Barriers to International Business, Impacts of Globalization, Forms of International business-MNC, Franchising, Merger, Types of Merger & Acquisition.
CLO 5	Business Ethics: Concept- Characteristics-Need of Business ethics, factors influencing ethical behavior
CLO 5	Social Responsibility of Business: Concept-Nature and Model of Social Responsibility, Arguments for Social Responsibility, Arguments against Social Responsibility, Barriers to Social Responsibility, Social Responsibility Strategies, Social Responsibility Implementation, Responsibility to customer, employees, Responsibility to the environment,

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3								√				
CLO 4		√										
CLO 5							√			√		

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Foundation of Business	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Economic Systems	Lecture	
CLO 2	Business Ownership Forms of Business	Lecture and Discussion	
CLO 3	Location of Business	Lecture and Discussion	
CLO 3	Business Environment	Lecture and Discussion	
CLO 4	Institutions for Promoting Business	Lecture and Revision	
CLO 4	International Business	Lecture and Revision	
CLO 5	Business Ethics	Lecture and Discussion	
CLO 5	Social Responsibility of Business	Lecture and Revision	

12. Learning Materials

12.1. Recommended Readings: (APA Style)

- Perlick, W. W. and Raymond Vincent Lesikar. (1992). *Introduction to Business: A Societal Approach*. Business Publications Incorporated.
- Skinner, S, J. and John M. Ivancevich. (1992). *Business for the 21st Century*. R. D. Irwin.
- Shukla M. C. (1972). *Business Organization and Management*. S. Chand.

BUS 0413-02: Business Communication

1. **Course No. / Course Code** : **BUS 0413-02**
2. **Course Title** : **Business Communication**
3. **Course Type** : **Core Course (Management)**
4. **Credit Value** : **3**
5. **Total Marks** : **100**
6. This course introduces the various communication options available in a business context so that students can make appropriate choices in the workplace. Students will gain confidence in their ability to communicate by practicing and receiving feedback on business communication skills. The course encourages opportunities for improving academic and workplace language proficiency are embedded in the course.

7. **Course Objectives**

The objectives of this course are:

- To provide an overview of Prerequisites to Business Communication.
- To put in use the basic mechanics of Grammar.
- To provide an outline to effective Organizational Communication.
- To underline the nuances of Business communication.
- To impart the correct practices of the strategies of Effective Business writing.

8. **Course Learning Outcomes (CLOs):**

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles.
CLO 2	Demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
CLO 3	Distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
CLO 4	Draft effective business correspondence with brevity and clarity.
CLO 5	Demonstrate the students verbal and non-verbal communication ability through presentations.

9. **Course Contents:**

CLOs	Course Contents
CLO 1	Introduction to Communication: Types, Nature, Scope, Purposes, Principles, Functions, Barriers.
CLO 3	Classification and method of Communication Patterns: Verbal, Oral and Written, Non-verbal, Visual, Audio Visual, Downward, Upward, Horizontal, vertical, Internal, Formal, Informal, two ways, External Communication.
CLO 3	Communication Process: Approaches to the study of communication process. Different models of Communication Process.
CLO 4	Communication networks: International network – External network.
CLO 3 & 5	Organizational communication: Intra and Inter-personal communication, Problems of organizational communication in the business enterprises of Bangladesh and Improvements. Writing Notice, Agenda and minutes of meetings report writings: Informal and analytical reports, Planning business report, Writing style of reports.
CLO 4	Mass Communication: Mass Communication in the business enterprises of Bangladesh

	and its importance, Medias of Mass Communication.
CLO 2 & 5	Business English: With a view to developing proficiency in listening, reading, Comprehension, Speaking and writing English (this portion includes fundamental of Grammar, compassion translation as well as vocabulary and Pronunciations).
CLO 5	Commercial terms and abbreviations.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1									√			
CLO 2						√						
CLO 3					√				√			
CLO 4		√							√			
CLO 5						√						

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 3	Classification and method of Communication Patterns	Lecture and Discussion	
CLO 3	Communication Process	Lecture and Revision	
CLO 4	Communication networks	Lecture and Revision	
CLO 3 & 6	Organizational communication	Lecture and Presentation	
CLO 4	Mass Communication	Lecture and Discussion	
CLO 2 & 5	Business English	Lecture, Discussion and Presentation	
CLO 5 & 6	Commercial terms and abbreviations	Lecture and Discussion	

12. Learning Materials:

12.1 Recommended Readings:

- Ali M. Omar. (2000). *Business Communication: Theory and Application*. Bothers.
 Chappeth R. T. Read. (1963). *A text book of Business Communication*. Macdonald and Evans.
 Little Peter. (1977). *Communication in Business*. Longman.
 Sehgal M.K. (2006). *Business Communication*. Excel Books.

BUS 0421-03: Business and Labour Law

1.	Course No. / Course Code	:	Law 0421-03
2.	Course Title	:	Business and Labour Law
3.	Course Type	:	Core Course (Law)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course explores the legal environment in which businesses operate and studies the interaction between business and the legal system. This course examines the formulation, interpretation, and application of various areas of the law which are integral to operating a business enterprise.		
7.	Course Objectives:. The objectives of this course are: <ul style="list-style-type: none"> • To Gain an enhanced understanding of legal rules and regulations prevailing in the state relating to trade, commerce & industry. • To explore the role of law in society and the business environment. • To improve learner's ability to recognize and manage legal risks in business decision making. • To cope with future career related legal problems in business and Industry. 		

8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes (CLOs)
CLO 1	Explain the importance and different elements of Contract which is very fundamental in business dealings and negotiations.
CLO 2	Differentiate the concept of partnership and Company organization and be clear about their essentials.
CLO 3	Analyze different essential elements which constitute selling moveable goods and the termination thereof.
CLO 4	Explain the meaning, essential characteristics and types of negotiable instruments in business. Clarify capacity and liability of parties to a negotiable instrument.
CLO 5	Recognized the different issues of The Bangladesh Labor Law 2006 (Amendment 2013). Develop the skill on identification of applicable Labor Law for industrial relations related to compliance issues. To be acquainted with grievance handling mechanism and reduce industrial dispute.

9. Course Contents:

CLOs	Course Contents
CLO 1	Law of Contract: Definition-essential elements of contract-classification of contracts, Offer and acceptance-consideration-capacity to contract-free consent contract-made through agents-remedies for breach of contracts.
CLO 2	Partnership Act: Definition of partnership & essential elements of partnership-formation of partnership-relation of partners and their powers, rights and duties-dissolution of partnership and its consequence.
CLO 2	Company Act: Definition, features and classification of company's formation, memorandum and articles of association-commencement of business management and winding up of company, Memorandum and articles of association-commencement of business management and winding up of company.
CLO 3	Sale of Goods Act: definition-essential elements of contract for the sale of goods-

	stipulation of sale-transfer of ownership.
CLO 3	Carriage of Goods Act: Carriage of goods by road, sea and air laws relating to goods by road, sea and air.
CLO 4	Negotiable Instrument Act: definition and nature of negotiable instruments types of negotiable instruments-rights and liabilities of different parties of negotiable instruments-dishonor of negotiable instruments.
CLO 5	Labor Law : Definitions of labour law- Elementary principles of labour law-Necessity and importance of labour law- sources and scope of labour laws, Laws Relating to Factories Act: Rules regarding health and Hygiene- safety- welfare of workers- hours of work-employment of persons and provisions regarding leave and holidays of workers. Laws Relating to Industrial Relations Ordinance: Laws relating to trade union Registration-rights- and privileges of collective bargaining agent and registered trade unions Settlement of labour disputes-Joint consultation- Conciliation and mediation- Strikes and lockouts- Labour court- Labour appellate tribunal. Laws Relating to Payment of Wages: Definition of wages- Time for payment of wages Rules for payment wages- Rules regarding deduction from wages- Deductions for absence from duty- Payment of unpaid wages in cases of death of workers- Claims arising out of deductions from wages or delay in payment of wages. Laws Relating to Workmen’s Compensation: Who is workman-Definitions workmen’s compensation- Defendant partial disablement- Objective of workmen’s compensation Employers liability for compensations- amount of compensations- Distribution of compensation- Method of calculating wages.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3	√											
CLO 4	√											
CLO 5							√					

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Law of Contract	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Partnership Act	Lecture	
CLO 2	Company Act	Lecture and Discussion	
CLO 3	Sale of Goods Act	Lecture and Discussion	
CLO 4	Negotiable Instrument Act	Lecture and Discussion	
CLO	Carriage of Goods Act	Lecture and Revision	
CLO	Insolvency Act	Lecture and Revision	
CLO 5	Labour laws	Lecture and Discussion	

12. Learning Materials

12.1. Recommended Readings:

Arun Kumer Sen and Jitendra Kumar Mitra. *Commercial Law and Industrial Law*.
Dr. Zulfiqar Ahmed. *A Text Book of Bangladesh Labour Act- 2006*

Government of Bangladesh. Contract Act 1873, Partnership Act 1932, Sales of Goods Act, Carriage of Goods Act, Companies Act 1993, Bangladesh Labor Act-2006.
Mafizul Islam. Principles of Commercial Law

BUS 0413-04: International Business

1.	Course No. / Course Code	:	BUS 0413-04
2.	Course Title	:	International Business
3.	Course Type	:	Core Course
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course With the movement towards more world trade and the advancement in communication there is a need for the firm to think strategically in a Global context. This course sets out to explore the main concepts of Globalization as well as the theories and paradigms associated with this. This course is to introduce the students with the global economy to provide then a basic understanding as well as the major issues involved regarding the subject matter. The course will cover basic terminology and theoretical structure as well as practical implications		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To understand the unique aspects involved in doing business internationally in different aspects. • To demonstrate the global monetary system and the evolution of the system. • To understand of international trade. • To develop different governmental and non-governmental bodies involved in international business. • To provide an understanding of legal, cultural and ethical aspects of international business. • To provide an insight about issues related to globalization and international geo-political factors that affect different parties involved in international business. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Comprehend the inter-link between globalization and international business, become familiar with the reasons and different modes of international business.
CLO 2	Develop understanding about cultural environments influencing cross border business practices.
CLO 3	Explain the political and legal systems affecting conduct of business internationally and understand political risks and the approaches to manage those.
CLO 4	Describe different theories of international trade and explain how global efficiency can be improved through free trade.
CLO 5	Analyze the complexities associated in setting marketing mix decisions in international markets; perceive why and how emphasis in the marketing mix may vary among countries.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction to International Business: Historical background for international Business , International business terminology- Reasons for international business
CLO 1	Globalization and International Business: Forces of Globalization, Reasons behind Internationalization, Modes of International Business, International Business and Domestic Business.
CLO 2	The Cultural Environment Facing Business: Nation as a Reference, Forms and Changes of Culture, Behavioral Practices Affecting Business, Dealing with Cultural Differences.
CLO 2 & 4	International Trade and Factor-Mobility Theory: Interventionist Theories, Free Trade Theories, Trade Pattern Theories, Statics and Dynamics of Trade, Factor Mobility Theories.
CLO 4	The Economic Environment: Elements of Economic Environment, Features of an Economy, Economic Systems, Economic Freedom Index, Economic System Transitions.
CLO 4	Government Influence on Trade: Economic Rationales of Intervention, Noneconomic Rationales of Intervention, Instruments of Trade Controls, Dealing with Government Trade Influences.
CLO 3	Cross-National Cooperation and Agreements: WTO, GATT, EU, NAFTA, ASEAN, IMF; Word Bank; Other Treaties and Local Alliances
CLO 4	Export and Import Strategies: Export Strategies, Import Strategies, Import Process, Export Process
CLO 4	Direct Investment and Collaborative Strategies: Concept, types and reasons for Collaborative Arrangements, Problems and way out.
CLO5	Marketing Globally: Marketing Strategies in International Business, Pricing, Promotion, Branding, Distribution, Managing the Marketing Mix.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2												
CLO 3								√				
CLO 4												
CLO 5												

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to International Business	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid
CLO 1	Globalization and International Business	Lecture and Seminar	
CLO 2	The Cultural Environment Facing	Lecture and Discussion	

	Business		Term Examination/ Final Examination
CLO 2 & 4	International Trade and Factor-Mobility Theory	Lecture and Discussion	
CLO 4	The Economic Environment	Lecture and Discussion	
CLO 4	Government Influence on Trade	Lecture and Seminar	
CLO 3	Cross-National Cooperation and Agreements	Lecture and Discussion	
CLO 4	Export and Import Strategies	Lecture and Discussion	
CLO 4	Direct Investment and Collaborative Strategies	Lecture and Discussion	
CLO 5	Marketing Globally	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2013). *International business: Environments and operations*. Pearson.
- Phatak, A., Bhagat, R. S., Kashlak, R., Phatak, A., & Bhagat, R. (2008). *International management*. McGraw-Hill Publishing.
- Robock, S. H., & Simmonds, K. (1973). International business and multinational enterprises. *The international executive*, 15(3), 5-6.

BUS 0413-05: Research Methodology

1.	Course No. / Course Code	:	BUS 0413-05
2.	Course Title	:	Research Methodology
3.	Course Type	:	Core Course
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course : This course will also introduce the techniques of problem identifications, the tools of data analysis, the methods of evaluating possible alternative decisions and the process of selecting the best alternative for making the best decisions, reducing the risk of uncertainty to a marked extent.		
7.	Course Objectives : The objectives of this course are: <ul style="list-style-type: none"> • To acquaint with the key terms, definitions, concepts and practices in the field of business research. • To understand how to conduct business research to identify real-life business and HRM, and to suggest suitable and pragmatic solutions to those problems. • To understand how to design questionnaire, the procedures and techniques of BR; analyze data with different statistical tools and techniques for making business decisions. 		

8. Course Learning Outcomes (CLOs) :

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Conceptualize the business research, understand objectives, types, conditions of research.
CLO 2	Identify various types of research design and their application also formulate research

	problem and framework using research process.
CLO 3	Apply various measurement and scaling techniques in research formulation also use sampling techniques in sample selection.
CLO 4	Indicate questionnaire and estimate its reliability and validity.
CLO 5	Apply statistical tools in analyzing data and to write a business report.

9. Course Contents

CLOs	Topic(Course Contents)
CLO1	Introduction: Meaning of Research, Objective of Research, Motivation in Research, Significance of Research, Types of Research, Approaches of Research, Research Methods and Methodology, Research Process, Criteria of Good Research.
CLO1	Research Problem: Concept of Research Problem, Problems of conducting Research in Bangladesh, Selecting the problem, defining the problem, Technique in Defining Problem.
CLO2	Research Design: Meaning of Research Design, Need for Research Design, Features of a suitable Design, Important Concepts Relating to Research Design, Different Research Designs, Basic Principles of Experimental Designs, Important Experimental Designs.
CLO2	Sampling Design: Census and Sample Survey, Implications of Sample Design, Steps in Sampling Design, Criteria of Selecting a Sampling Procedure, Characteristics of a Suitable Sample Design, Different Types of Sample Designs, How to Select a Random Sample.
CLO3	Measurement and Scaling Techniques: Measurement in Research, Measurement Scales, Sources of Errors in Measurement, Test of Sound Measurement, Techniques of Developing Measurement Tools, Scaling, Scale of Classification Bases, Scale Construction Techniques.
CLO3	Methods of Data Collection: Collection of Primary Data, Observation Method, Interview Method, Collection of Data through Questionnaire, Collection of Data through Schedules, Difference between Questionnaire and Schedule, Some Other Methods of Data Collection, Collection of Secondary Data, Selection of Appropriate Method for Data Collection, Case Study Method, Guidelines for Constructing Questionnaires, Schedule, Interviewing, Survey and Experiment.
CLO4	Processing and Analysis of Data: Processing Operations, Types of Analysis
CLO4	Statistics in Research: Measure of Central Tendency, Measure of Central Dispersion, Measure of Asymmetry, Relationships, Simple Regression Analysis, Multiple Correlation and Regression.
CLO5	Testing of Hypothesis: Concept of Hypothesis, Basic concepts concerning testing of hypothesis, Procedure for Hypothesis Testing, Flow diagram for Hypothesis Testing, Tests of hypothesis
CLO5	Interpretation and Report writing: Meaning and Technique of Interpretation, Steps in Writing Report, Layout of Research Report , Types of Reports, Mechanics of writing a research report, Precautions for writing research reports.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1		√										
CLO 2			√									

CLO 3					√							
CLO 4						√						
CLO 5							√					

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Research Problem	Lecture, PPT, Presentation	
CLO 2	Research Design	Lecture	
CLO 2	Sampling Design	Lecture	
CLO 3	Measurement and Scaling Techniques	Lecture	
CLO 3	Methods of Data Collection	Lecture, Participatory Discussion	
CLO 4	Processing and Analysis of Data	Lecture	
CLO 4	Statistics in Research	Lecture	
CLO 5	Testing of Hypothesis	Lecture	
CLO 5	Interpretation and Report writing	Lecture, Participatory Discussion	

12. Learning Materials

12.1 Recommended Readings:

- Kothari C. R and Gauraw Garg. (2019). *Research Methodology: Methods & Techniques*. New Age International Publishers.
- Sekaran U. and Roger Bougie. (2016). *Research Methods for Business: A Skill Building Approach*. Wiley
- Zikmund W. G., Barry J. Babin, Jon C. Carr, Mitch Griffin. (2010). *Business Research Methods*. South-Western Cengage Learning.

ECO 0311-01: Microeconomics

1.	Course No. / Course Code	:	ECO 0311-01
2.	Course Title	:	Microeconomics
3.	Course Type	:	Core Course (Economics)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course : This course provides students with the foundation theories of basic microeconomics including an introduction into the study of economics and analyses of economic agents' behaviors, particularly that of the individual and the firm. The course begins with a description of the subject area, and continues to introduce the basic concepts and theories that are used as the foundation of microeconomic theory and analysis. This includes discussions and applications of the theory of the consumer; theory of producer; market operations; and market structures.		

7.	<p>Course Objectives</p> <p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To understand the basic concepts of microeconomics. • To comprehend supply and demand, comparative advantage, market structures, elasticity of demand and equilibrium are among the central microeconomics concepts. • To understanding price elasticity, or willingness of customers to stretch with price changes.
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8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Recognize the fundamental principles, nature and scope of economics with normative and positive approaches.
CLO 2	Introduce tools and methods of economic analysis that will serve as the basis for other courses in economics such as Macroeconomics, Economic Analysis, Managerial Economics, and Economic Resources.
CLO 3	Provide non-specialists economics student with a good introduction to the fundamental principles of microeconomics.
CLO 4	Familiarize students to use the concepts to which they are introduced to facilitate analysis of the functioning of the micro economy.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Concept of Economics; Concept of Microeconomics; Micro and macroeconomics; Scope of microeconomics, Limitations of Microeconomics, Fundamental Economic Problems, Basic concepts – product, commodity, wealth, want, utility, consumption, factors of production.
CLO 2	Utility and Indifference Curve Analysis: Utility functions; Indifference curves and maps; budget constraints, utility maximization.
CLO 3 & 4	Demand: Law of demand; Factors determining demand; Demand function; Demand curves; Elasticity of demand and its measurement; Demand forecasting.
CLO 3 & 4	Supply: Law of supply; Supply function; Determinants of supply; Supply curves; Elasticity of supply and its measurement; market equilibrium.
CLO 3 & 4	Production: Production functions; Total, average and marginal products; Law of diminishing marginal 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.
CLO 3 & 4	Cost: Concepts of cost; Short-run costs; Relation between short-run costs and production; Long-run costs; Economies and diseconomies of scale; Relation between short-run and long-run costs; Cost function and estimation of cost function.
CLO 3 & 4	Markets and Revenue: Meaning of market; Market structure; Equilibrium of firm and industry; Price determination under different market conditions; Concepts of total, average and marginal revenue; Relation between AR and MR curves; Relation between different revenues and elasticity's of demand.
CLO 3 & 4	Theory of distribution: Rent-Wages- Interest-Profit.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√		√									
CLO 2		√										
CLO 3			√				√					
CLO 4								√				√

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Utility and Indifference Curve Analysis	Lecture, Discussion practice	
CLO 3 & 4	Demand	Lecture, practice	
CLO 3 & 4	Supply	Lecture, practice	
CLO 3 & 4	Production	Lecture, practice	
CLO 3 & 4	Cost	Lecture and Discussion, practice	
CLO 3 & 4	Markets and Revenue	Lecture and Discussion, practice	
CLO 3 & 4	Theory of distribution	Lecture and Discussion, practice	

12. Learning Materials:

12.1 Recommended Readings:

- H. L. Ahuja. (2017). *Modern Microeconomics*. S. Chand Publishing.
 K. K. Dewett. (1946). *Modern Economic Theory*. Chand (S.) & Co Ltd. India.
 Samuelson P.A. and Nordhause W. D. (1948). *Economics*, McGraw Hill.
 V. J. Henderson and W Poole. (1991). *Principles of Economics*. Lexington Books.

ECO 0311-02: Macroeconomics

1.	Course No. / Course Code	:	ECO 0311-02
2.	Course Title	:	Macroeconomics
3.	Course Type	:	Core Course (Economics)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course : Upon successful completion of the course, the student should be able to demonstrate understanding how relationships with other countries affect a national economy performing and to evaluate effects of economic policies. They should be able to analyze determinants of the exchange rate and interest rates, changing in output and prices, factors of the economic growth, and models of consumer behavior and investments.		

	Students will obtain better understanding regarding relationship between the dynamics of macroeconomic indicator in different countries, effects of economic policy on macroeconomic sustainability, and changing in economic actors' behavior.
7.	<p>Course Objectives</p> <p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To understand the fundamental economic ideas and the operation of the economy on a national scale. • To understand the production, distribution and consumption of goods and services, the exchange process, the role of government, the national income and its distribution, GDP, consumption function, savings function, investment spending, the multiplier principle and the influence of government spending on income and output. • To evaluate and analysis of monetary policy, including the banking system and the Federal Reserve System.

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Explain the concepts of Macroeconomics and its interrelations with Microeconomics.
CLO 2	Evaluate the current economic phenomenon with existing theory and put their views on contemporary economic issues.
CLO 3	Apply the principle of Macroeconomics in explaining the behaviour of Macroeconomic variables at national as well as global level.
CLO 4	Extend the concepts of Macroeconomics in unfolding the dynamics of energy sectors.

9. Course Contents:

CLOs	Course Contents
CLO 1 & 4	Some Fundamental Concepts: Macroeconomics; aggregate, income, consumption, saving and investment, stock and flow variable; statistics and dynamics.
CLO 2	National Income: concepts and definition; measurement of GNP, NNP and GDP nominal and real national income.
CLO 2	Classical theory of output income and employment: Simple graphical and analytical exposition to the theory- Attainment of full employment.
CLO 2 & 4	The Keynesian theory of income and employment: A simple exposition of Keynesian structure- obstacles to attainment of full employment- inflationary and deflationary gaps.
CLO 3	Consumption and savings: Simple concept of consumption and savings functions- marginal propensity to consume-derivation of the multiplier.
CLO 4	Investment Functions: Simple concept of investment functions; the interest rate, the rate of returns of investment (MEC and MEI) and the level of investment.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√	√									
CLO 3						√	√					
CLO 4								√				√

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1 & 4	Some Fundamental Concepts	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	National Income	Lecture and Discussion	
CLO 2	Classical theory of output income and employment	Lecture and Revision	
CLO 2 & 4	The Keynesian theory of income and employment	Lecture and Revision	
CLO 3	Consumption and savings	Lecture and Discussion	
CLO 4	Investment Functions	Lecture and Discussion	

12. Learning Materials:

12.1 Recommended Readings:

- H. L. Ahuja. (2017). *Modern Microeconomics*. S. Chand Publishing.
 K. K. Dewett. (1946). *Modern Economic Theory*. Chand (S.) & Co Ltd. India.
 Samuelson P.A. and Nordhause W. D. (1948). *Economics*, McGraw Hill.
 V. J. Henderson and W Poole. (1991). *Principles of Economics*. Lexington Books.

FIN 0412-01: Principles of Finance

1.	Course No. / Course Code	:	FIN 0412-01
2.	Course Title	:	Principles of Finance
3.	Course Type	:	Core Course (FIN)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course This primary course of Finance helps to understand the basic principles of inflow and outflow of funds and their applications. It also shows how funds expand its scope according to the society's demand.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> To identify maximization of the current value per share of the existing stock as the primary goal of financial management. To use financial statements to evaluate company performance and develop suggestions for improvement. 		

	<ul style="list-style-type: none"> To understand the characteristics of fixed income and equity securities, and their markets. To value various investment assets - Fixed income securities, equity securities and capital investments. To understand the importance of diversification
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8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes
CLO 1	Apply the general framework for financial decision making to various business scenarios.
CLO 2	Determine what actions maximize the value of a firm.
CLO 3	Determine the value of an asset (investment) and decide whether it should be purchased.
CLO 4	Identify an investment's basic risk and determine how its return is affected when this risk changes.
CLO 5	Explain how external factors, such as financial markets, affect financial decisions made by the firm.

9. Course Contents:

CLOs	Course Contents
CLO 2	Finance: Concept-Nature of Finance, Conceptual framework; Financial decision making; Role of finance in a firm; Goal of financial management of a firm; Finance as a discipline.
CLO 3	Time Value of Money: Basic concepts; Computing present values and Future values.
CLO 4	Risk and Return: Financial and business risk; leverage and risk; Measuring risk - Probability distribution, Expected value, Standard deviation and coefficient of variation; Risk premium; Risk and required rate of return.
CLO 5	Sources of Financing: Short term and long term financing; Working capital; General characteristics of financing method - debt, Preferred stock, and Common stock, and Retained earnings; Raising funds from the capital market; Institutions supplying long term Finance in Bangladesh.
CLO 2	Leasing: Basic concepts; types of leases; Lease or buy decision.
CLO 1	Capital Budgeting: Basic concepts; Capital budgeting process; cash flow from an investment; Introduction to the evaluation techniques.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3			√									
CLO 4		√										
CLO 5		√										

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 2	Finance	Lecture, Group	Class Attendance/

		Discussion, practice	Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 3	Time Value of Money	Lecture, practice	
CLO 4	Risk and Return	Lecture, revision, practice	
CLO 5	Sources of Financing	Lecture, Group Discussion, practice	
CLO 2	Leasing	Lecture and Group Discussion, practice	
CLO 1	Capital Budgeting	Lecture, practice	

12. Learning Materials

12.1 Recommended Readings:

Arch, X., & Gilman, I. (2019). *First principles: Designing services for first-generation students*.

Schall, L. D., & Haley, C. W. (1980). *Introduction to financial management*. McGraw-Hill Companies.

Weston, J. F., & Bringham, E. F. (1970). *Managerial Finance*. Treće izdanje. Rinehart and Winston.

FIN 0412-03: Financial Management

1.	Course No. / Course Code	:	FIN 0412-03
2.	Course Title	:	Financial Management
3.	Course Type	:	Core Course (FIN)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course This course helps the students to develop skills to be a good finance manager in a company. This course provides them to understand various finance functions such as investment, financing and dividend decisions. Understanding these functions enable them to take judicious and correct decisions in the finance area.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> To Inform the students about the basic concepts of financial management and contemporary theory and policy in order to master the concepts, theories and technique of financial management, what represents the condition of profitable business operations and survival respectively development of business subjects and the economy as a whole. To acquire the basic knowledge by means of combining theoretical cognitions and practical attitudes to enable them the understanding of financial problems in business practice after completed the graduate studies. To understand the characteristics of fixed income and equity securities, and their markets. To offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems. Understand the importance of diversification. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes
CLO 1	Describe the financial environment within which organizations must operate.
CLO 2	Critically evaluate the financial objectives of various types of organizations and the

	respective requirements of stakeholders
CLO 3	Explain alternative sources of finance and investment opportunities and their suitability in particular circumstances
CLO 4	Assess the factors affecting investment decisions and opportunities presented to an organization
CLO 5	Select and apply techniques in managing working capital

9. Course Contents:

CLOs	Course Contents
CLO 2	Business environment and basic concept of financial management: The role of financial management with realizing the purpose of operations. Forms of business organizing. Concept of temporal money value. Financial environment of an enterprise
CLO 3	Financial markets and evaluation: Risk, return and model for ascertaining the price of invested capital. Evaluation and financial management.
CLO 4	Long-term financial decisions: Financing decisions. Capital structure and the policy of dividends.
CLO 5	Long-term investment decisions: Capital investments planning. Estimation of the risk of investment projects.
CLO 2	Leasing: Basic concepts; types of leases; Lease or buy decision.
CLO 1	Management of working capital and financial analysis: Management of working capital, Short-term financing sources, Cash management, Debtors management and the management of stocks. Users, purpose and methods of analysis of financial statements.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3	√											
CLO 4	√											
CLO 5			√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 2	Business environment and basic concept of financial management	Lecture and Group Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 3	Financial markets and evaluation	Lecture, practice	
CLO 4	Long-term financial decisions	Lecture, Revision, practice	
CLO 5	Long-term investment decisions	Lecture, Group Discussion, practice	
CLO 2	Leasing	Lecture, Group Discussion, practice	
CLO 1	Management of working capital and financial analysis	Revision, practice	

12. Learning Materials

12.1 Recommended Readings:

Arch, X., & Gilman, I. (2019). *First principles: Designing services for first-generation students*.
Schall, L. D., & Haley, C. W. (1980). *Introduction to Financial Management*. McGraw-Hill Companies
Weston, J. F., & Bringham, E. F. (1970). *Managerial Finance*. Treće izdanje. Rinehart and Winston.

FIN 0412-03: Insurance and Risk Management

1.	Course No. / Course Code	:	FIN 0412-03
2.	Course Title	:	Insurance and Risk Management
3.	Course Type	:	Core Course (Finance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: The main focus of the course is to provide a general view relating to insurance business in Bangladesh, the major activities of insurance business and the legal framework in which the business operates.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none">• To identify various forms of insurance and gather knowledge about it.• To explore about basics of risk management.• To know about life insurance, fire insurance, marine insurance and miscellaneous insurances.• To provide a basis for assessing risk and decision making to enhance business value		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Gather knowledge of insurance contracts and provisions and the features of various insurance policies with benefit plans and risk management.
CLO 2	Analyze the purpose, structure and scope of insurance contracts and products.
CLO 3	Describe the insurance conceptual framework and its role in the economy.
CLO 4	Formulate and Illustrate different form of insurance and risk management system and its social effect.

9. Course Content:

CLOs	Course Content
CLO 1	Introduction: Definition, nature and functions of insurance; Evolution of insurance; Types of insurance; Economic theories of insurance; The mathematical basis for insurance; Benefits and costs
CLO 3	Risk Management: Loss, peril, hazard and risk; Types of risks; development and implementation of risk management program; Alternative methods of dealing with risk; Personal risk management.
CLO 1& 2	Insurance Contract: General contract; Insurable interest; Principle of indemnity; Doctrine of subrogation; Warranties; Proximate cause; Assignment of transfer of interest; Return of premium.
CLO 4	Life Insurance: Essential features of life insurance contract; Classification of life policies; Risk selection for life insurance; Sources of risk information; Definition and

	classification of annuities; Background of health insurance; health care costs; Types of health insurance coverage; Definition and exclusion in health insurance policies.
CLO 3	Measurement of Risk and Mortality Table: Concepts and types of mortality table; Theory of probability; Construction of mortality table; Premium calculation of various life policies. Definition and sources of reserve. Method of calculating reserves.
CLO 4	Fire Insurance: Nature and use of fire insurance; Fire insurance contract; Kinds of fire policies and policy conditions; Rate fixation in fire insurance; Payment of claim; Reinsurance
CLO 4	Marine Insurance: Nature of marine insurance contract; Marine insurance policies; Policy conditions; Premium calculation; Marine losses; Payment of claim.
CLO 4	Miscellaneous Insurance: Motor insurance - kinds and procedures; Burglary insurance - concept and description; Personal accident insurance - concept, features and coverage; Aviation insurance; Employers' liability insurance; Livestock, cattle and crop insurance.
CLO 3	Insurance Occupation and Insurance Market: Different types of insurance companies; Insurance agents and brokers; Loss adjuster, underwriter, actuary, lawyer and other occupations
CLO 3 & 4	Insurance Business in Bangladesh: Present pattern of insurance industry; Progress of insurance business; Government and private insurance companies in Bangladesh

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3	√											
CLO 4											√	

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO1 & 5	Introduction	Lecture, PPT, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 3	Risk Management	Lecture	
CLO2 & 3	Insurance Contract	Lecture, Seminar	
CLO2	Life Insurance	Lecture, Participatory Discussion	
CLO3	Measurement of Risk and Mortality Table	Lecture, PPT, Discussion	
CLO1 & 5	Fire Insurance	Lecture, PPT, Discussion	
CLO4	Marine Insurance	Lecture, Discussion, Seminar	
CLO4	Miscellaneous Insurance	Lecture, Discussion, Case Studies	
CLO5	Insurance Occupation and	Listening success stories	

	Insurance Market	of Businessman	
CLO 3 & 4	Insurance Business in Bangladesh	Lecture, PPT, Discussion	

12. Learning Materials

12.1 Recommended Readings:

Dorfman.M.and Cather D. (2012). *Introduction to Risk Management and Insurance*. Prentice Hall.
Mishra, M.N. (2007). *Insurance Principles and Practice*. S. Chand and Company.

HRM 0413-01: Human Resource Management

1.	Course No. / Course Code	:	HRM 0413-01
2.	Course Title	:	Human Resource Management
3.	Course Type	:	Core Course (HRM)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course The aim of this course is to familiarize students with the basic concepts, principles, and functions of human resource management. It also help students to analyze the key issues related to administering the human elements such as HR Planning, job evaluation, compensation, performance appraisal, career planning, training and development, motivation and so on.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To assess the importance of human resources management for the competitive advantage of companies • To show the understanding of the various approaches to employee involvement in the firm • To display a knowledge of 'human resources' encompassing such issues as HR planning, recruitment, selection, promotion, transfer, training and development and able to apply this knowledge. 		

8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes (CLOs)
CLO 1	Explain the concept, objectives and importance of human resource management.
CLO 2	Discuss the nature of job analysis, including what it is and how it is used. Write job descriptions, job specification.
CLO 3	Explain the main techniques used in employment planning, forecasting and recruiting. List and discuss the main outside sources of candidates. Explain how to recruit a more diverse workforce.
CLO 4	Comprehend the purpose and process of employee orientation. List and explain the steps in the training process. Explain how to use training techniques.
CLO 5	Analyze the basic factors determining pay rates. How to conduct a job evaluation. List and explain important trends in compensation management.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Meaning-Principles-Objectives-and evolution of HRM; Functions of HRM,

	Differences between personnel management and HRM, Approaches to HRM; HRM practices in Bangladesh.
CLO 3	Human Resource Policy and Planning: Meaning-Policy areas -Factors influencing the designing of HRM policies; Meaning-Objectives-Importance; Process of HR Planning.
CLO 2	Job Analysis: Meaning of job analysis; Components of job analysis- Job description and Job specification; Contents of job description and job specification, Process and methods of job analysis, uses of job analysis
CLO 3	Recruitment and Selection: Meaning of recruitment and selection, Sources and methods of recruitment, Differences between recruitment and selection; Selection procedure, Methods and types of interview, Guidelines for employment interview.
CLO 3	Job Changes: Purposes and types of job changes; Promotion; Transfer; Demotion.
CLO 4	Training and Development: Meaning -Importance -Process of training -Determining training needs - Differences between training and development – Types of Training-Orientation-On the job training, Management development process -Management development methods.
CLO 4	Career Planning and Development: Nature of careers; Objectives -Necessity - Career stages
CLO 3	Performance Appraisal: Meaning; Objectives; Benefits; Methods.
CLO 5	Job evaluation: Meaning, objectives- Process and methods of job evaluation
CLO 5	Compensation: Meaning- Compensation policies, Significant factors affecting compensation; objectives of compensation management, Individual and group variable compensation; Nature of supplementary compensation.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2						√						
CLO 3						√						
CLO 4						√						
CLO 5			√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to HRM	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Human Resource Policy and Planning	Lecture	
CLO 2	Job Analysis	Lecture and Discussion	
CLO 2	Recruitment and Selection	Lecture and Discussion	
CLO 2	Job Changes	Lecture and Discussion	
CLO 4	Training and Development	Lecture and Revision	
CLO 4	Career Planning and Development	Lecture and Revision	
CLO 5	Performance Appraisal	Lecture and Discussion	
CLO 5	Job evaluation	Lecture and Revision	
CLO 5	Compensation	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

Dessler, G. (2011). *Human Resource Management*. Pearson India Education.

DeCenzo, D. A. and Stephen P. Robbins. (2001). *Human Resource Management*. Wiley.

Abdul Awal Khan and Md. Abu Taher. (2018). *Human Resource Management and Industrial Relations*. Abir Publications, Dhaka.

ICT 0611-01: Management Information System

1.	Course No. / Course Code	:	ICT 0611-01
2.	Course Title	:	Management Information System
3.	Course Type	:	Core Courses (Computer use in Business)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course The overall aim of this course is to provide students with an understanding at how to use and manage information system in order to revitalize business processes, improve business decision making, and gain competitive advantage.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none">• To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.• To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.• To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.• To enable the students to use information to assess the impact of the Internet and Internet technology on electronic commerce and electronic business and understand the specific threats and vulnerabilities of computer systems.• To provide the theoretical models used in database management systems to answer business questions.		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Relate the basic concepts and technologies used in the field of management information systems.
CLO 2	Compare the processes of developing and implementing information systems.
CLO 3	Outline the role of the ethical, social, and security issues of information systems.
CLO 4	Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.
CLO 5	Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Definition-Characteristics-Services-Limitations-Types of MIS, importance-

	Potential risks of information systems-data and Information-Difference between data and information-Quality of good information-The process of converting data into information.
CLO 1 & 2	Technical Foundations of Information System: Concepts of computer system; Computer hardware; Computer software; Telecommunications and networks.
CLO 2	Information System for Managerial Decision Making: Introduction; Transaction processing system; Intelligent support system. Management information system
CLO 4	Business Applications of Information System: Decision support system and Critical success factors for decision support system Executive information system and Critical success factors for decision support system.
CLO 3 & 5	Tools for Information System Development: Introduction; Decision making framework for selecting information system tools; Structured tools; Computer aided software engineering (CASE).
CLO 3	Strategic Information System: Definition; Characteristics; Strategies for developing an strategic information system.
CLO 5	Controlling Information System: System vulnerability and abuse; Creating a control environment; Auditing information system.
CLO 3 & 5	Artificial Information: Definition; Expert system; other intelligence techniques. Financial decision making using EXCEL and ACC

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1						√						
CLO 2			√									
CLO 3										√		
CLO 4								√			√	
CLO 5			√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1 & 2	Technical Foundations of Information System	Lecture and Group Discussion	
CLO 2	Information System for Managerial Decision Making	Lecture and Revision	
CLO 4	Business Applications of Information System	Lecture and Presentation	
CLO 3 & 5	Tools for Information System Development	Lecture and Group Discussion	
CLO 3	Strategic Information System	Lecture and Discussion	
CLO 5	Controlling Information System	Lecture and Discussion	
CLO 3 & 5	Artificial Information	Lecture and Discussion	

12. Learning Materials:

12.1 Recommended Readings:

- Gupta, Uma G. (1998). *Management Information System- A Managerial Perspective*. Galgotia Publications pvt. Ltd.
- James O'Brien. (2003). *Management Information System*, 6th edition. McGraw-Hill/Irwin.
- Landon, K.C. and Laudon, L. J. (1993). *Management Information System: Organization and Technology*, 3rd edition. Prentice Hall.

ICT 0611-02: Managing Fourth Industrial Revolution (4IR) in Business

1.	Course No. / Course Code	:	ICT 0611-02
2.	Course Title	:	Managing Fourth Industrial Revolution (4IR) in Business
3.	Course Type	:	Core Course (Computer use in Business)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course		
			This course endorses the national as well as global perspective in reviewing the great transformation in history known as the 4th Industrial Revolution (4IR). The Industrial Revolution represented a new way of organizing work and making things. The Fourth Industrial Revolution, 4IR, or Industry 4.0, conceptualizes rapid change to technology, industries, and societal patterns and processes in the 21st century due to increasing interconnectivity and smart automation. This course will also examine the various components of 4IR such as Mobile devices. Internet of things (IoT) platforms, Location detection technologies (electronic identification), Advanced human-machine interfaces, Authentication and fraud detection, Smart sensors, Big analytics, Multilevel customer interaction and customer profiling impacted working people around the globe.
7.	Course Objectives		
			The specific objectives of this course are: <ul style="list-style-type: none">• To look at the new ways of the world philosophically, politically, and scientifically to explore the relationships between women and men as well as between employee and employer.• To manage the 4th Industrial Revolution (4IR) characterized by emerging technologies such as the internet of things, artificial intelligence, 5G, platform technology, blockchain, advanced robotics, 3D printing, autonomous vehicles, gene sequencing & editing, neurotechnology, human chips, among many others.• To understand how it will affect our industry, business, and our career. It is also important to gain insights into how to position your business and career.• To assess the impact of 4IR in Accounting, Finance, Marketing, Management, Human Resource Management, Tourism and other sectors.

8. Course Learning Outcomes

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

CLO	Course Learning Outcomes
CLO 1	Recognize the basic concept of 4IR emerging technology breakthroughs covering wide-ranging fields such as artificial intelligence (AI), robotics, the internet of things (IoT), autonomous vehicles, 3D printing, nanotechnology, biotechnology, materials science, energy storage and quantum computing.
CLO 2	Identify the challenges and opportunities of 4IR in government financial management for ensuring good governance in government entities.

CLO 3	Create a framework for thinking about the technological revolution that outlines the core issues and highlights possible responses in Accounting, Finance, Marketing, Management, Human Resource Management, Tourism and other sectors
CLO 4	Provide a platform from which to inspire public-private cooperation and partnerships on issues related to the technological revolution.
CLO 5	Identify business processes suited to AI applications and implementation.

9. Course Contents

CLOs	Course Contents
CLO 1 & 4	The Fourth Industrial Revolution (4IR): Historical background of 4IR, basics concepts of 4IR, components of 4IR, 4IR in business field such as consumer expectations, data-enhanced products collaborative innovation, new operating models
CLO 2 & 4	4IR in Public Financial Management: Basic concepts, government budgeting, taxation, resource allocation, accounting and auditing, good governance, strengthening processes of e-governance to fostering greater transparency, accountability and engagement between the government and its citizens, E- Chalan, Block Chain.
CLO 3 & 5	4IR in Accounting & Finance: Interconnection, Data, integration, innovation and transition. Blockchain, Big data and cloud computing capabilities, internet of things, artificial intelligence, steps to adapting to the change
CLO3 & 5	4IR in Management and HRM: Value Creation, Digital Acumen, Judgment and Decision making, Business strategy, Millennial, Ethics, Values and Attitudes, Integrated Thinking, managing agriculture and handicrafts, large-scale industry, mechanized manufacturing, and the factory, operations management, TQM.
CLO3 & 5	4IR in International Business, Marketing and Tourism: Technology and digital marketing techniques, marketing strategy, changing customer expectations, global distribution systems, supply chain management, quality management in hospitality and tourism, biometric technology to identify travelers.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1						√						
CLO 2		√										
CLO 3			√									
CLO 4									√			
CLO 5						√						

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1&4	The Fourth Industrial Revolution (4IR)	Lecture, PPT, Discussion	Class Attendance/ Assignment/

CLO 2&4	4IR in Public Financial Management	Lecture, Practice	Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 3&5	4IR in Accounting & Finance	Lecture, , Practice	
CLO 3&5	4IR in Management and HRM	Lecture, Participatory Discussion, Practice	
CLO 3&5	4IR in International Business, Marketing and Tourism	Participatory Discussion, Practice	

12. Learning Materials:

12.1. Recommended Readings:

Schwab, K. (2016). The Fourth Industrial Revolution. *World Economic Forum*, 172.

Montagna, J. A. (2007). *The Industrial Revolution*. 14.

The Industrial Revolution: The State, Knowledge and Global Trade. (2017). Bloomsbury Academic.

<https://doi.org/10.5040/9781474286190>

Mokyr, J. (1981). *The Institutional Origins of the Industrial Revolution*. 51.

MATH 0541-01: Business Mathematics

1.	Course No. / Course Code	:	MATH 0541-01
2.	Course Title	:	Business Mathematics
3.	Course Type	:	Core Course
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course : The course is designed to introduce, explain the value of Mathematics as a tool in solving actual business problem and to equip the students with mathematical techniques for using in Management Planning and control of Business Operations.		
7.	Course Objectives : The objectives of this course are: <ul style="list-style-type: none"> To acquaint with basic mathematical terms and key business areas that require mathematical knowledge. To explain the value of Mathematics as a tool in solving actual business problem and to equip the students with mathematical techniques for using in Management Planning and control of Business Operations. 		

8. Course Learning Outcomes (CLOs) :

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes (CLOs), Business Mathematics
CLO 1	Conceptualize the number systems Fractions, exponents, equations, factoring, polynomials, ordered pairs, relations, functions, types of functions.
CLO 2	Explain Sets, set notation, operations with sets, and laws of set operations, Venn diagrams, and application of set theory.
CLO 3	Explain straight line equation of a line, application of linear equations, slopes, intercepts Cartesian co-ordinate system.
CLO 4	Explain differential calculus and rules of differentiation also mathematical formulas can be used in inventory management.
CLO 5	Describe various equation system and solutions of simultaneous equation systems with specific applications to business problems.

9. Course Contents

CLOs	Topic(Course Contents)
CLO1	Functions & Equations: Idea of functions, implicit & explicit functions, linear, quadratic cubic & biquadrate functions solutions of linear, bio-quadratic & simultaneous equations gaps of function
CLO2	Coordinate Geometry: Coordinate system: Equation of straight lines, slopes, intercepts etc.; Equation of parallel lines; Equation of perpendicular lines; Equation of circles & Graphical Representation of Circle, Parabola & Hyperbola.
CLO3&4	Elementary Calculus: Differentiation: Definition; Graphical representation of differentiation; Basic rules (chain, quotient, e^x , a^x , $\log x$, etc.); Implicit functions; Partial differentiation; Successive differentiation; Drawing curves; Application in science, business and finance; Optimization; Constrained Optimization.
CLO5	Matrix Algebra: System of equation; Gaussian elimination; Matrix definition and its types; Subtraction, addition and multiplication of matrix; Determinants; Transpose, trace and inverse of matrix; matrix polynomials; solution of linear system using A^{-1} ; Cramer's rules; Characteristic roots (Eigenvalues and Eigenvectors); Differentiation of matrix; The Jacobian; The Hessian; Applications; Least Squares.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1		√										
CLO 2			√									
CLO 3						√						
CLO 4						√						
CLO 5							√					

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO1	Functions & Equations	Lecture	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO2	Coordinate Geometry	Lecture and PPT presentation	
CLO3 & 4	Elementary Calculus	Lecture	
CLO5	Matrix Algebra	Lecture, Participatory Discussion	

12. Learning Materials

12.1 Recommended Readings:

- E.T. Dowling. (2011). *Introduction to Mathematical Economics*. Tata McGraw Hill.
- Bowen E. K. (1976). *Mathematics - with application in Management & Economics*. R. D. Irwin.
- Sydsaeter K. , Peter J. Hammond. (1995). *Mathematics for Economic Analysis*. Pearson College Div.

MGT 0413-01: Principles of Management

1. **Course No. / Course Code** : **MGT 0413-01**
2. **Course Title** : **Principles of Management**
3. **Course Type** : **Core Course (Management)**
4. **Credit Value** : **3**
5. **Total Marks** : **100**

6. Rationale of the Course

This course enables students to develop an understanding of the basic function of management. Students will be equipped to prepare planning, organizing, leading and controlling activities effectively and efficiently to achieve organizational objectives.

7. Course Objectives

The objectives of this course are:

- To familiarize students with the major activities of Management & Organization.
- Explain the distinctive nature of management and the major challenges to manage the organization.
- Familiarize with the major management strategies and functions that are applied in organizations for better management.
- To learn why Management is so important to the business.
- To prepare students as a Management expert.
- To prepare students for further study, survey, and research in Management.

8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes (CLOs)
CLO 1	Explain the practical skills and personal attributes and competencies that is required for managerial position and describe the main management functions of planning, organizing, leading, and controlling.
CLO 2	Outline the historical evolution of management theories.
CLO 3	Explain how planning and decisions are made within an organization and how those planning and decisions are communicated to the various stakeholders.
CLO 4	Analyze an understanding of staffing, leadership, communication, and motivation in an organization.
CLO 5	Describe the control process including: the importance of control, tools for measuring organizational performance, and managerial actions.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction to Management: Definition of management, concept of Productivity, Efficiency and Effectiveness, Features of Management, Process of Management, Importance of Management, Managerial responsibility- types of managers- Managerial skills and organizational hierarchy Is management a science or art? Is management a profession?
CLO 2	The Evolution of Management: F. W. Taylor's Scientific Management, Features of Scientific Management, contribution to management thoughts, Operational Management, Henri Fayol's Principles of Management, The Human Relations Movement, System Theory, Recent
CLO 3	Planning: Meaning-nature-types-steps-limitation of planning-making planning effective
CLO 3	Objectives: Nature of objectives-management by objectives-the process of MBO- setting objective-benefits and weakness of MBO.

CLO 3	Decision making: Concept of Decision making, Decision making process- problem and opportunity findings-nature of managerial decision making-. other factors in decision – making decision support systems
CLO 4	Organizing: Meaning-nature-purpose-types of organization-organizational structure- Span of management-departmentation delegation of authority-centralization and decentralization-co-ordinations
CLO 4	Leading: Concept of leading/leadership, Human factors in management-Relevant theories of Leadership, Communication and Motivation
CLO 5	Controlling: Meaning, nature-process of controlling, Types of control methods-requirements of effective controls.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3		√	√									
CLO 4									√			
CLO 5				√								

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to Management	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	The Evolution of Management	Lecture	
CLO 3	Planning	Lecture and Discussion	
CLO 3	Objectives	Lecture and Discussion	
CLO 3	Decision making	Lecture and Discussion	
CLO 4	Organizing	Lecture and Revision	
CLO 4	Leading	Lecture and Revision	
CLO 5	Controlling	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

Griffin, R. W. (2016). *Management*. Cengage Learning.

Wehrich, H. and Harold Koontz. (1994). *Management: A Global Perspective*, 9th Edition. McGraw-Hill Education.

MGT 0413-02: Entrepreneurship Development SME & Career Management

1.	Course No. / Course Code	:	MGT 0413-1002
2.	Course Title	:	Entrepreneurship Development and SME Management
3.	Course Type	:	Core Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course The prime objective of this course is to introduce students to the fundamentals of Entrepreneurship Development. The purpose is to create awareness among students and motivate them to choose entrepreneurship as a career. Generating “self employment” and developing the spirit of self reliance among the individuals with special reference to youths & rural masses. Another objective is creating awareness amongst youths to make dreamy in entrepreneurship as career.		
7.	Course Objectives The specific objectives of this course are: <ul style="list-style-type: none"> • To describes the self employment and job employment process. • To make awareness about the general procedure and mechanisms of creative, innovative entrepreneurial venturing. • To make the participants understand the importance of becoming entrepreneur both from macro and micro perspectives. • To introduce theories and academic discussions about entrepreneurship and economic development. • To learn career development and career management strategies that help students plan for and shape their future, providing them with the essential knowledge, understanding and skills for participation in the rapidly changing world of work. 		

8. Course Learning Outcomes

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

CLO	Course Learning Outcomes
CLO 1	Recognize the meaning, process, theories and historical outset of innovation and development of the businesses venture.
CLO 2	Initiate business enterprise to solve the problems and practices the entrepreneurial strategies linking with economic development of the country.
CLO 3	Develop ideas about the various activities, programs, policies, institutions for developing and supporting entrepreneurship development in Bangladesh.
CLO 4	Identify and describes the factors involved in the career development process in formal and informal employment. Describe the impact of demographic, economic, and organizational changes on the world of work and their personal career development decisions.
CLO 5	Reflecting their own personal priorities, skills, interests, strengths, and values using a variety of contemporary assessment tools and activities.

9. Course Contents

CLOs	Course Contents
	Part-I: Self Employment (Formal and Informal)
CLO1&5	The Foundation of Entrepreneurship: Definition of entrepreneur and entrepreneurship, Classification of entrepreneurs, Characteristics and qualities of entrepreneur, Functions of entrepreneur, Entrepreneur vs. Manager, Entrepreneurial environment, intra-preneurship, Entrepreneurship. Modern technology used in SME, Agricultural and Farming enterprise, Online business models and start-up.
CLO3	Institutional arrangements, Theories and Models on Entrepreneurship: Psychological theories, Socio-psychological and cultural theories. Other theories, Model of entrepreneurial motivation, Innovation, Assistance and entrepreneurial development cycle. SME Foundation, Chambers of Commerce, FBCCI, Industrial Policy, Jubo Unnayan training institutes, High-tech Park etc.
CLO2&3	Women Entrepreneurship and Social Entrepreneurship: Concept- Women and economic development- Problems- Prospects and success factors of women entrepreneurship Development in Bangladesh. Women chambers of commerce and industries, Background of social entrepreneurship, characteristics and Concept of social entrepreneurship & social entrepreneur- drivers of social entrepreneurship- typologies of social entrepreneurship- importance of social entrepreneurship- challenges and opportunities of social entrepreneurs. Concept- principles- types and model of social business- social entrepreneurship in Bangladesh- Cases of social entrepreneurs.
CLO2	Entrepreneurship Development in Bangladesh: Problems and prospects of entrepreneurship development in Bangladesh-Policy guidelines and sources of institutional assistances for entrepreneurship development. Role of BSCIC, Universities and government & non-government organizations in the development of entrepreneurship development in Bangladesh-Different schemes of entrepreneurial training in Bangladesh.
CLO3	Entrepreneurship Education, Training and Nurturing: Introduction, how can we reinvigorate dynamism through entrepreneurship? What is entrepreneurship education, and why teach entrepreneurship? What to teach and how to teach? Teachers and educators, School-enterprise cooperation Evaluation of quality, results and impact, Factors of success, and good practice in delivering entrepreneurship education, Risks and obstacles, Some examples of good practice.
CLO1&5	Framework of new Business Development: Planning as Part of the Business Operation, what is Business Plan? The Different Types of Business Plans, who needs a business plan? Presenting the Plan, preparing a business plan, Outline of a Business Plan, Using and Implementing the Business Plan.
Part-II: Job Employment (Formal)	
CLO4	Career: Concept of Career, Why is Career Education Important? Growth stage of life and career, Meaning of Career Planning, Need for career planning, Objectives of career planning, Career planning process
CLO4	Career Development: Concept of Career Development, Significance of Career Development, Process of Career Development, Factors that Influence Career Development, Strategies for Career Development
CLO5	Career Management: Success Stories of the Entrepreneur, Career in government organization, Banks, NBFI, Multinational Companies, International Financial and non financial Agencies.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2			√									
CLO 3		√										
CLO 4					√							
CLO 5											√	

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO1&5	The Foundation of Entrepreneurship	Lecture, PPT, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO3	Institutional arrangements, Theories and Models on Entrepreneurship	Lecture, Industrial tour	
CLO2&3	Women Entrepreneurship and Social Entrepreneurship	Lecture, Seminar	
CLO2	Entrepreneurship Development in Bangladesh	Lecture, Participatory Discussion	
CLO3	Entrepreneurship Education, Training and Nurturing	Business Plan Competition	
CLO1 & 5	Framework of new Business Development	Ideas and innovation Fair	
CLO4	Career	Lecture, Discussion, Seminar	
CLO4	Career Development	Lecture, Discussion, Case Studies	
CLO5	Career Management	Listening success stories of entrepreneurs	

12. Learning Materials

12.1 Recommended Readings:

- Copulsky W. (1974), *Entrepreneurship and Corporation*, AMACOM Publication
- Khan, A. R. (2000), *Entrepreneurship - Small Business Management and Lives of Successful Entrepreneurs*, Ruby Publications
- Khanka S. S. (2007), *Entrepreneurial Development (1/e Rev. edi.)* Chand (S.) & Co Ltd, India
- Ministry of Industry, GoB, (2016), *Industrial Policy*, Ministry of Industry Dhaka, Bangladesh
- Muhammad Yunus. (2010). *Building Social Business: The New Kind of Capitalism that Serves Humanities' Most Pressing Needs*. Public Affairs™, United States.

Sabur K. M. (2013), *Handbook of Entrepreneurship Development*, Dhaka Chamber of Commerce and Industry (DCCI)

Schumpeter J. (1934) *The Theory of Economic Development: An Inquiry Into The Profit, Capital, Credit, Interest and the Business Cycle*, Tr. Opie, Redvers Harvard University Press

MGT 0413-03: Organizational Behavior

1.	Course No. / Course Code	:	MGT 0413-03
2.	Course Title	:	Organizational Behavior
3.	Course Type	:	Core Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course This course intends to provide the students a very clear understanding about the human behavior at work. After studying the course they can easily understand and identify the psychology and behavior of working people which will be helpful for their practical life ahead. So the main objective of organizational behavior is to understand the human interactions in an organization, find what is driving it and influence it for getting better results in attaining business goals.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To explain the distinctive nature of organization and the people involved into it. • To familiarize with the individual and group behavioral factors driving to a person's behavior. • To understand, form, and operate as a team player or as a team leader in an organization. 		

8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes (CLOs)
CLO 1	Explain the meaning of organizational behaviour, purposes of organization, consisting subjects and disciplines informing the study of organizational behavior
CLO 2	Evaluate the various theories of motivational and able to elucidate how it motivates the worker to work in the work place.
CLO 3	Explain the nature of group with its major types, and illustrate the nature and effectiveness of team and how a team will be more effective.
CLO 4	Elucidate culture and its impact on organization.
CLO 5	Analyze the forces for and against change. Manage successful organizational change and development.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Meaning of Organizational Behavior; Historical roots of organizational behavior; Contextual perspective of organizational behavior; Managerial perspective of organizational behavior; Challenges in organization (Managerial, Organizational & Competitive) People in organizations; Types of workplace behaviors.
CLO 2	Motivation Theories: The equity theory; The expectancy theory; Participation, empowerment and Motivation; Nature of learning; Organizational Behavior Modification; Social learning in organizations

CLO 3	Group Dynamics: Definition of group; Stages of group Development and Group performance; Group Decision Making; Types of groups, the Dynamics of informal groups; Dynamics of formal groups, Positive and negative attributes of committees; Nature and effectiveness of teams, Making a team more effective.
CLO 3	Conflict in Organizations: The nature of conflict, Levels of conflict, Sources of conflict, Effect of conflict, Conflict resolution.
CLO 3	Leadership: Nature of Leadership; The LPC theory of Leadership; The Path-Goal Theory of Leadership; Influence based approaches to Leadership; Types and uses of Power in organizations; Politics & Political Behavior
CLO 4	Organizational Culture: Nature of Organization Culture; Approaches to describing Organization Culture; Emerging issues in Organization Culture; Managing Organization Culture
CLO 5	Change Management: Forces for change in organization; Process for planned organization change; Organizational Development; Resistance to Change; Managing successful organization change and development
CLO 5	Management of Diversity: The nature of diversity in organization; Dimensions of diversity; Individual behavior & diversity; Interpersonal process and diversity; Organizational process and diversity; Managing the multicultural organization

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2					√							
CLO 3					√							
CLO 4							√					
CLO 5	√											√

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to Organizational Behaviour	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Motivation Theories	Lecture	
CLO 3	Group Dynamics	Lecture and Discussion	
CLO 3	Conflict in Organizations	Lecture and Discussion	
CLO 3	Leadership	Lecture and Discussion	
CLO 4	Organizational Culture	Lecture and Revision	
CLO 5	Change Management	Lecture and Revision	
CLO 5	Management of Diversity	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

- Newstrom, J. W. and Keith Davis. (2002). *Organizational Behaviour: Human Behaviour at Work*. McGraw-Hill-Irwin.
- Robbins, S. P. and Timothy A. Judge. (2017). *Essentials of Organizational Behavior*. Pearson Education Inc.
- Moorhead, G. and Ricky W. Griffin. (2007). *Organizational Behavior*. Houghton Mifflin Company.

MGT 0413-04: Bank Management

1.	Course No. / Course Code	:	BUS 0413-04
2.	Course Title	:	Bank Management
3.	Course Type	:	Core Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course : This course aims at enabling the students to understand and to contribute to the strategic operational policies and practices of commercial bank management in a competitive environment		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To understand the role that financial intermediaries play in the . • To analyze the challenges of bank regulation. • To aware of the main risks faced by banks. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Gather knowledge about the origin and development of bank, factors shaping the banking industry (e.g., regulation), and how this bears on value-based bank management.
CLO 2	Apply key concepts of value-based bank management like deposit and loan pricing
CLO 3	Find out key concepts of risk management in banking
CLO 4	Compare and Contrast economic policy and its effects on the business community.

9. Course Contents:

CLOs	Course Contents
CLO 1	Banking System: Origin-Concept- Types-Importance of Bank.
CLO 1	Central Bank: Function-Relations with state and economic development and developing economics-Bangladesh Bank-Organization-Objectives- functions and policies.
CLO 1	Commercial Bank: Structure-Management and internal organization-Reporting Regulation- policies and organization-Investment portfolio-Regulation and management Investment account-Policy and organization-Analysis of financial statement-Balance sheet items-Net worth's budgets -Ratio analysis.
CLO 2	Sources and Management of Funds: Managing and pricing deposit services, Retail and wholesale liabilities, Measuring the cost of fund, Managing non-deposit liabilities and other sources of bank funds, Management of a bank's equity capital position, Basel Accord I and II Regulatory arrangement for banks.
CLO 2 & 4	Loan and Investment Management: Objectives, Lending policies and procedures, Pricing Business Loans, Ratio analysis of a customer's financial statement, Composition of investment portfolio, Factors affecting the choice of investment securities, Active investment strategies, Comparative yields on taxable vs nontaxable securities.
CLO 4	E-Banking: Definition; Evolution and importance of E-Banking; Electronic money and delivery channel products, Electronic Payment Systems E-Banking technologies;; Benefits and barriers in E-Bank .
CLO 4	Islamic Banking: Islamic approach to money and banking, Operational mechanism,

	Deposit mobilization and investment management, International banking and fund management in Islamic banks.
CLO 4	Green Banking: Concept-ethical bank, socially responsible bank, and sustainable bank; innovative green products, Green activities, Environmental Risk Rating (EnvRR), Climate change risk fund.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3		√										
CLO 4								√				

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Banking System	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Central Bank	Lecture and Seminar	
CLO 1	Commercial Bank	Lecture and Group Discussion	
CLO 2	Sources and Management of Funds	Lecture and Discussion	
CLO 2 & 4	Loan and Investment Management	Lecture and Discussion	
CLO 4	E-Banking	Lecture and Seminar	
CLO 4	Islamic Banking	Lecture and Discussion	
CLO 4	Green Banking	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Reading:

- Khan, A. R. (2000). Bank Management. *Progati Prakashani, 2.*
 Koch, T. W., & MacDonald, S. S. (2014). *Bank management.* Cengage Learning.
 Rose, P. S. (1999). *Commercial bank management.* Irwin.

MGT 0413-05: Strategic Management

1.	Course No. / Course Code	:	MGT 0413-05
2.	Course Title	:	Strategic Management
3.	Course Type	:	Core Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course The prime objective of this course is to focus on advance level of management. The course will give students' ideas regarding various strategic tools and techniques needed for business. Student will able to apply their learned knowledge in their professional life. This course is designed to impart theoretical concepts for understanding the unique nature of strategic decision and its accuracy for sustainable business operation that are posed by unpredictable global business environment.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To develop clear understanding of the key concepts and principles of strategy formulation and competitive analysis, • To develop the ability to take a general management perspective in analyzing a particular company, • To develop the ability to think critically and strategically 		

8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Recognized the strategic decisions that organizations make and have an ability to engage in strategic planning.
CLO 2	Critically analyze the internal and external environments in which businesses operate and assess their significance for future initiatives.
CLO 3	Explain the basic concepts, principles and practices associated with strategy formulation
CLO 4	Apply appropriate tools, theories and concepts to analyze strategic issues in organizations and to develop potential implementation and evaluation options.
CLO 5	Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.

9. Course Contents:

CLO	Course Contents
CLO 1	Introduction: Definition of Strategy, Features of Strategy, Strategy Formulation, Policy, Differences between Strategy and Policy, Definition-Dimension-Critical Tasks of Strategic Management, Levels of Strategic Decision Making, Process-Models-Benefits-Risks of Strategic Management
CLO 1	Strategic Planning: Concept-Purpose -Process of Strategic Planning
CLO 1	Strategic Decision Making: Framework of decision making-Pay-off matrix-Decision making under uncertainties and risk.
CLO 2	Environmental Analysis: External Environment: Remote Environment, Industry Environment, Operating Environment, Industry Analysis and Competitive Analysis,
CLO 2	Global Environment : Target Market Selection, Choosing the Mode of Entry, Strategies for Firms in Foreign Markets, Reasons for Going Global, Complexity of the Global Environment
CLO 2	Strategic Analysis: Internal Analysis: SWOT Analysis, Value Chain Analysis, Resource-

	Based View of the Firm,
CLO 3	Multi-business Strategy: BCG Matrix, Ansoff Matrix
CLO 3	Corporate Level Generic Strategies: concept of generic strategies, Stability strategy-Growth strategy-Retrenchment strategy-Defensive strategies- Combination strategy.
CLO 4	Long-term objectives and global objectives: Concept of long-term objectives, Qualities of long-term objectives,
CLO 4	Short-term objectives: Concept of short-term objectives, Qualities of effective short-term objectives, Functional Tactics, Difference between Business strategies and functional tactics, Employee empowerment, Reward system
CLO 4	Strategic Advantage Analysis: Strategic advantage analysis and diagnosis-Considering strategic alternatives-Strategic choices
CLO 5	Implementing Strategy: Structure, Leadership, Culture, SBU structure, Matrix Organizational Structure
CLO 5	Evaluation of the Strategy: Control and evaluation process- Motivation to evaluate-Criteria for evaluation- Measuring feedback-Evaluation and corrective action.
CLO 5	Case Methods of Teaching and Analysis of Business Problems through Cases.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3	√											
CLO 4			√	√								
CLO 5												√

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Strategic Planning	Lecture	
CLO 2	Strategic Decision Making	Lecture and Discussion	
CLO 2	Environmental Analysis	Lecture and Discussion	
CLO 2	Strategic Analysis	Lecture and Discussion	
CLO 4	Corporate Level Generic Strategies	Lecture and Revision	
CLO 4	Long-term objectives and global objectives	Lecture and Revision	
CLO 5	Short-term objectives	Lecture and Discussion	
CLO 5	Strategic Advantage Analysis	Lecture and Revision	
CLO 5	Implementing Strategy	Lecture	
CLO 5	Evaluation of the Strategy	Lecture	
CLO 5	Case Methods of Teaching and Analysis of Business Problems through Cases.	Presentation	

12. Learning Materials

12.1 Recommended Readings:

Pearce, John A. II, Richard B. Robinson, Jr and Amita Mital. (2008). *Strategic Management: Formulation, Implementation and Control*. The McGraw-Hill Companies.

Parnell, J. A. (2013). *Strategic Management: Theory and Practice*. SAGE Publications, Inc.

MGT 0413-06: Operations Management

1.	Course No. / Course Code	:	MGT 0413-06
2.	Course Title	:	Operations Management
3.	Course Type	:	Core Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course : Operations management is one of the major functional areas of business that determines the business competitiveness and cost aspects. Inception from production to deliver goods aiming at satisfying expected customer demand, production/operations management focuses on such key concepts as capacity planning decision, location analysis, inventory control etc. The ultimate business objective of value creation process is materialized through approaching production and operational real-life problems in a firm. Therefore, acquiring conceptual and operational knowledge in Production and Operations Management is a pre-requisite for a business graduate.		
7.	Course Objective: The objectives of this course are: <ul style="list-style-type: none">• To understand strategic role and importance of Production and operation management in determining firm's competitive advantage• To demonstrate of key concepts, mechanisms and on-going issues of Production and operation management• To develop managerial skills, analytical capabilities and problem-solving approaches towards various production and operational real-life problems in a firm.		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Learn operations management terminologies, key decisional aspects, historical background, current trends and practices and impact of competitive advantages and productivity strategies in business operations.
CLO 2	Operationalize the design concept of business products/services, key aspects in product/service design and development phases, Key aspects of Process management.
CLO 3	Use work design concepts and compare work methods.
CLO 4	Evaluate different types of inventory modeling and estimate capacity requirement planning and Use the concept of effective supply chain in business operations.
CLO 5	Apply managerial implications of quality and its aspects including drivers, impact, philosophies, various tools, process improvement techniques and quality control mechanisms

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction to Operation Management: Meaning, differentiating features of production system, Scope of OM, Operation management and decision making, Historical evolution of OM, competitiveness, strategy and productivity
CLO 3	Product and Service Design: Meaning, Reasons of product design, Viewpoints, Recent trends in PD, Standardization, Design process.
CLO 2	Process Analysis: Meaning, Facts of process design, Process analysis.
CLO 3	Design of Work system: Work measurement & standard, Method of work measurement, Learning curves, and Managerial considerations
CLO 4	Inventory Management: Inventory meaning, Independent demand VS Dependent demand, Types of inventory, Functions of inventory Objectives of inventory, Requirements for effective inventory management.
CLO 4	Supply Chain Management: Meaning, Objectives, SCM design strategies, Measuring performance of SCM, Business logistic and its elements.
CLO 4	Capacity decision: Measuring capacity, economies of scale, focused facilities, globalization of operation
CLO 4	Location analysis: Factors affecting location decision, locating a single facility, locating within a network of facilities, globalization of operations
CLO 5	Quality Management: Meaning, Dimensions of quality, Determinants of quality, The consequence of poor quality, The cost of quality, Quality Gurus, TQM, approaches of TQM, elements of TQM Quality awards, Quality certification: ISO-9000.
CLO 4	Operations scheduling: Meaning, Scheduling operations, scheduling in low volume systems

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2			√									
CLO 3					√							
CLO 4												
CLO 5						√						

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to Operation Management	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/
CLO 3	Product and Service Design	Lecture and Seminar	
CLO 2	Process Analysis	Lecture and Group Discussion	
CLO 3	Design of Work system	Lecture and Discussion	

CLO 4	Inventory Management	Lecture and Discussion	Final Examination
CLO 4	Supply Chain Management	Lecture and Seminar	
CLO 4	Capacity decision	Lecture and Discussion	
CLO 4	Location analysis	Lecture and Discussion	
CLO 5	Quality Management	Lecture and Presentation	
CLO 4	Operations scheduling	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Reading:

Gore, G. J. (1976). Production/Operations Management.

Krajewski, L. J., & Ritzman, L. P. (2002). *Operations Management: Strategy and Analysis* (Vol. 120). Upper Saddle River, NJ: Prentice Hall.

Panneerselvam, R. (2012). *Production and Operations Management*. PHI Learning Pvt. Ltd.

MKT 0414-01: Principles of Marketing

1.	Course No. / Course Code	:	MKT 0414-01
2.	Course Title	:	Principles of Marketing
3.	Course Type	:	Core Course (Marketing)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course intends to make the students familiar with the basics of Marketing. The course aids in understanding the modern competitive issues and the environmental context of marketing area. To be successful, firms need to be creative in marketing with efficient operation of all other major value chain activities. In that case understanding marketing is very important in developing effective and creative marketing program.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To understand to different thoughts of marketing. • To learn how marketers deliver value in satisfying customer needs and wants. • To determine which target markets the organization can best serve, and decide upon appropriate products, services, and programs to serve these markets. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Demonstrate the understanding of marketing terminology and concepts.
CLO 2	Identify environmental factors that affect marketing activities for target markets.
CLO 3	Formulate the process of distribution and explain marketing channels and explain its function in society.
CLO 4	Explain product strategy, including the concepts of product life cycle, positioning, and pricing and promotion.

10. Course Content:

CLOs	Course Content
CLO 1	Marketing: Definition-nature-objective-scope and important-marketing concept-approaches to study of marketing-role of marketing-marketing in various economic systems.
CLO 1	Marketing functions: Exchange functions-physical distribution functions-ancillary function
CLO 2	Market and Buyer's Behavior: Classification of market-market segmentation-targeting and positioning-psychological influences on buyer's behavior
CLO 2	Marketing Environment: Macro and micro environment-organization's internal environment-marketing mix.
CLO 4	Product: Basic concept classification-characteristics and marketing consideration of different types of consumer goods, industrial goods and services-product line implication-diversification-product identification.
CLO 4	Price: Importance-objectives-influencing factors for price determination-pricing methods-price policy and strategy.
CLO 3	Channel of distribution: Types and functions of channel-utility of channel-channel objectives and options-selection of channel of distribution
CLO 4	Promotion: Objectives and importance promotional tools-consumer promotion and trade promotions.

11. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3							√					
CLO 4			√						√			

12. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Marketing	Lecture, PPT, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Marketing functions	Lecture	
CLO 1	Market and Buyer's Behavior	Lecture, Seminar	
CLO 2	Marketing Environment	Lecture, Participatory Discussion	
CLO 2	Product	Lecture, PPT, Discussion	
CLO 4	Price	Lecture, PPT, Discussion	
CLO 4	Channel of distribution	Lecture, Discussion, Seminar	
CLO 3	Promotion	Listening success stories of businessman	

12. Learning Materials

12.1 Recommended Readings:

Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*, 16th Global Edition. Pearson Education Inc.

Etzel, M. J., Walker, B. J., & Stanton, W. J. (2001). *Marketing*. McGraw-Hill/Irwin.

MKT 0414-01: Marketing Management

1.	Course No. / Course Code	:	MKT 0414-01
2.	Course Title	:	Marketing Management
3.	Course Type	:	Core Course (Marketing)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course synthesizes modern perspectives of marketing management theory and practice. It will prepare students to take effective marketing management decisions, assess marketing opportunities and develop marketing strategies and implementation. Acquiring knowledge from here, participants will be able to identify and demonstrate the role and functions of marketing management within a range of organizations where strategies are taken considering marketing management process under dynamic environment and situation.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To enables a student to understand the fundamentals of marketing management concept and the role marketing plays in business. • To enhance learners knowledge about marketing theories, principles, strategies and concepts and how they are applied. • To assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company. • To develop effective marketing strategies to achieve organizational objectives. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Describe key marketing management concepts, theories and techniques for analyzing a variety of marketing situations.
CLO 2	Demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation.
CLO 3	Demonstrate the different marketing management process under different context
CLO 4	Identify and demonstrate the dynamic nature of the environment in which marketing decisions and strategies are taken.

9. Course Content:

CLOs	Course Content
CLO 1	Marketing Management: meaning, nature and scope of marketing management – Objective and responsibility of marketing management – Building customer satisfaction, value and retention.
CLO 2	Demand Measurement: analyzing state of demand – forecasting and measuring demand.
CLO 4	Analyzing marketing opportunities: scanning the marketing environment – analyzing consumer market and business market – Analyzing competitors – market segmentation,

	targeting and positioning.
CLO 3	Managing product: nature and types of product – product innovation – diffusion of innovation – managing product life cycle.
CLO 2	Developing pricing strategies: setting the price – experience curve pricing – cost based pricing – new product pricing – pricing over product life cycle – pricing for export marketing – legal aspects of pricing – price promotion
CLO 3	Managing marketing channels: channel design decisions – management decisions – channel dynamics
CLO 3	Managing marketing communication: Designing, managing and coordinating integrated marketing communication
CLO 3	Managing sales force: designing sales force – Recruiting, training, Motivating and evaluating sales representatives
CLO 3	Organizing, Implementing and Controlling Marketing Programs: Marketing Organization – marketing implementation – analyzing marketing performance – marketing control – annual plan control – profitability control – efficiency control – marketing audit

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3			√									
CLO 4								√				

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Marketing Management	Lecture, PPT, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Demand Measurement	Lecture, Industrial tour	
CLO 4	Analyzing marketing opportunities	Lecture, Seminar	
CLO 3	Managing product	Lecture, Participatory Discussion	
CLO 2	Developing pricing strategies	Lecture, PPT, Discussion	
CLO 3	Managing marketing channels	Lecture, PPT, Discussion	
CLO 3	Managing marketing communication	Lecture, Discussion, Seminar	
CLO 3	Managing sales force	Lecture, Discussion, Case Studies	
CLO 3	Organizing, Implementing and Controlling Marketing Programs	Lecture, Participatory Discussion	

12. Learning Materials

12.1 Recommended Readings:

- Davis, K. R. (1981). *Marketing Management*, 4th edition. John Wiley & Sons
Kotler, P. (2009). *Marketing Management: A south Asian perspective*. Pearson Education India.
Zober, M. (1964). *Marketing Management*. Wiley.

STA 0542-01: Business Statistics

1.	Course No. / Course Code	:	STA 0542-01
2.	Course Title	:	Business Statistics
3.	Course Type	:	Core Course
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course : This course is designed to ensure that students are able to comprehend statistics theoretically and know applications of statistical tools in business decision making.		
7.	Course Objectives : The objectives of this course are: <ul style="list-style-type: none"> • To understand the basic statistical methods most commonly used in business management • To be able to select and correctly use the appropriate methods for your analysis and decision • To be able to recognize and therefore avoid the common mistakes made in data collection, analysis and presentation • To be able to use some common computer applications to help you in the data analysis and presentation. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Conceptualize the basic theme of statistics such as qualitative and quantitative data, nominal, ordinal, interval, and ratio scales of measurement by using SPSS.
CLO 2	Explain the measures of central tendency and to compute them and interpret percentiles and quartiles, variance, standard deviation and coefficient of variation.
CLO 3	Understand use various techniques of correlation, Simple Linear Regression Model, Estimate the Method of Least Squares, Error Variance and the Standard Errors of Regression Estimators and the Regression Model for Prediction.
CLO 4	Apply index number concepts in business activities.
CLO 5	Analyses the methods of business forecasting and apply time series analysis in business.

9. Course Contents

CLOs	Topic(Course Contents)
CLO1	Introduction: Definition-nature-scope-functions-uses of statistics in business.
CLO1	Data Collection and Presentation: Collection, classification & tabulation of statistical data-frequency distribution and graphical representation of data and statistical package for the social science (SPSS).
CLO2	Measures of Central Tendency: Mean Median & Mode-their computation and properties, problems.
CLO 2	Measures of Dispersion: Absolute and relative measures of dispersion, computation and properties, application in business problems.
CLO 2	Skewness, Moments and Kurtosis: Moments from arbitrary value-moments from mean-relation between moments-measures of Skewness & kurtosis and their uses.
COL 3	Correlation and Regression: Difference between regression and correlation, analysis of regression line-scattered diagram regression equation-regression coefficients-significance of the study of correlation and causation-coefficients of

	correlation-rank correlation coefficients.
CLO 3	Probability: Meaning-addition and multiplication theorems, sample space, events-marginal-conditional probability-statistical independence of events-bayes theorem, expected value.
CLO4	Index number: Construction of price, quantity, value and cost of living index numbers-problems of construction-ideal index-tests and uses of index number.
CLO5	Time Series Analysis: Definition, utility, components and trend.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1		√										
CLO 2			√									
CLO 3			√									
CLO 4						√						
CLO 5						√						

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO1	Introduction	Lecture	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO1	Data Collection and Presentation	Lecture, PPT Presentation, Practice	
CLO2	Measures of Central Tendency	Lecture, Practice	
CLO2	Measures of Dispersion	Lecture, Practice	
CLO3	Skewness, Moments and Kurtosis	Lecture, Practice	
CLO3	Correlation and Regression	Lecture, Participatory Discussion	
CLO3	Probability	Lecture, Practice	
CLO4	Index number	Lecture, Practice	
CLO5	Time Series Analysis	Lecture, Practice	

12. Learning Materials

12.1 Recommended Readings:

- Lind D. and William Marchal and Samuel Wathen. (2022). *Basic Statistics in Business and Economics*. MacWraw Hill.
- Mian M. A. and Alimullah Miyan. (1984). *Introduction to Statistics*, Ideal Library, Dhaka.
- Roy M. K. and Jiban Chandra Paul. (2012). *Business Statistics*. Olga Row and Krishna Paul, Chittagong.
- Richard I. Levin. (2011). *Statistics for Management*. Pearson Education.

THM 0413-01: Fundamentals of Tourism and Hospitality Management

1.	Course No. / Course Code	:	THM 0413-01
2.	Course Title	:	Fundamentals of Tourism and Hospitality Management
3.	Course Type	:	Core Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course is designed to provide the basic understanding of the hospitality and tourism industry and related strategies. After completing this course, students will be able to identify analysis, describe and demonstrate the tourist product, career path of hospitality management and tourism sector and impact of economy of this sector.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To offer wide exposure to the students to handle issues in tourism related businesses professionally. • To establish a core knowledge base of tourism concepts and principles. • To describe and understand the whole tourism system and its significance when studying tourism. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Define and give examples of various form of tourism.
CLO 2	Design the organizational structure of hotels, restaurants, and tour based companies.
CLO 3	Set goals for student's future with consideration of the tourism industry and its employment opportunities.
CLO 4	Examine the relationship of the industry with the community around it

9. Course Content:

CLOs	Course Content
CLO 1	Tourism in Perspective: Concepts and Definitions of Tourism, Elements of Travel, The Nature of a Tour ,Concept of Tourism, Components of Tourism and Tourism Management, The Tourist Product, The Tourist Destination ,Tourist Services, Why Tourists Travel, Basic Approaches to the Study of Tourism, , Benefits and Costs of Tourism, Characteristics and Economic Importance of Tourism
CLO 1	Tourism through the Ages: historical development. Early Beginnings, Early (and Later) Tourist Attractions, Early Economic References, the First Travel Agents, Historic Transportation, Accommodations, Chronologies of Travel
CLO 3	Tourism Supply, Demand, Planning, and Development: Tourism Components and Supply, Supply Components of a Tourist Area-Measuring and Forecasting Tourist Demand-Planning Process for Tourism-Goals for Tourism Development-Political Aspects of Tourism Development-Development of Tourism Potential.
CLO 3	Organizations in Tourism: Need & factors, National Tourist Organizations, Role and functions of Important Tourism Organizations, Seasonality & tourism
CLO 3	Tourism Consumer Behavior: Motivation for Pleasure Travel, Cultural and International Tourism for Life's Enrichment, Sociology of Tourism
CLO 3	Hospitality and Related Services: Study of Lodging/Hotel Industry-Restaurant and Food Service Industry-Resorts Industry-Meeting and Conventions Planning.

CLO 4	Tourism and Hospitality Marketing: Nature and Scope of T&H Marketing-Marketing Concept-The Marketing Mix of T&H-Market Segmentation-Marketing of Rural & Urban Tourism
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10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3	√											
CLO 4							√				√	

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Tourism in Perspective	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Tourism through the Ages	Lecture	
CLO 2	Tourism Supply, Demand, Planning, and Development	Lecture and Discussion	
CLO 3	Organizations in Tourism	Lecture and Discussion	
CLO 3	Tourism Consumer Behavior	Lecture and Discussion	
CLO 4	Hospitality and Related Services	Lecture and Revision	
CLO 4	Tourism and Hospitality Marketing	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

Goeldner, C. R., & Ritchie, J. B. (2007). *Tourism Principles, Practices, Philosophies*. John Wiley & Sons.
Bhatia, A. K. (2002). *Tourism development: Principles and Practices*. Sterling Publishers Pvt. Ltd.

Major in Accounting and Information System

ACT 0411-401: Intermediate Financial Accounting

1.	Course No. / Course Code	:	ACT 0411-401
2.	Course Title	:	Intermediate Financial Accounting
3.	Course Type	:	Major Course (Accounting)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	The course covers corporate financial accounting and reporting. The objectives of and international differences in financial accounting are discussed. However, the focus of the course will be on the understanding and application of financial accounting methods required by IAS/IFRS in various areas. During the meetings the required literature, questions, and assignments will be discussed. The last tutorial will focus on accounting data analytics and how accounting numbers may signal important information to the market.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To provide students with the fundamental concepts and techniques in preparing and interpreting corporate financial reports. • To enable students to integrate and apply their knowledge in decision-making scenarios. • To prepare students for their understanding and evaluating of ethical issues in accounting regime. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Describe the meaning and usefulness of a conceptual framework of accounting and financial reporting indicating the qualitative characteristics of accounting information and the basic elements of financial statements.
CLO 2	Describe the concepts, nature, type and valuation methods of receivables and current liabilities and their presentation and analysis.
CLO 3	Defining and valuation of inventories and presentation of its in Financial Statements.
CLO 4	Recognize intangible assets including their origination and be able to measure their values.
CLO 5	Identify the nature of consignment, joint venture, non-trading concern and partnership firms and prepare financial statements for those organizations.

9. Course Contents:

CLOs	Course Contents
CLO 1	Conceptual Framework of Accounting: Objectives of General Purpose External Financial Reporting- Users and their Information Needs- Underlying Assumptions- Qualitative Characteristics of Accounting Information- Definitions of Elements in Financial Statements- Recognition of Elements in Financial Statements- Measurement in Financial Statements- the Purpose of Accounting Standards, the Role of Accounting Standards- Concepts, and Principles.
CLO 2	Accounting for Receivable: Definition of Receivable– Accounts Receivable– Measurement

	of Bad Debt Expense and Accounts Receivable– Estimating Bad Debt Expense on a Composite Percent of Accounts Receivable and on Aging Schedule of Accounts Receivable– Bad Debts Collected– Direct Write-Off of Uncollectible Accounts; Notes Receivable– Interest Bearing & Non-Interest Bearing- Sale of Notes Receivable– Dishonored Notes Receivable- Special Receivables.
CLO 3	Accounting for Inventories: Recording Inventory, Costs included in Inventory, Inventory cost flow methods, Valuation of Inventory at other than Cost– LCM– NRV, Inventory Estimation Techniques and Presentation of Inventories in Financial Statements,(IAS-2).
CLO 2	Current Liabilities and Contingencies: Nature of Current Liabilities - Accounts Payable, Notes Payable, Short-term Obligations, Liabilities from Advance Collections; Valuation of Current Liabilities; Disclosure of Current Liabilities in the Financial Statements; Provisions, Contingent Liabilities and Contingent Assets,(IAS-37).
CLO 4	Intangible Assets: Identifiable Intangible Assets– Unidentifiable Intangible Assets– Acquired Externally– Developed Internally– Initial Recognition and Measurement– Measurement after Initial Recognition– Research and Development Cost, (IAS-38), Impairment of the value of Intangible Assets, IAS-36.
CLO 5	Accounting for Consignment and Accounting for Joint Venture: Jointly Controlled Operation– Jointly Controlled Assets– Jointly Controlled Entities (IAS-31).
CLO 5	Partnership Accounts: Basic Features - Changes in Partnership structure: admission, retirement: treatment of goodwill, revaluation of assets and liabilities; Determination of claims of retired partners. Liquidation of partnership: no capital deficiency- capital deficiency.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3						√						
CLO 4						√						
CLO 5					√							

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Conceptual Framework of Accounting	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Accounting for Receivable	Lecture and Discussion	
CLO 3	Accounting for Inventories	Lecture and Revision	
CLO 2	Current Liabilities and Contingencies	Lecture and Revision	
CLO 4	Intangible Assets	Lecture, Discussion and Practice	
CLO 5	Accounting for Consignment and Accounting for Joint Venture	Lecture, Discussion and Practice	

CLO 5	Partnership Accounts	Lecture, Discussion and Practice	
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12. Learning Materials:

12.1 Recommended Readings:

Smith & Skousen (1994), Intermediate Accounting,; 12th edition, South-Western College Publication.
Weygandt, Keiso & Kimel (2011), Intermediate Accounting, 14th edition, Wiley
Welsch, Newman & Zlatkovich (1989), Intermediate Accounting, 8th Revised edition, McGraw-Hill Inc., US.

ACT 0411-402: Advanced Cost Accounting

1.	Course No. / Course Code	:	ACT 0411-402
2.	Course Title	:	Advanced Cost Accounting
3.	Course Type	:	Major Course (ACT)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Advanced cost accounting involves the in-depth study of the principles and objectives of the techniques and theories used in cost accounting. Topics such as capital budgeting, manufacturing accounting, cost control systems, performance measurement, and quantitative techniques for planning and control will be discussed. The strategic and behavioral implications and impacts of planning and control will form the context for study.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To prepare learners to understand the Scope of Cost Accounting in any business activity. • To learn the Cost Accounting treatment in relation to Material Cost Accounting, employee cost and overheads. • To develop the learners to establish the interface between Cost Accounting Standards and the various elements of Cost. • To enable students to learn application of different methods of costing in Manufacturing and Service industries. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Acquire the basic knowledge on cost accounting concepts, elements and classification of cost and overheads, levels of material control, purchase and stores control.
CLO 2	Define job costing and batch costing and compute the total costs of producing a product or service under job costing and batch costing systems.
CLO 3	Evaluate the process losses, wastage, scrap, normal and abnormal losses and reconcile the profits of Financial and Cost Accounting, Treatment of profits in Contract costing
CLO 4	Demonstrate an understanding of marginal costing and absorption costing and an ability to apply pricing decisions
CLO 5	Apply accounting techniques to allocate costs to joint products and byproducts

9. Course Contents:

CLOs	Course Contents
CLO 1	Factory overhead: Departmentation – methods of recovery – variance, analysis – planned, actual and applied.
CLO 2	Product costing methods: job costing and batch costing.
CLO 3	Process costing methods: methods of allocating joint costs, accounting for by products, further process analysis.
CLO 4	Marginal costing: absorption costing: nature of marginal costing and absorption costing, determination of profit, merits and limitation of absorption costing and marginal costing, marginal costing in arterial decision making, pricing decision.
CLO 5	Make or buy: Decision – dropping of product line alternative use of production facilities, problems of factor.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1			√									
CLO 2											√	
CLO 3			√									
CLO 4											√	
CLO 5		√										

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Factory overhead	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Product costing methods	Lecture and Group Discussion	
CLO 3	Process costing methods	Lecture and Practice	
CLO 4	Marginal costing	Lecture and Revision	
CLO 5	Make or buy: Decision	Lecture and Discussion	

12. Learning Materials:

12.1 Recommended Readings:

Deako, Edward B. and Maher, Michael W. (1991), Cost Accounting, Irwin Professional Publishing.

Horngrén, C.T. (2017), Cost Accounting – A Managerial Emphasis, Pearson Education.

Matz, A. and Usry, M. F. (1989), Cost Accounting – Planning and Control, 9th edition, Wadsworth Pub. Co.

Williamson, Duncan (1996), Cost and Management Accounting, Prentice Hall.

ACT 0411-403: Advanced Management Accounting

1.	Course No. / Course Code	:	ACT 0411-403
2.	Course Title	:	Advanced Management Accounting
3.	Course Type	:	Major Course (Accounting)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course The aim of this course is to enhance the abilities of students to develop the concept of management accounting and its significance in the business. And also enhance the abilities of learners to analyze the financial statements. This course enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporate and make the students develop competence with their usage in managerial decision making and control.		
7.	Course Objectives The specific objectives of this course are: <ul style="list-style-type: none"> • To explain the different aspects of managerial accounting for planning and decision-making within organizations. • To emphasized learners for gaining knowledge on technical, conceptual, behavioral and cognitive processes of managerial planning, decisions and control processes. • To develop problem solving skills and techniques among the learners to use accounting data within an organization to make planning and control decision. 		

8. Course Learning Outcomes

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

CLO	Course Learning Outcomes
CLO 1	Explain the nature and significance of management accounting in the contemporary business world and also explain standard and variance for dealing with risk and uncertainty in decision-making
CLO 2	Identify and critique a range of budgetary control techniques and apply appropriate performance measurement methods to make a justifiable recommendation.
CLO 3	Criticize both the theoretical issues and influences on practical decisions associated with multi-product break-even analysis.
CLO 4	Apply analytical and research skills into a management accounting related business problem and apply these skills in the assembling and analysis of data are collected.
CLO 5	Apply and demonstrate complex problem-solving skills within the management accounting arena using digital and information literacy skills.

9. Course Contents

CLOs	Course Contents
CLO 1	Introduction: Nature, Scope and Importance of Management Accounting; Difference between Financial Accounting and Management Accounting; Difference between Cost Accounting and Management Accounting; Cost Control, Cost Reduction, and Cost Management.
CLO 2 & 5	Budgeting and Budgetary Control: Concept of Budget and Budgetary Control; Objectives, Merits and Limitations of Budget Administration; Types of Budget: Fixed and Flexible Budgets, Zero-Base Budget, Programmed and Performance Budget.

CLO 1 & 5	Standard Costing: Concept of Standard Cost and Standard Costing; Advantages, Limitations, and Application; Variance Analysis: Calculation of Material Variances, Labor Variances, and overhead Variances, Disposition of Variances.
CLO3	Break Even Analysis and Decision-Making: Concept of Marginal Costing, Differential Costing and Absorption Costing, Break-Even Analysis, Use of above Costs in Decision-Making; Make or Buy, Change of Product-Mix, Pricing and Determination of Shut-Down Point.
CLO4	Responsibility Accounting: Concept and Approaches to Responsibility Accounting, Different Responsibility Centers Significance; Divisional Performance Measurement – Financial Measures.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3			√									
CLO 4				√								
CLO 5						√						

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture, PPT, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2&5	Budgeting and Budgetary Control	Lecture, Practice	
CLO 1&5	Standard Costing	Lecture, Practice	
CLO 3	Break Even Analysis and Decision-Making	Lecture, Participatory Discussion, Practice	
CLO 4	Responsibility Accounting	Participatory Discussion, Lecture, Practice	

12. Learning Materials:

12.1. Recommended Readings:

- Charles T. Horngren, Gary L. Sundem, William O. Stratton, Dave Burgstahler, Jeff O. Schatzberg. (2017), *Introduction to Management Accounting*. Pearson Education, Inc.
- Horngren, C. T., Foster, G., Datar, S. M., Rajan, M., Ittner, C., & Baldwin, A. A. (2010). Cost Accounting: A Managerial Emphasis, *Issues in Accounting Education*, 25(4), 789–790. <https://doi.org/10.2308/iace.2010.25.4.789>
- M Y Khan, P. K. Jain, (2021), *Management Accounting*, McGraw Hill Inc.

ACT 0411-404: Advanced Financial Accounting

1.	Course No. / Course Code	:	ACT 0411-404
2.	Course Title	:	Advanced Financial Accounting
3.	Course Type	:	Major Course (Accounting)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	The objective of this course is to develop conceptual understanding of the fundamentals of financial accounting system this processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions. This paper aims to make students learn about the differences in financial statement preparation, measurement & presentation		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To understand the new advanced financial accounting theory, practice, and problems. • To provide the student with advanced training in advanced financial accounting issues. • To enhance the student's problem solving aptitude. • To apply concepts to prepare consolidated financial statements. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Explain the importance for International Financing Reporting Standards (IASs and IFRSs) and the process of their formulation and implementation.
CLO 2	Make accounting entries relating to issue of shares, forfeiture of shares and treasury stocks transactions and their treatments in the financial statements.
CLO 3	Prepare the income statement and Retained Earnings Statements and calculate the Earnings Per Share (EPS) and show the items involved with Other Comprehensive Income.
CLO 4	Explain purposes of and prepare a Classified Balance Sheet, Statement of Cash Flow of companies in accordance with International Financing Reporting Standards (IASs and IFRSs).
CLO 5	Gain a practical knowledge and skill of preparing Departmental Accounts, Branch Accounts, Accounts of Banks and Insurance Companies including the methods of recording transactions related to Royalties, Hire Purchase and Instalment Payments Systems.

9. Course Contents:

CLOs	Course Contents
CLO 1	Accounting for Issuance of Stocks: Accounting for Issuance of Par Value and No Par Value Stock– Accounting for Stock Premium & Discount– Accounting for Treasury Stock– Cost method and Par value Stock– Accounting for No Par Treasury Stock– Treasury Stock received by donation– Formal Retirement of Treasury Stock– Restriction of Retained Earnings for Treasury Stock.
CLO 2	Preparation of company final Accounts: Requirements as to signing filing and distribution of accounts– Books of accounts– profit and loss account and profit and loss appropriation account– Reserve and provisions– Balance sheet– Form A– Statutory requirements with

	regard to the preparation of Income Statement and Balance sheet.
CLO 4	Cash Flow statement: Concepts and basic presentation– Direct and Indirect Approach– IAS 7.
CLO 5	Departmental accounts and Branch accounts: Translations of Foreign Branch Accounting.
CLO 3	Accounts of Banks and Insurance Companies & Public Sector Enterprise.
CLO 5	Royalties: hire purchase and installment payment systems.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1									√			
CLO 2		√										
CLO 3			√									
CLO 4						√						
CLO 5					√							

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Accounting for Issuance of Stocks	Lecture, Discussion, practice	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Preparation of company final Accounts	Lecture, Group Discussion, practice	
CLO 4	Cash Flow statement	Lecture, Revision, practice	
CLO 5	Departmental accounts and Branch accounts	Lecture, Group Discussion, practice	
CLO 3	Accounts of Banks and Insurance Companies & Public Sector Enterprise	Lecture, Discussion, Practice	
CLO 5	Royalties	Lecture, Revision, practice	

12. Learning Materials:

12.1 Recommended Readings:

Keiso and Weygandt (2011), Intermediate Accounting, 14th edition, Wiley.
 Basu and Das (2021), Accounting, 17th Edition Rabindra Library Private Limited.
 Govt. of Bangladesh (1991), Banking Companies Act.

ACT 0411-405: Budgeting and Budgetary Control

1.	Course No. / Course Code	:	ACT 0411-405
2.	Course Title	:	Budgeting and Budgetary Control
3.	Course Type	:	Major Course (Accounting)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Budget is a tool that helps managers to direct effort, control and evaluate activities. It is used to drive operations and enhances organisational effectiveness. Budgeting activities fall within the purview of finance and accounts, hence this workshop is designed to help participants with the skills required to effectively carry out budgeting and budgetary control functions in organisations. From this course students are able to Adopt a disciplined approach to developing budgets and identify various budgeting techniques. And they can also gain knowledge of prepare master budget.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To prepare and analyze the budget. • To integrate strategy, budgeting and cost control. • To manage different types of cost and their relevance to decision making. • To describe the budget process and its control systems. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Explain the role of budgeting as an element of strategic management accounting.
CLO 2	Differentiate elements of master budget.
CLO 3	Connect individual operating budgets for financial budget preparation.
CLO 4	Prepare projection of financial statements.
CLO 5	Apply knowledge of budgeting in budget preparation using accounting systems and spreadsheets.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Management skills in an accounting environment, financial management concepts and principles, financial planning and forecasting.
CLO 3	Financial Analysis: Decision making in financial management, Cash flow management, financial risk analysis and management.
CLO 4	Planning and Forecasting: Understanding Financial Statements, Taxes, and Cash Flows, Financial Planning and Forecasting, Resource Accounting and Control, Financial Risk Analysis.
CLO 5	Computer Environment: Understanding the computer environment, Accounting and Financial Management in the Computer Environment.
CLO 2	Budget and Budgetary controls: Budgeting concepts and context issues, Budgeting and Financial controls, Budgeting Techniques, Budgetary analysis and controls, Capital budgeting models.
CLO 5	Database Management: Investment Appraisal Techniques, Budgeting and Budgetary

Controls, Computer skills for finance practitioners, Action planning, Database Management.
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10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√									√	
CLO 3			√									
CLO 4									√			
CLO 5									√			

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture, Discussion, practice	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 3	Financial Analysis	Lecture, Discussion, practice	
CLO 4	Planning and Forecasting	Lecture, Revision, practice	
CLO 5	Computer Environment	Lecture, Revision, practice	
CLO 2	Budget and Budgetary controls	Lecture, Discussion and Practice	
CLO 5	Database Management	Lecture, Discussion and Practice	

12. Learning Materials:

12.1 Recommended Readings:

Matz, A. and Usry, M. F. (1989), Cost Accounting – Planning and Control, 9th edition Wadsworth Publication Co.

Richard M. Lynch and Robert W. Williams (2005), Accounting and Management: Planning and Control, 3rd ed., Tata McGraw-Hill, New Delhi.

Weygandt, Keiso & Kimel (2011), Intermediate Accounting, 14th edition, Wiley.

ACT 0411-406: Accounting Information Systems

1.	Course No. / Course Code	:	ACT 0411-406
2.	Course Title	:	Accounting Information Systems
3.	Course Type	:	Major Course (Accounting)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course Critical thinking and judgment are the focus of this AIS course. The goal of this course is to provide a solid understanding of AIS technology & concepts. This course will teach students about how accounting information is used for managerial control. From this course students will learn how accounting information is used to efficient and effective management of the business organization by using modern information and technology.		
7.	Course Objectives The specific objectives of this course are: <ul style="list-style-type: none"> • To acquaints students with the fundamentals of the accounting information system (AIS) and how it functions and fits into the organization. • To introduce students with internal control procedures, covers the basic elements of the revenue and expense cycles, and enables students to become proficient with documentation techniques, such as flowcharting. • To focuses on the needs and responsibilities of accountants as users and developers of information technology, and as auditors. • To explore the capabilities of accounting software and undertake a course related project. 		

8. Course Learning Outcomes

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

CLO	Course Learning Outcomes
CLO 1	Explain the role, purpose and importance of an accounting information system n business.
CLO 2	Determine and Apply appropriate internal controls and security system to accounting information systems for reducing the risk in an organization.
CLO 3	Examine how do AIS adds value to an organization and its role in company strategy and decision making.
CLO 4	Identify the business activities and information processing operations in the revenue, expenditure, production and human resources management, payroll cycle and general ledger
CLO 5	Use accounting systems (ERP software) and visual analytics software (SAP)

9. Course Contents

CLOs	Course Contents
CLO 1	Basic Concepts and Elements of Information Systems (IS): Introduction to AIS, AIS development strategy, Hardware and Software Elements of Information Systems
CLO 2 & 3	The Information System: Management and the Accountant's Perspective; Managing the Information Systems Data (Information) Assets, internal control system

CLO 3 & 5	Managing the IS Communication Channel: Telecommunication and Network Assets, Enterprise Resource Planning (ERP) – Industry Perspective
CLO 3	Knowledge Management and Decision Support Systems: Systems Development Life Cycle (SDLC), use of data, data analytics and cloud solution in accounting profession.
CLO 4	Business Objectives: Events and Processes - a practical approach to understanding AIS – Revenue & Expenditure, General Ledger, Financial Reporting & Management Reporting Systems, Information Systems Security and Control

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2										√		
CLO 3		√										
CLO 4				√								
CLO 5						√						

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Basic Concepts and Elements of Information Systems (IS)	Lecture, PPT, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2 & 3	The Information System	Lecture, Practice	
CLO 3 & 5	Managing the IS Communication Channel	Lecture, Practice	
CLO 3	Knowledge Management and Decision Support Systems	Lecture, Participatory Discussion, Practice	
CLO 4	Business Objectives	Participatory Discussion, Lecture, Practice	

12. Learning Materials:

12.1. Recommended Readings:

- Romney, M. B., & Steinbart, P. J. (2015). *Accounting information systems* (Thirteenth Edition). Pearson.
- Caldas, M. P. (2003). Management information systems: Managing the digital firm. *Revista de Administração Contemporânea*, 7(1), 223–223. <https://doi.org/10.1590/S1415-65552003000100014>
- Kenneth C. Laudon, Jane P. Laudon. (2014). *Management Information Systems: Managing the Digital Firm*. Pearson Education, Inc.

ACT 0411-407: Accounting Theory

1.	Course No. / Course Code	:	ACT 0411-407
2.	Course Title	:	Accounting Theory
3.	Course Type	:	Major Course (Accounting)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course Accounting theory plays an important role in our society by helping the users of accounting data to take correct decisions. After studying this course the students can be able to define and explain accounting theories and its need. This course will also discuss the changing role of accounting in economic, social, legal and other environments.		
7.	Course Objectives The specific objectives of this course are: <ul style="list-style-type: none"> • To provide a set of principles and relationships that examines observed practices and predicts unobserved practices. • Understand the history of accounting standard-setting in the Bangladesh, and apply this history when explaining the current standard-setting environment. • To understand the development of accounting thoughts, accounting principles and practices, accounting standards, measurement, social and environmental issues. 		

8. Course Learning Outcomes

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

CLO	Course Learning Outcomes
CLO 1	Discuss the early history of accounting stating the major contributions made by USA, UK and Australia to accounting knowledge.
CLO 2	Explain the role of theory in accounting identifying the types of theories available in accounting.
CLO 3	Describe the concepts of measurement, its benefits and limitations and evaluate the impact of measurement choice on quality accounting information.
CLO 4	Discuss human resource accounting, sustainability reporting and evaluate the influence of climate change on accounting and in corporate sustainability.
CLO 5	Explain the income concepts and earning management of accounting.

9. Course Contents

CLOs	Course Contents
CLO 1	The history and development of accounting: the nature and uses of accounting, the elements and structure of an accounting theory, the traditional approaches to the formation of an accounting theory
CLO 2	The regulatory approaches to the formation of an accounting theory: a conceptual framework for financial accounting and reporting, the structure of an accounting theory, fairness, disclosure, and future trends in accounting
CLO 2	Research perspectives in accounting: a multiple paradigm science, the events and behavioral approach, the predictive approach, the positive approach
CLO3	Current value accounting: general price level accounting, alternative asset valuation and income determination model

CLO4	Human resource and environmental issues in accounting: Accounting for human resource, environmental issues in accounting and reporting
CLO 5	Income concept of accounting: Income smoothing and earning management

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	√											
CLO2		√										
CLO3				√								
• CLO4								√				
CLO5											√	

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	The history and development of accounting	Lecture, PPT, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	The regulatory approaches to the formation of an accounting theory	Lecture, , Discussion	
CLO 2	Research perspectives in accounting	Lecture, , Practice	
CLO 3	Current value accounting	Lecture, Participatory Discussion, Practice	
CLO 4	Human resource and environmental issues in accounting	Participatory Discussion, Practice	
CLO 5	Income concept of accounting	Lecture, Participatory Discussion, Practice	

12. Learning Materials:

12.1. Recommended Readings:

Asif Chaudhry Craig Fuller, Danie Coetsee Edward Rands, Erwin Bakker Nees de Vos, Santosh Varughese Stephen Longmore, & Stephen Mcllwaine T V Balasubramanian. (2015). *Interpretation and Application of: International Financial Reporting Standards*. John Wiley & Sons, Inc.

The Institute of Chartered Accountants in England and Wales. (2021). *Corporate Reporting – Workbook supplement*. The International Accounting Standards Board (IASB).

Donleavy, Gabriel. (2016) "AN INTRODUCTION TO ACCOUNTING THEORY." *ACCOUNTING THEORY*,. Eldron S. Hendricksen, Micheal F. Breda. (1965) "Accounting Theory, 5th Edi." IRWIN HOMEWOOD, IL 60430.

L. S. Porwal (2003), "Accounting Theory: An Introduction" Tata-McGraw-Hill Publishing Co. Ltd.

ACT 0411-408: Advanced Audit and Assurance Services

1.	Course No. / Course Code	:	ACT 0411-408
2.	Course Title	:	Advanced Audit and Assurance Services
3.	Course Type	:	Major Course (ACT)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	The objectives of this course is to provide students with an overview on assurance of financial reporting taking into accounting the current audit and assurance practices. The course introduces students to the major conceptual and technical aspects of auditing. Emphasis is placed on financial statement audits conducted under the corporate law.It will also help in understanding how the accounting of a firm is maintained accurately. The objective of this course is to teach student about various policies, procedures and practices of auditing of firms.		
7.	<p>Course Objectives The objectives of this course are:</p> <ul style="list-style-type: none"> • To recognize the legal and regulatory environment and its impact on audit and assurance practice. • To demonstrate the ability to work effectively on an assurance or other service engagement within a professional and ethical framework. • To assess and recommend appropriate quality control policies and procedures in practice management and recognize the auditor’s position in relation to the acceptance and retention of professional appointments. • To identify and formulate the work required to meet the objectives of audit assignments and apply the International Standards on Auditing. • To evaluate findings and the results of work performed and draft suitable reports on assignments. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Recognize the Company Audit legal and regulatory environment and preparatory work by an auditor.
CLO 2	Demonstrate the ability to work effectivity of divisible profit and dividend and auditors professional and ethical framework.
CLO 3	Evaluate findings and the results of work performed and draft suitable reports on assignments.
CLO 4	Identify and formulate the work required to meet the objectives of audit assignments and apply the International Standards on Auditing.

9. Course Contents:

CLOs	Course Contents
CLO 1	Company Audit: qualification, appointment, remuneration, removal, rights, status, duties and liabilities of company’s auditor – auditor’s lien- preparatory work by an auditor before the commencement of audit.
CLO 2	Divisible Profit and Dividend: business profit Vs capital profit, importance of ascertaining correct profit for a company, important considerations in determining divisible profit,

	auditor's regarding divisible profit and dividend, interim dividend.
CLO 3	Auditor's Report and Certificate: Definition, importance, features, contents, Types- auditor's report of BBA Page 40 of 83 sole-tradership, partnership and company, auditor's report Vs auditor's certificate- Ground for qualification of auditor's report.
CLO 4	Auditing Standard and Standard Practice in Auditing: Definition and classification of auditing standard, organizations influencing auditing standards, international auditing standard and guidelines, Auditing standards guideline published ICAB, Auditing profession in Bangladesh-standard practice in auditing techniques of auditing- ethics and corporate Government.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1										√		
CLO 2		√										
CLO 3			√						√			
CLO 4						√						

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Company Audit	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Divisible Profit and Dividend	Lecture and Group Discussion	
CLO 3	Auditor's Report and Certificate	Lecture and Revision	
CLO 4	Auditing Standard and Standard Practice in Auditing	Lecture, Discussion and Practice	

12. Learning Materials:

12.1 Recommended Readings:

- B. N Tandon, S.Sudharsanam and S. Sundharabahu (2007), A Handbook of Practical Auditing, Chand (S.) & Co Ltd ,India.
- Bangladesh Standards on Auditing, ICAB and ICMAB.
- Gupta and Kamal (2004), Contemporary Auditing, McGraw-Hill Education (India) Pvt Limited, 2004.
- Sayed Khaja Amjad (1973), Auditing, Principles and Procedures, Accountancy and Taxation Services Institute.

ACT 0411-409: Multinational Accounting

1.	Course No. / Course Code	:	ACT 0411-409
2.	Course Title	:	Multinational Accounting
3.	Course Type	:	Major Course (Accounting)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course With the advent of globalization, everything is getting changed rapidly. In line with this changes business, trade, investment, transferring equity capital and factors of production pattern have also been shaped differently. Business organizations tend to cross the national boarder to maximize their wealth. This course is about the important accounting dimensions of global business and the major topics that comprise the field of international accounting and multinational organizations (MNCs).		
7.	Course Objectives The specific objectives of this course are: <ul style="list-style-type: none"> • To broadening knowledge of how the accounting principles vary, how they impact financial reporting and business decision and how movement toward harmonization occurring across the countries. • To gaining an understanding of generally accepted accounting principles which are used by all European Countries and the United States to report financial information to global users. • To familiarize with international accounting regulations and practices as well as other more technical matters such as foreign currency translation, consolidation, transfer pricing and international taxation. 		

8. Course Learning Outcomes

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

CLO	Course Learning Outcomes
CLO 1	Discuss the nature and scope of Multi-national accounting.
CLO 2	Explain the major environmental factors that influence national accounting systems and lead to accounting diversity.
CLO 3	Assess major harmonization efforts at global levels with particular emphasis on international accounting standards. financial reporting of foreign companies as case studies as appropriate throughout the course.
CLO 4	Analyze the requirements of IFRS on the recognition, measurement, and disclosure of financial information. Explain the differences between and similarities between IFRS and US GAAP.
CLO 5	Describe the importance of transfer pricing in achieving goal harmony in decentralized organizations and the worldwide efforts to enforce transfer pricing regulations. Explain the importance of tax planning for multinational corporations.

9. Course Contents

CLOs	Course Contents
CLO 1&2	International Accounting and International Business: International Accounting Patterns, Culture and Development.; Comparative International Financial Accounting I;

CLO 4	Comparative International Financial Accounting II: International Financial Statement Analysis; International Transparency and Disclosure; International Accounting Standards and Global Convergence;
CLO 3	International Business Combinations: Goodwill and Intangibles; International Segment Reporting;
CLO 3	Foreign Currency Transactions and Translation; International Accounting for Price Changes; Corporate Governance and Control of Global Operations;
CLO 5	Foreign Exchange Risk Management; International Budgeting and Performance Evaluation; International Auditing Issues; International Taxation Issues.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	√											
CLO2		√										
CLO3									√			
CLO4			√									
CLO5					√							

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Basic Concepts and Elements of Information Systems (IS)	Lecture, PPT, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2 & 3	The Information System	Lecture, Practice	
CLO 3 & 5	Managing the IS Communication Channel	Lecture, Practice	
CLO 3	Knowledge Management and Decision Support Systems	Lecture, Participatory Discussion, Practice	
CLO 4	Business Objectives	Participatory Discussion, Lecture, Practice	

12. Learning Materials:

12.1. Recommended Readings:

- Lee H. Radebaugh, Sidney J. Gray, Ervin L. Black. (2006). *International Accounting and Multinational Enterprises, 6th Ed.* John Wiley & Sons, Inc.
- Choi, F. D. S., & Meek, G. K. (2011). *International accounting* (7th ed). Prentice Hall/Pearson.
- Donleavy, G. (2016). *An introduction to accounting theory*, 203.

ACT 0411-410: Accounting for Specialized Institutions

1.	Course No. / Course Code	:	ACT 0411-410
2.	Course Title	:	Accounting for Specialized Institutions
3.	Course Type	:	Major Course (Accounting)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course The course will cover Accounting practice of specialized organizations. It will actually help in discovering substantial knowledge in the core field of developing economies. This module aims at exploring specialized topics in financial accounting including accounting for banks, cooperatives, hotel restaurants, transport agencies, oil and gas companies, insurance companies, and leasing companies. International issues are also explored including Foreign Currency Transactions and International Financial Reporting Standard		
7.	Course Objectives The specific objectives of this course are: <ul style="list-style-type: none"> • To understand the regulatory framework that governs financial reporting in specialized business organization in Bangladesh. • To focus on the changing technological and business landscape that is giving rise to increased demand for use of data analytics within all facets of the accounting profession, providing students with an understanding of data analytic thinking and terminology. • To analyze financial statements including disclosure analysis, financial ratios, cash flow analysis, forecasting, and valuation methods 		

8. Course Learning Outcomes

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

CLO	Course Learning Outcomes
CLO 1	Recognize the accounting practice in specialized branches of organization operating business
CLO 2	Apply generally accepted financial reporting principles in a broad range of business transactions.
CLO 3	Discover tools and techniques in determining costs, preparing budgets, and measuring the performance of a business unit.
CLO 4	Realize the ethical dilemmas faced by accountants and how to respond to such dilemmas based on regulatory guidance.
CLO 5	Prioritize how technology is used in current organizational environments, especially as it concerns business decisions using accounting information systems.

9. Course Contents

CLOs	Course Contents
CLO 1	Unit-1: Accounting for co-operatives, hotel and restaurants, NGOs and transport agencies Accounting for municipalities, upazillas and union parishads
CLO 2	Unit-2: Accounts for financial institutions: Accounts of Banks, Insurance and other specialized financial institutions including investment companies-IFRS-7, IFRS-9, BASEL-2
CLO 3	Unit-3: Accounting for Development Organizations and Government Agencies etc.

CLO 4	Unit-4: Accounting for oil and gas companies, insurance companies, and leasing companies.
CLO 5	Unit-5: Accounting for agricultural farms: Accounts of dairy, poultry and fisheries- IAS- 41.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	√											
CLO2			√									
CLO3						√						
CLO4										√		
CLO5						√						

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Unit-1	Lecture, PPT, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Unit-2	Lecture, Practice	
CLO 3	Unit-3	Lecture, , Practice	
CLO4	Unit-4	Lecture, Participatory Discussion, Practice	
CLO5	Unit-5	Participatory Discussion, Practice	

12. Learning Materials:

12.1. Recommended Readings:

- কাজী মোঃ নূরুল হক, প্রফেসর হোসাইন আহমদ (২০০০)। উচ্চতর হিসাব বিজ্ঞান-তত্ত্ব ও প্রয়োগ, সৈকত প্রকাশনী (প্রা.) লি., ঢাকা।
- Donald E. Kieso, Jerry J. Weygandt, Terry D. Warfield. (2016). *Intermediate Accounting, 16th edi.* John Wiley & Sons, Inc.
- Md. Muinuddin Khan. (1973). *Advanced Accounting (Volume II)*. Ideal Library, Dhaka.
- Theodore E. Christensen, David M. Cottrell, Richard E. Baker, Valdean C. Lembke , Thomas E. King Cynthia G. Jeffrey. (2014). *Advanced Financial Accounting, 10th edi.* McGraw-Hill Companies, Inc.

ACT 0411-411: Governmental Accounting and Audit Process

1.	Course No. / Course Code	:	ACT 0411-411
2.	Course Title	:	Governmental Accounting and Audit Process
3.	Course Type	:	Major Course (Accounting)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course This course will help students to learn about accounting and reporting requirements used by government entities. This will also help in making annual finance accounts (AFA) and annual appropriation accounts (AAA) from consolidated fund and public accounts of the republic. This course focuses on the categorization of the major government reporting entities in the eye of the Constitution, Laws and Regulations.		
7.	Course Objectives The specific objectives of this course are: <ul style="list-style-type: none"> • To equip the students with understanding of the economic policies of the Government, Budgets, Fiscal tools, Government Grants, Public Funds, Rules, Regulations and Accounting Systems pertaining to Government departments/Institutions of Center, State and Local-Self Government. • To make aware of the challenges and Professional Opportunities for Public Finance and Government Accounting. • To ensure the good governance in Public Financial Management by effective and efficient government financial accounting and reporting 		

8. Course Learning Outcomes

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

CLO	Course Learning Outcomes
CLO 1	Recognize of the basic concept of public finance and government accounting and reporting system at central, state and local bodies and public corporations.
CLO 2	Identify the challenges and opportunities audit and government accounting and reporting systems for ensuring good governance in government entities.
CLO 3	Discover pillars, performance indicators (PI), dimensions and core factors for assessing and measuring the performance of the core government and public corporations.
CLO 4	Recognize the various forms and administrative structure of governmental organization as the reporting entities of the government and accounting and reporting process
CLO 5	Experiment the digital accounting and reporting process like BACS and iBAS++ for the authentication of government audit process.

9. Course Contents

CLOs	Course Contents
CLO 1&5	Government accounting terms and concepts: Basics of government accounting and reporting, budget preparation process in core government unit, Identify the objectives of accounting and financial reporting in government and not-for-profit entities, public corporations, BACS and iBAS++ in government resource allocation and expenditure management.
CLO 4	Reporting Entities and their Administrative Structure: Budgetary Central government, Extra Budgetary Central government, Statutory bodies, Local Government, Public financial and non financial corporation, Government Financial

	Administrations, Role and functions of CA&G and CGA, Bangladesh Bank, Audit Directorates, Ministry of Finance and Parliament in governmental accounting systems. CGDF, FCAAO, Railway, Departmental Accounts.
CLO 4	Governmental Accounting Procedures: Constitutional Mandate, C&AG additional functional act. 1974, Budget Management Act. 2009, General Financial Rules, Treasury and Subsidiary Rules, Delegation of Financial Power, Government Finance statistics-2014, BACS-2017 etc., Application of accounting principles for various governmental funds The bases of accounting and measurement focuses used by governments. Fiscal accountability. Exchange and no exchange transactions. Budgeting in government.
CLO3	Accounting and Reporting Systems in Central and Local Governments: Determining financial reporting entity. Preparation of AFA, AAA, Pro-forma Accounts, Trading and profit and loss accounts i.e. commercial accounts and general financial statements. Fund accounting and reporting. Government wide accounting and reporting. Accounting and reporting for voted and non-voted, exchange and non-exchange transactions.
CLO2	Government Audit: Rules and check list regarding Civil Audit Directorate, Revenue Audit Directorate, Commercial Audit Directorate., Works Audit Directorate., Transport Audit Directorate., Foreign Aided Projects Audit Directorate., Posts, Telecommunication, Science, Information, and Technology Audit Directorate., Defence Audit Directorate etc.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	√											
CLO2		√										
CLO3			√									
CLO4										√		
CLO5						√						

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1&5	Government accounting terms and concepts	Lecture, PPT, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 4	Reporting Entities and their Administrative Structure	Lecture, Practice	
CLO 4	Governmental Accounting Procedures	Lecture, , Practice	
CLO3	Accounting and Reporting Systems in Central and Local Governments	Lecture, Participatory Discussion, Practice	
CLO2	Government Audit	Participatory Discussion, Practice	

12. Learning Materials:(Comptroller and Auditor General of Bangladesh, 1983)

12.1. Recommended Readings:

- A., H., M, Shamsur Rahman. (2014). *Basics and Practical Concepts of Government Accounting*. Author Self Publishers.
- Comptroller and Auditor General of Bangladesh. (1983). *Account Code (volume-1, II & III), General Principles and methods of Accounts, Treasury Account & General Financial Rules 1st ed. (Bangladesh Reprint)*. BG Press, Dhaka.
- Government of the People's Republic of Bangladesh. (1974). *The Comptroller and Auditor-General (Additional Functions) Act, 1974 (ACT NO. XXIV OF 1974)*. BG Press, Dhaka.
- International Monetary Fund (Ed.). (2014). *Government finance statistics manual 2014*. International Monetary Fund.
- Kristensen, J. K., Bowen, M., Long, C., Mustapha, S., & Zrinski, U. (2019). *PEFA, Public Financial Management, and Good Governance*. Washington, DC: World Bank. <https://doi.org/10.1596/978-1-4648-1466-2>
- Ministry of Finance, Finance Division. (2020). *Public Financial Management (PFM) Action Plan 2018-2023*. Government of the People's Republic of Bangladesh.
- Ministry of Finance, GOB (1998). *Treasury Rules and Subsidiary Rules Thereunder*. BG Press, Dhaka.
- Ministry of Finance, GOB,. (1998). *Treasury Rules and Subsidiary Rules Thereunder*. BG Press, Dhaka.
- Ministry of Finance, GOB. (1998). *General Financial Rules (GFR)*. BG Press, Dhaka.
- Ministry of Law and Parliamentary Affairs, GOB. (2017). *The Constitution of the People's Republic of Bangladesh*. BG Press, Dhaka.
- Presthus, R. (1975). *Public Administration, 6th ed.*, New York: Ronald Press Company.
- S., U., Patwary. (1989). *Financial Administration in Bangladesh*, Dhaka: Dipika Publisher.

Major in Finance

FIN 0412-401: Financial Institutions and Markets

1.	Course No. / Course Code	:	FIN 0412-401
2.	Course Title	:	Financial Institutions and Markets
3.	Course Type	:	Major Course (Finance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course This course describes financial markets and institutions by providing a conceptual framework to understand why markets exist and what their role is in the financial environment. Each type of financial market is described with a focus on its utilization by financial institutions, its internationalization, and recent events that have affected it. Each type of financial institution is described with a focus on its regulatory aspects, management, use of financial markets, and performance.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To get knowledge regarding the structure and objectives of the financial market. • To understand the challenges of uncertain environment of financial markets, assess them and take appropriate financial and investment decisions. • To evaluate properly investment risks. • To build relationships with various financial institutions and intermediaries. • To use strong financial-analytical skills and apply them to solve investment problems. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes
CLO 1	State the functions of financial markets and intermediary institutions
CLO 2	Explain the role of multiple financial institutions.
CLO 3	Understand the procedure of interest rate determination.
CLO 4	Realize multiple effects of money market tools on the financial system.
CLO 5	Computes economic value of bonds and stocks.

9. Course Contents:

CLOs	Course Contents
CLO 1	The Role of Financial Markets and Institutions: Definition, function and types, Securities traded in Financial Market, Role of financial Institutions.
CLO 1	Financial assets and financial transactions: Creation of financial assets, Characteristics of financial assets, Types of financial translations.
CLO 3	Interest Rate Structure: Terms structure of interest rate and bond prices: Relationships between interest rate and bond prices, Inflation and yield curves.
CLO 4	Money markets: Characteristics of money market, Money market securities and market Operations, Valuation of Money Market Securities, Globalization of Money Market.
CLO 5	Bond markets: Background on Bonds, Treasury and Federal Agency Bonds, Municipal Bonds, Corporate Bonds, Globalization of Bond Markets.
CLO 4	Trading arrangements: Margin purchase, short selling. The capital market.
CLO 4	Thrift Operations: Background on Saving Institution, Sources and Uses of Funds, Valuation of a Saving Institution, Credit Unions.
CLO 2	Mutual Fund Operations: Background on Mutual Funds, Mutual Fund Categories,,

Performance of Mutual Funds, Money Market Funds, Other Types of Funds.
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10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3	√											
CLO 4						√						
CLO 5											√	

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	The Role of Financial Markets and Institutions	Lecture, Group Discussion, practice	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Financial assets and financial transactions	Lecture, Group Discussion, practice	
CLO 3	Interest Rate Structure	Lecture, Group Discussion, practice	
CLO 4	Money markets	Lecture, Group Discussion, practice	
CLO 5	Bond markets	Lecture, Group Discussion, practice	
CLO 4	Trading arrangements	Lecture, practice	
CLO 4	Thrift Operations	Presentation, practice	
CLO 2	Mutual Fund Operations	Lecture, Group Discussion, practice	

12. Learning Materials

12.1 Recommended Readings:

- Francis, J. C., & Kirzner, E. (1991). *Investments: analysis and management*. New York: McGraw-Hill.
 Madura, J. (2010). *Financial institutions and markets*. South-Western.
 Rose, P. S. (1994). *Money and Capital Markets: Financial institution and Instruments in a Global Marketplace*.
 Sharpe, W. F., Alexander, G. J., & Bailey, J. V. (1999). *Investment*. Prentice Hall Incorporated.

FIN 0412-402: Investment Analysis and Portfolio Management

1.	Course No. / Course Code	:	FIN 0412-402
2.	Course Title	:	Investment Analysis and Portfolio Management
3.	Course Type	:	Major Course (Finance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course The purpose of this course is to learn how to manage money so that one can derive maximum benefit. To accomplish this purpose, one needs to learn about the investment alternatives that		

	are available today and, what is more important, to develop a way of analyzing and thinking about investments that will remain in the years ahead when new and different investment opportunities become available.
7.	<p>Course Objectives</p> <p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To introduce the intuition and concepts of Investment analysis and portfolio management. • To provide the theoretical underpinning of the subject with the implications in the real world. • To develop skills required to conduct assessment of current issues covered by media and specialized journals.

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes
CLO 1	Explain comprehensive, coherent and systematic body of knowledge related to investment background, portfolio construction and portfolio management
CLO 2	Enhance ability to apply the general concepts of Investment, portfolio management and derivatives market
CLO 3	Evaluate equity selection by using fundamental and technical analysis in order to form efficient portfolio
CLO 4	Appraise portfolios and fund's manager performance
CLO 5	Demonstrate good communication, numerical and analytical skills through project and assignment as well as classroom discussions for local and global issues.

9. Course Contents:

CLOs	Course Contents
CLO 1	Investment: Investment categories; Investment versus speculation; various types of securities - Basic concept of securities and markets, margin trade.
CLO 2	Portfolio Management: Concept of Portfolio, Concept of Portfolio Management, Process of Portfolio Management, Objectives of Portfolio Management, Activities Involved in Portfolio Management, Role of Portfolio Manager
CLO 2	Bond Valuation: Bond pricing theorems; Yield to maturity; Forward rates and expected spot rates; Yield curve theories; Default risk - calculation, various types of rating, Moody's and S&P rating, and measuring default risk.
CLO 2	Equity Valuation: Fundamental analysis; Capital Asset Pricing Models - Capital market line, Security market line, Use of CAPM in stock pricing, estimating beta, empirical evidence of beta; factors affecting fundamental value.
CLO 3	Fundamental Analysis: Economic-Industry-Company analysis, Economic analysis- Domestic macro economy, Demand and supply shock, Govt. policy, Business cycle; Industry analysis- Sensitivity to business cycle, Sector rotation, Industry lifecycle; Company analysis- Estimating company EPS, Estimating company earning multiplier.
CLO 3	Technical Analyses: Market indicators- Dow Theory, Price indicators, Volume indicators, Other market indicators; Forecasting individual stock preference - Price analyses approach, Charting, Moving Average, Relative strength, and Price-volume analysis approach.
CLO 2	The Portfolio Selection Problem: Initial and Terminal Wealth; Indifference Curves; Non-satiation and Risk Aversion; Calculating expected returns and standard deviation for portfolios.
CLO 4	Portfolio Analysis: The efficient set theorem; Concavity of efficient set; The market model

	diversification; Factor Models - One-factor Model, Multiple-factor model, Estimating factor models; Arbitrage Pricing Theories (APT) - Pricing Effects; two-factor Models and Multiple-factor Model; Identifying the Factors.
CLO 4	Portfolio Performance Evaluation: Measures of return; Making relevant comparison; Risk-adjusted measures of performance; Market timing; Criticism of risk-adjusted performance; Bond portfolio performance evaluation.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3						√						
CLO 4			√									
CLO 5						√						

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Investment	Lecture, Discussion, practice	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Portfolio Management	Lecture, Discussion, practice	
CLO 2	Bond Valuation	Lecture, Discussion, practice	
CLO 2	Equity Valuation	Lecture, Discussion, practice	
CLO 3	Fundamental Analysis	Lecture, Discussion, practice	
CLO 3	Technical Analysis	Lecture, Discussion, practice	
CLO 2	The Portfolio Selection Problem	Lecture, Discussion, practice	
CLO 4	Portfolio Analysis	Lecture, Discussion, practice	
CLO 4	Portfolio Performance Evaluation	Lecture, Discussion, practice	

12. Learning Materials

12.1 Recommended Readings:

Elton, E. J., & Gruber, M. J. (1997). Modern portfolio theory, 1950 to date. *Journal of banking & finance*, 21(11-12), 1743-1759. Sharpe, A. (1999). Bailey: Investments.

FIN 0412-403: International Financial Management

1.	Course No. / Course Code	:	FIN 0412-403
2.	Course Title	:	International Financial Management
3.	Course Type	:	Major Course (Finance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course Main aim of this course is to provide knowledge about the determination of exchange rate and to understand the factors which influence the change of exchange rate over time. It will hopefully help them to take decision regarding foreign trade more efficiently.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To describe the international monetary system and the foreign exchange markets. • To examine the Balance of Payments (BOP) data and determine its implications for international competition. • To identify the basic philosophies that govern corporate behavior throughout the world. • To convert currencies using spot, future, and cross rates and identify arbitrage opportunities. • To apply knowledge of derivatives to risk management in international financial markets. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes
CLO 1	Understand the various stages of expansion overseas that multinational corporations utilize in order to benefit from globalization.
CLO 2	Forecast exchange rates based on the parity conditions that should apply between spot rates, forward rates, inflation rates, and interest rates.
CLO 3	Describe how interest rate risk affects financial decision making in the international business arena.
CLO 4	Explain translation, transaction, and economic exposure to exchange rate changes.
CLO 5	Identify the processes and instruments used in the financing of international trade.

9. Course Contents:

CLOs	Course Contents
CLO 1 CLO 5	The International Financial Environment: Multinational Financial Management: An Overview, International Flow of Funds, International Financial Markets, Exchange Rate Determinations, Currency Derivatives.
CLO 2	Exchange Rate Behavior: Government Influence on Exchange Rates, International Arbitrage and Interest Rate Parity, Relationships among Inflation, Interest Rates, and Exchange Rate.
CLO 4	Exchange Rate Risk Management: Forecasting Exchange Rates, Measuring Exposure to Exchange Rate Fluctuations, Managing Transaction Exposure, Managing Economic Exposure and Translation Exposure.
CLO 2	Currency Derivatives: Forward Market, Currency Future Market, Option Market.
CLO 3	Forecasting Exchange Rates: Why Firms Forecast Exchange Rates, Forecasting Techniques, Forecast Error.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2			√									
CLO 3		√										
CLO 4		√										
CLO 5			√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1 CLO 5	The International Financial Environment	Lecture, Discussion, practice	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Exchange Rate Behavior	Lecture	
CLO 4	Exchange Rate Risk Management	Lecture, Discussion, practice	
CLO 2	Currency Derivatives	Lecture and Revision	
CLO 3	Exchange Rate Behavior	Lecture, Discussion, practice	

12. Learning Materials

12.1 Recommended Readings:

- Madura, J. (2020). *International financial management*. Cengage Learning.
- Madura, J., & McCarty, D. E. (1989). Research trends and gaps in international financial management: a note. *Management International Review*, 75-79.
- Harper, J. T., Madura, J., & Schnusenber, O. (2006). Performance comparison between exchange-traded funds and closed-end country funds. *Journal of International Financial Markets, Institutions and Money*, 16(2), 104-122.

FIN 0412-404: Working Capital Management

1.	Course No. / Course Code	:	FIN 0412-404
2.	Course Title	:	Working Capital Management
3.	Course Type	:	Major Course (Finance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course The basic objectives of this course is to provide students with a sound theoretical knowledge on working capital management and to impart an in depth knowledge of management techniques of various elements of working capital.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To ensure a smooth operating cycle of the business. • To optimize the level of working capital and minimize the cost of such funds. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes
CLO 1	Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.
CLO 2	Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders' value.
CLO 3	Investigate funds flow cycles and their impact on working capital management objectives.
CLO 4	Plan analytical skills, tools and techniques to enhance the decision-making process.
CLO 5	Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders' value.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Definition, necessity, importance of Working Capital, Managing Cash Inflows and Outflows, why hold cash and marketable securities, flotation and check clearing, the lockbox location problem, cash concentration strategies
CLO 2	Cash Forecasting: Reasons, types, items of cash forecast, methods of cash forecast, monthly and daily cash forecast, uncertainty and problems of cash forecast. Models for the Management of Cash and Temporary Investments- The Boumol Model, The Beranek Model, The Miller-Orr Model and The Stone Model.
CLO 2	Terms of Sale Decisions: Why grant credit, Terms of sale decisions-standard and multiple approach, Credit granting decisions
CLO 2	Monitoring Accounting Receivables: Tools for monitoring, Bias in simple measures of receivables turnover, variance analysis, management of accounting receivables in practice.
CLO 3	Inventory Management: Importance, Alternatives to holding inventory, costs in inventory systems, approach to inventory strategy, EOQ model valuation, safety stock, uncertainty in inventory, inventory problems, option pricing model, expected NPV and its CV.
CLO 5	Management of Short term liabilities: Importance, sources and costs of short term financing, Sequential approach of current debts, integer programming and the structuring of current liabilities.
CLO 4	Working Capital Management in International Setting: Reasons, risks, hedging of international transactions, international working capital accounts.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1		√										
CLO 2						√						
CLO 3			√									
CLO 4			√									
CLO 5			√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture, discussion, practice	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Cash Forecasting	Lecture	
CLO 2	Terms of Sale Decisions	Lecture and Revision	
CLO 2	Monitoring Accounting Receivables	Lecture, discussion, practice	
CLO 3	Inventory Management	Lecture, discussion, practice	
CLO 5	Management of Short Term Liabilities	Lecture, discussion, practice	
CLO 4	Working Capital Management in International Setting	Lecture, discussion, practice	

12. Learning Materials

12.1 Recommended Readings:

- Scherr, F. C. (1989). *Modern working capital management: text and cases*. Prentice Hall.
- Memarpour, M., Shafiee Sardasht, M., & Moradi, M. (2014). Working Capital Management Strategies and Market Value Added of Firms. *Empirical Research in Accounting*, 4(1), 93-113.
- Scherr, F. C. (1989). *Modern working capital management: text and cases*. Prentice Hall.

FIN 0412-405: Corporate Finance

1.	Course No. / Course Code	:	FIN 0412-405
2.	Course Title	:	Corporate Finance
3.	Course Type	:	Core Course (Finance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	<p>Rationale of the Course</p> <p>This course develops basic principles of corporate finance and provides practical tools for financial decisions and valuation. To engage in business the financial managers of a firm must find answers to three important questions – what long term investments should the firm take, how can cash be raised, and how will the firm manage its day to day operation. A key objective of this course is to help the students to find the answer of these questions. After finishing this course students should be able to understand the dynamics of capital market, corporate financing decision regarding capital structure, dividend policy and some other important concepts.</p>		
7.	<p>Course Objectives</p> <p>The objectives of this course are:</p> <p>Studying of this course will help to find out answers of the following question:</p> <ul style="list-style-type: none"> • Should the business invest in proposed investment opportunity? • Should the business create repayments with equity or financial obligation, or even a bit of each? • Should that the shareholders receive dividends regarding investments these put 		

	together within the company?
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8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes
CLO 1	Appreciate approaches available to raise funds to finance projects and investments
CLO 2	Explain the relevance of the payout policy and its role in valuation of securities
CLO 3	Use appropriate valuation method(s) depending on the context of the corporate decision

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Corporate finance and the firm; Principles of corporate finance; corporate financial decisions; Firm value and equity value; Tools of corporate finance; Objectives in corporate finance - stockholder wealth maximization, stock price maximization, and agency cost.
CLO 2	Alternative Views of Risk and Return: The theory of choice; the CAPM - The Sharpe-Linter and black versions, Estimating and interpreting beta; the market model.
CLO 3	Dividend Policy and Decisions: Basic concepts; The dividend payment procedure; Factors affecting the dividend decisions; Alternative dividend policies; Dividend irrelevance school; Alternative dividend policies; Dividend payment procedures; Stock dividends; Stock splits and stock repurchase; Dividend theories.
CLO 2	Financial information and capital market efficiency: The efficient market hypothesis (EMH) - Forms; Event study methodology; Empirical test of the semi-strong form using profit arrangements.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3		√										
CLO 4		√										
CLO 5		√										

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture, group discussion, practice	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Alternative Views of Risk and Return:	Lecture, group discussion, practice	
CLO 3	Dividend Policy and Decisions	Lecture, group discussion, practice	
CLO 2	Financial information and capital market efficiency	Lecture, group discussion, practice	

12. Learning Materials

12.1 Recommended Readings:

Copeland, T. E., Weston, J. F., & Shastri, K. (2005). *Financial theory and corporate policy* (Vol. 4). Boston: Pearson Addison Wesley.

Ross, S. A. (2011). *Corporate finance: Core principles and applications*. McGraw-Hill Education.

Pierson, P. (1995). Fragmented welfare states: Federal institutions and the development of social policy. *Governance*, 8(4), 449-478.

Foster, G. (1986). *Financial Statement Analysis, 2/e*. Pearson Education India.

FIN 0412-406: Real Estate and Lease Financing

1.	Course No. / Course Code	:	FIN 0412-406
2.	Course Title	:	Real Estate and Lease Financing
3.	Course Type	:	Major Course (Finance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course This course develops basic principles of corporate finance and provides practical tools for financial decisions and valuation. To engage in business the financial managers of a firm must find answers to three important questions – what long term investments should the firm take, how can cash be raised, and how will the firm manage its day to day operation. A key objective of this course is to help the students to find the answer of these questions. After finishing this course students should be able to understand the dynamics of capital market, corporate financing decision regarding capital structure, dividend policy and some other important concepts.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To apply appropriate tools, skills, and information to real estate investment opportunities. • To demonstrate the ability to analyze information about the financial performance of real estate investments. • To develop the knowledge and skills required to estimate the value of real estate assets. • To demonstrate knowledge of residential and commercial mortgages and the underwriting of those mortgages. • To develop skills and intuition required to evaluate a variety of decisions faced by financial managers in real estate. • To understand the origination process of commercial real estate loans. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes
CLO 1	Integrate Real Estate Financial Leverage with Financing Alternatives.
CLO 2	Define and discuss legal considerations in Real Estate Finance.
CLO 3	Compare and contrast different methods of financing residential properties.
CLO 4	Integrate Income Producing Properties with Valuation Fundamentals.
CLO 5	Compare various techniques of financing project development and Land Development Projects.

9. Course Contents:

CLOs	Course Contents
CLO 2	Introduction: Introduction to the course, the markets for real assets and space, calculator tutorial, the mathematics of real estate finance
CLO 4	Mortgage: Fixed-rate mortgages, Adjustable-rate and variable-payment mortgages.
CLO 2 CLO 3	Lease Finance: Introduction to income producing properties, leases and leasehold interests, risk and return
CLO 1	Leverage: Financing alternatives (debt vs. equity), Leveraged analysis.
CLO 5	Land Estate: Introduction to the development process, construction and construction loans, issues in land acquisition and development.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1			√									
CLO 2	√											
CLO 3		√										
CLO 4		√										
CLO 5						√						

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 2	Introduction	Lecture, group discussion, practice	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 4	Mortgage	Lecture, practice	
CLO 2 CLO 3	Lease Finance	Lecture, Revision, practice	
CLO 1	Leverage	Lecture, group discussion, practice	
CLO 5	Land Estate	Lecture, group discussion, practice	

12. Learning Materials

12.1 Recommended Readings:

Brueggeman, W. B., Fisher, J. D., & Stone, L. D. (1989). *Real estate finance*. Irwin Professional Publishing.

Geltner, D., Miller, N. G., Clayton, J., & Eichholtz, P. (2001). *Commercial real estate analysis and investments* (Vol. 1, p. 642). Cincinnati, OH: South-western.

Wurtzback, C. H., & Miles, M. E. (1991). *Modern real estate*. Wiley.

FIN 0412-407: Financial Analysis and Control

1.	Course No. / Course Code	:	FIN 0412-407
2.	Course Title	:	Financial Analysis and Control
3.	Course Type	:	Major Course (Finance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course This course provides an intensive study of financial statement analysis, seeking to describe and explain the demand and supply forces underlying the provision of financial statement data, the properties of numbers derived from financial statements, the key aspects of decisions that use financial statement information and the features of the environment in which these decisions are made.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To process reported financial statements to obtain an appropriate basis for analysis and valuation; • To apply financial ratio analysis to bring out the story that the financial statements tell; • To identify the drivers of firm value; • To interpret financial statements, make judgments about earnings quality, and uncover hidden assets and liabilities; • To develop good financial statement forecasts using a systematic, structured approach; • To apply the most common valuation models; and • To use analysis and valuation to challenge the assumptions inherent in the market price. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes
CLO 1	Fulfill the needs of a “capstone” so that students can pursue entry-level jobs in the accounting and finance fields upon graduation
CLO 2	Prepare the graduate with an in-depth course in the analysis of financial reports in order for students to provide much of the information users need to make economic decisions about businesses.
CLO 3	Interpret corporate annual reports and accompanying notes in addition to the management discussion and analysis as well as the independent auditor’s report so that students are able to assess the efficiency and effectiveness of operations.
CLO 4	Enhance analytical and critical thinking skills for graduates so that students can apply financial statement analysis to assess the solvency, profitability, liquidity, and debt paying ability of a business
CLO 5	Provide students with a comprehensive exposure to developing the meaning of financial reports in order for students to assess past performance and predict future results so that information and recommendations can be made to both internal and external users.

9. Course Contents:

CLOs	Course Contents
CLO 1	Financial Statement: Financial statement analysis: Meaning, purpose, scope, importance, limitations.

CLO 2	Statement Analysis: Common sized statements, comparative financial statements, trend percentages.
CLO 4	Ratio analysis: concept of a financial ratio; liquidity, leverage, activity and profitability ratios; theoretical foundation of ratio analysis; the cross-sectional and time series analysis; computation and interpretation of ratios; limitations of ratio; analysis; inflation and ratio analysis.
CLO 3	Funds Flow Analysis: Meaning of fund, purpose, importance preparation interpretation of the statement of working capital changes and the funds flow statement.
CLO 5	Budgetary Control: Budget and budgetary control; objectives and steps of budgetary control; functional budgets; the master budget; preparation and interpretation of the cash budget and the master budget.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3		√										
CLO 4				√								
CLO 5			√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Financial Statement	Lecture, group discussion, practice	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Statement Analysis	Lecture, practice	
CLO 3	Ratio Analysis	Lecture, Revision, practice	
CLO 4	Fund Flow Analysis	Lecture, group discussion, practice	
CLO 5	Budgetary Control	Lecture, group discussion, practice	

12. Learning Materials

12.1 Recommended Readings:

- Banerjee, B. (2012). *Financial policy and management accounting*. PHI Learning Pvt. Ltd..
- Hornngren, C. T., Datar, S. M., Foster, G., Rajan, M. V., & Ittner, C. (2009). *Cost accounting: a managerial emphasis*. Pearson Education India.
- Hornngren, C. T., Sundem, G. L., & Stratton, W. O. (2004). *Introduction to Management Accounting, Chap. 1-14*. Pearson Educación.
- Schall, L. D., & Haley, C. W. (1980). *Introduction to financial management*. McGraw-Hill Companies.

FIN 0412-408: Management of Financial Services

1.	Course No. / Course Code	:	FIN 0412-408
2.	Course Title	:	Management of Financial Services
3.	Course Type	:	Major Course (Finance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course Financial markets have been increasingly influenced in recent times by financial innovations in terms of products and instruments, adoption of modern technologies, opening up of the market to the global economy, streaming of the regulatory framework and so on. Many innovative financial products are introduced to cater to the varied requirements of both corporate and individual customers. In this changing financial scenario, students need to learn about broad framework of financial system, its constituents, their linkages and the regulatory mechanism under which it operates. The course content includes a study of the financial markets, financial intermediation and different financial services		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To explain the meaning and concepts of marketing and financial services. • To impart knowledge about the concept of Product research and development, Product life cycle and Product modification, diversification, packaging and branding of financial products. • To familiarize with the concepts of pricing, distribution and promotion of financial services. • To equip the students with the knowledge of Management Information System and Marketing of allied activities i.e. mutual funds, credit cards, personal loans etc. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes
CLO 1	Impart knowledge regarding the components of Financial System.
CLO 2	Provide in depth understanding of different avenues of financial system viz. capital markets, banking, insurance, mutual funds & other related services.
CLO 3	Enable the students to understand the role & functioning of regulatory bodies in financial sector.

9. Course Contents:

CLOs	Course Contents
CLO 1	Financial Services: Meaning, types and their importance.
CLO 2	Depository Institution: Introduction, Concept, Depository participants, Functioning of Depository systems, Process of switching over to depository systems, Benefits, Depository systems in Bangladesh, SEBI regulation.
CLO 3	Mutual funds and AMCs: Concept, Origin and growth of mutual funds, Constitution & management of MFs - Sponsors, Trustees, AMCs, and custodians. Classification of mutual fund schemes, advantages and disadvantages in mutual Fund schemes, NAV and pricing of mutual fund units. State of mutual funds in Bangladesh.
CLO 1	Insurance Services: Introduction, Principles of insurance, Types of Insurance.
CLO 2	Life Insurance Products: Traditional and ULIPs.
CLO 2	Credit rating: The concept and objective of credit rating, Various credit ratings Agencies in

	Bangladesh and International credit rating agencies, Factors affecting credit Rating & procedural aspects.
CLO 1	Leasing: Concept and development of leasing, Difference between Leasing & hire purchase, types of leasing business, advantages to lessor and lessee.
CLO 3	Merchant Banking: Origin and development of merchant banking in Bangladesh Scope, organizational aspects and importance of merchant bankers. Latest Guidelines of SEBI, Merchant bankers.
CLO 2	Venture Capital: Concepts and characteristics of venture capital, Venture capital in Bangladesh, Guidelines for venture capital.
CLO 3	Call money market: Treasury bill market, Commercial Bill market, Market for CPs and CDs, Discount market and market for financial guarantees.
CLO 2	Factoring: Development of factoring types & importance, Procedural aspects in Factoring, financial aspects, Prospects of factoring in Bangladesh.
CLO 2	Plastic Money: Concept and different forms of plastic money - credit and debit Cards, pros and cons. Credit process followed by credit card organizations. Factors affecting utilization of plastic money in Bangladesh.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3	√											

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Financial Services	Lecture and Group Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Depository Institution	Lecture	
CLO 3	Mutual funds and AMCs	Lecture and Revision	
CLO 1	Insurance Services	Lecture and Group Discussion	
CLO 2	Life Insurance Products	Lecture and Group Discussion	
CLO 2	Credit rating	Lecture and Presentation	
CLO 1	Leasing	Lecture	
CLO 3	Merchant Banking	Lecture	
CLO 2	Venture Capital	Lecture and Group Studies	
CLO 3	Call money market	Lecture and Revision	
CLO 2	Factoring	Lecture	
CLO 2	Plastic Money	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

- Avadhani, V. A. (2010). *Investment management*. Himalaya Publishing House Tripathy, N. P. (2007). *Financial services*. PHI Learning Pvt. Ltd..
- Desai, V. (2009). *Dynamics of entrepreneurial development and management* (pp. 119-134). Himalaya Publishing House.

- Financial Tripathi, R. (2012). E-business Strategy-Text and Case, Paul Phillips, Tata McGraw Hill Education Private Limited, New Delhi, 2011, Pages: 390. *Abhigyan*, 29(4), 70.
- Rani, D. S., Jyothi, M. N., Kumari, M. I., Barua, B. C., Gurusamy, S., Vengatesan, M. C., ... & Renuka, B. (2015). OF MANAGEMENT.
- Pinedo, M., & Xu, Y. (2017). Operations in financial services: Processes, technologies, and risks. *Foundations and Trends® in Technology, Information and Operations Management*, 11(3), 223-342.
- Suresh, P., & Paul, J. (2014). *Management of banking and financial services*. Pearson Education India.

FIN 0412-409: Financial Derivatives

1.	Course No. / Course Code	:	FIN 0412-409
2.	Course Title	:	Financial Derivatives
3.	Course Type	:	Major Course (Finance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course Investing in financial market requires knowledge of different tools and techniques. This course will be helpful for learning various financial instruments and the process of using these in more efficient way.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> To predict the price movement in the stock market and to provide commitments to prices for future dates to give protection against adverse movements in future prices. To understand the basics of the various instruments operating in the stock market along with their trading mechanism and regulations. To develop various pricing models of stock prices, trading, hedging of options and management of derivative exposure. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes
CLO 1	Analyze the risks in different financial markets.
CLO 2	Acquire ability to selection of various options and then can apply them to specific markets.
CLO 3	Evaluate strategically and manage the financial derivatives.

9. Course Contents:

CLOs	Course Contents
CLO 3	Definitions: forward contracts, future contracts, options, other derivatives, role of derivatives.
CLO 1	Futures market: Trading of future contracts, specification, operations of margin, newspaper quotes, settlements, regulations, optional hedge ration, and convergence of futures price to spot price.
CLO 3	Forward and futures price: Value of a forward and futures contract, stock index futures, foreign currency futures, commodity futures, cost of carry, delivery option, futures price and expected spot price.

CLO 2	Options market: Underlying assets, specification of stock options, newspaper quotes, trading, margins, regulation, clearing
CLO 2	Properties of stock option prices: Factors affecting option, assumptions, and notations, upper and lower bounds, put-call parity.
CLO 3	Strategies involving options: A single asset and a stock, spreads, combinations
CLO 3	Options pricing: One step and two step binominal models, Delta, Black-schools model

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3	√											

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 3	Definitions	Lecture and Group Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Futures market	Lecture	
CLO 3	Forward and futures price	Lecture and Revision	
CLO 2	Options market	Lecture and Group Discussion	
CLO 2	Properties of stock option prices	Lecture and Group Discussion	
CLO 3	Strategies involving options	Lecture and Presentation	
CLO 3	Options pricing	Lecture	

12. Learning Materials

12.1 Recommended Readings:

- Hull, J. C. (2003). *Options futures and other derivatives*. Pearson Education India.
- Redhead, K. (1997). *Financial derivatives: an introduction to futures, forwards, options and swaps*. Prentice Hall.
- Mishra, B., & Debasish, S. S. (2009). *Financial Derivatives*. Excel Books India.
- Mishra, B., & Debasish, S. S. (2008). *Indian Stock Market*. Excel Books India.
- Kumar, S. S. S. (2001). Stock Market Responses to Sovereign Rating Revisions–The Indian Experience. *Paradigm*, 5(1), 46-52.

FIN 0412-410: Money and Banking

1.	Course No. / Course Code	:	FIN 0412-410
2.	Course Title	:	Money and Banking
3.	Course Type	:	Major Course (Finance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course This course focuses on interest rates, the concept of money, exchange rates, and monetary policy. Topics covered include banking structures and function, the Federal Reserve, determinants of the money supply, fiscal policy and monetary policy, and international economies.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> • To understand modern monetary theory and its counterintuitive policy prescriptions • To realize the transmission mechanisms through which central bank monetary policy impacts the macro economy. • To build the relationship between interest rates and asset values. • To understand financial markets, financial intermediation and the differences between the two • To evaluate the impact of monetary policy on a country's international balance of payments. • To realize the regulatory environment of the banking system. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes
CLO 1	Identify the different functions of money and how money is related to interest rates
CLO 2	Understand how interest rates are determined, as well as the behavior of interest rates, and the risk and term structures of interest rates.
CLO 3	Demonstrate the importance of financial markets and financial institutions in the domestic and international economies; identify the essential operations of depository institutions; justify why they are heavily regulated.
CLO 4	Explain how a nation's money supply is determined; know the various tools of monetary policy, the role of central banks and the Federal Reserve System, and the conduct of monetary policy.
CLO 5	Apply principles, theories and models to critically analyze and explain economic situations encountered in the real world that involve money, financial markets and institutions, financial crisis, and actions undertaken by central banks in the development and implementation of monetary policy

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Nature, evaluation and sanctions of money: Some aspects of money-abroad money and narrow money-place of money in the economy.
CLO 5	Quantity theory of money: Different versions and their criticisms.
CLO 3, & 4	Value of money: The price level and its fluctuation-trade cycle: inflation-deflation-effects of price fluctuation.
CLO 2	Money, credit and economic activity: Importance of credit-credit creation by the

	banking system-need for credit control
CLO 2	Central bank :- Functions-its role in maintaining internal and external balance-measures of credit control-central banking in an underdeveloped economy; aims of monetary policy-instruments of monetary policy limits to the power of monetary policy in developing countries-efforts towards, improving the deficiency of monetary mechanism.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3	√											
CLO 4			√									
CLO 5		√										

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Group Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 5	Quantity theory of money	Lecture	
CLO 3, CLO 4	Value of money	Lecture and Revision	
CLO 2	Money, credit and economic activity	Lecture and Group Discussion	
CLO 2	Central bank	Lecture and Group Discussion	

12. Learning Materials

12.1 Recommended Readings:

- Plumptre, A. F. W. (1940). Central Banking. By MH de Kock. Foreword by Johannes Postmus. London: PS King and Son. 1939. Pp. xiv, 354.(15s.). *Canadian Journal of Economics and Political Science/Revue canadienne de economiques et science politique*, 6(4), 631-632.
- Shekhar, K. C., & Lekshmy, S. (2005). *Banking theory and practice*. Vikas Publishing House.
- Vaish, M. C. (2009). *Monetary theory*. Vikas Publishing House.
- Llau, P. (1966). Kurihara (KK)-Monetary theory and public policy. *Revue économique*, 17(6), 1031-1031.

Major in Human Resource Management

HRM 0413-401: International Human Resource Management

1.	Course No. / Course Code	:	HRM 0413-401
2.	Course Title	:	International Human Resource Management
3.	Course Type	:	Major Course (Human Resource Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	<p>Rationale of the Course: Human Resource Management has undergone extraordinary changes in the past generation. The exact nature and direction of these changes are difficult to predict. With the extent of the globalization of business, the role of human resource management in sustaining this increase in international business activity is a central theme of this course. In this regard, this course has been designed to provides comprehensive knowledge to the students about HRM practices of different countries, multinational companies and international business organizations.</p>		
7.	<p>Course Objectives: The objectives of this course are:</p> <ul style="list-style-type: none"> • To explore domestic and international HRM. • To learn about the international HRM models and their implementations • To understand recruitment, selection, training and development, compensation management, performance management and industrial relations of international staff and expatriate • To learn the HRM practices of different countries • To comprehend the recent trends and challenges of international HRM. 		

8. Course Learning Outcomes (CLOs):comprehend

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	comprehend international HRM, differences between domestic HRM and international HRM along with IHRM models.
CLO 2	Understand the path to global status, control mechanisms, mode of operations in IHRM, along with international staffing, recruitment and selection process
CLO 3	Comprehend how training and development to develop HRM in an international perspective.
CLO 4	Understand compensation, industrial relations and performance management in the area of IHRM.
CLO 5	analyze HRM trends and its future challenges.

9. Course Content:

CLOs	Course Content
CLO 1	Introduction: Definition- Domestic human resource management VS. international human resource management-factors that moderate the difference Class between DHRM and IHRM-Context of IHRM.
CLO 1	IHRM Model: Recent developments in theories and Clas empirical research-Adler and Ghadar's phases of internationalization model-De-Cieri and Dowling model.
CLO 1	Organizational Context: Path to global status-Control, mechanisms- Mode of operation.
CLO 2	Recruiting and Selecting Staff for International Assignments: The myth of the global manager regarding recruitment and selection- Causes of expatriate failure Factors

	moderating performance of expatriate- Selection criteria-Selection tests-Expatriate selection in practice.
CLO 3	Training and Development of Expatriate: The role of expatriate training components of effective pre-departure training programs- Phases of cross culture training program- TCN and HCN expatriate training- The effectiveness of pre-departure training developing stuff discus thorough international assignment-individual development- developing international team.
CLO 4	Compensation Management for International Staff: Objectives of international compensation- Variables influencing international compensation strategy- Key components of an international compensation program- Approaches to international compensation.
CLO 4	Industrial Relations for Expatriate: Definition- Factors Caused for structural difference of trade union- issues in international industrial relations- trade union and international industrial relations- The response of trade unions to multinationals.
CLO 4	Performance Management of International Staff: Performance management- Characteristics of performance management- Performance appraisal of international employees- Performance criteria-Who conduct performance appraisal- Standardized or customized performance appraisal form
CLO 5	HRM Trends and Future Challenges: Challenges facing IHRM- International business ethics and HRM-Trend- off ownership pattern and production caused new thinking of IHRM- Research and theoretical developments in IHRM field

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2			√									
CLO 3						√						
CLO 4	√											
CLO 5												√

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	IHRM Model	Lecture	
CLO 1	Organizational Context	Lecture and Discussion	
CLO 3	Recruiting and Selecting Staff for International Assignments	Lecture and Discussion	
CLO 3	Training and Development of Expatriate	Lecture and Discussion	
CLO 4	Compensation Management for International Staff	Lecture and Revision	
CLO 4	Industrial Relations for Expatriate	Lecture and Discussion	
CLO 4	Performance Management of International Staff	Lecture and Revision	
CLO 5	HRM Trends and Future Challenges	Lecture	

12. Learning Materials

12.1 Recommended Readings:

Dennis R. Briscoe and Randall S. Schuler (2004), International Human Resource Management: Policy and Practice for the Global Enterprise (2nd Ed.), Psychology Press.

Mustafa Ozbilgin (2004), International Human Resource Management: Theory and Practices, Palgrave.

Paul Sparrow and Guy Vernon (2016.), International Human Resource Management (4th Ed.). Chartered Institute of Personnel and Development.

HRM 0413-402: Training and Development

1.	Course No. / Course Code	:	HRM 0413-402
2.	Course Title	:	Training and Development
3.	Course Type	:	Major Course (Human Resource Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course This course provides students with an insight as to how training and development is important for creating efficient human resource in an organization.		
7.	Course Objective: The objectives of this course are: <ul style="list-style-type: none">• To provide students with the knowledge about the effectiveness of training in increasing productivity through various training programs in an organization.• To provide students with the knowledge about the effectiveness of various developmental activities• To help students in making efficient manpower planning for the workplace		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Explain the concepts, rules or procedures and importance of training and development.
CLO 2	Find out the linkage between proper training and improving productivity.
CLO 3	Find out how employees attitude, behavior, knowledge, skills and abilities can be influenced through training.
CLO 4	Learn the impact of technology in training and development.
CLO 5	Asses and evaluate the impact of any specific training.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: To Training Concept: Definition, Meaning, Need For Training, Importance Of Training, Objectives Of Training, Concepts Of Education, Training And Development, Overview Of Training Functions, Types Of Training
CLO 1	Development: Development concept: Definition, Meaning, Objectives, Difference between training and development, Methods of development.
CLO 2&3	Process Of Training: Steps In Training, Identification Of Job Competencies, Criteria For Identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis), Assessment Of Training Needs, Methods And Process Of Needs Assessment
CLO 3	Learning: Principles Of Learning, Theories Of Learning, Reinforcement Theory, Social

	Learning Theory, Andragogy, Resistance To Training
CLO 3	Designing and Implementing: A Training Program: Trainer Identification, Methods And Techniques Of Training, Designing A Training Module (Cross Cultural Leadership, Training The Trainer, Change), Management Development Program, Budgeting Of Training
CLO 5	Evaluation of Training Program: Kirkpatrick Model Of Evaluation, CIRO Model, Cost-Benefit Analysis, ROI Of Training
CLO 4	Technology In Training: CBT, Multimedia Training, E-Learning/Online Learning, Distance Learning

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcome(CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3	√											
CLO 4						√						
CLO 5	√											

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to training	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Introduction to development	Lecture and Seminar	
CLO 2&3	Process Of Training	Lecture and Discussion	
CLO 3	Learning	Lecture and Discussion	
CLO 3	Designing and Implementing	Lecture and Discussion	
CLO 5	Evaluation of Training Program:	Lecture and Seminar	
CLO 4	Technology In Training	Lecture and Presentation	

12. Learning Materials

12.1 Recommended Readings:

- Bhatia, S. K. (2008). *Training and development*. Deep and Deep Publications.
 Noe, R. A., & Kodwani, A. D. (2018). *Employee training and development, 7e*. McGraw-Hill Education.

HRM 0413-403: Compensation Management

1.	Course No. / Course Code	:	HRM 0413-403
2.	Course Title	:	Compensation Management
3.	Course Type	:	Major Course (Human Resource Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: Humans are the greatest assets of any organization. To achieve the organizational goal, it needs to pay the right payment to the right persons for the right job. It will motivate the employee to achieve organizational goals. In retaining competent employee compensation plays a vital role and also reduced the turnover rate. After completing the course, students will be able to formulate compensation strategy, benefits and incentives plan for smooth handling of the employee.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To learn the concepts of Payment and employee benefits issues for contingent workers, to understand the Legally required employee benefits, • To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits. 		

8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Describe compensation, different forms of pay and reward
CLO 2	Explain the process and need for job evaluation
CLO 3	Formulate the strategy for payment system
CLO 4	Realize the need for different pay to motivate employee
CLO 5	Explain the legal procedure for administering wage payment

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Concept of Compensation, Importance of Compensation Payment, Forms of Pay, Concept of Wages, Types of wages, Wage vs. Salary, Concept -Objectives – Principles- Process of Compensation Management
CLO 1	Job Evaluation: Definition-Objectives-Process-Elements -Advantages of Job Evaluation, Methods of Job Evaluation-Non-quantitative methods and Quantitative Methods
CLO 2	Pay Structure: Compensation System Design Issues, Market Competitiveness and Compensation, Designing a Pay Structure, , Development of a Base Pay System, Factors Influencing Compensation Level, Competency-Based Pay
CLO 4	Incentives: Concept-Types-Advantages-Problems of Incentives, Requirements of a sound incentive plan, Concept-Features-Advantages-Disadvantages of Profit Sharing, Concept –Features-Objectives-Advantages - Limitations of Fringe Benefits, Types of Fringe Benefits
CLO 4	Methods of Wage Payments: Time Rate and Piece Rate System, Advantages - Disadvantages of Time Rate, Advantages -Disadvantages Piece Rate System, Task / Balanced Method,
CLO 4	Total Reward: Concept of Total Reward, Nature of Total Reward, Benefits of Total Reward, Model of Total Reward

CLO 4	Compensations Differentials: Concept of Compensations Differentials, Reasons for Compensations Differentials, Factors Influencing Compensation Differentials, Types of Compensation Differentials, Implications of Compensation Differentials
CLO 5	Wage Administration: Legal aspects of compensation management, labor law related to compensation, wage and its payments

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3		√	√									
CLO 4	√											
CLO 5	√											

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Job Evaluation	Lecture	
CLO 2	Pay Structure	Lecture and Discussion	
CLO 2	Incentives	Lecture and Discussion	
CLO 2	Methods of Wage Payments	Lecture and Discussion	
CLO 4	Total Reward	Lecture and Revision	
CLO 4	Compensations Differentials	Lecture and Revision	
CLO 5	Wage Administration	Lecture and Discussion	

12. Learning Materials

12.1. Recommended Readings:

Bhattacharyya, D. K. (2014). *Compensation Management*. Oxford University Press.

Milkowich, G.T., Jerry M. Newman and C. S. Venkata Ratnam. (2009). *Compensation*. Tata McGraw Hill Education Private Limited, New Delhi.

HRM 0413-404: Industrial Relations

1.	Course No. / Course Code	:	0413-404
2.	Course Title	:	Industrial Relations
3.	Course Type	:	Major Course (Human Resource Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course This course aims to equip students with a perspective of industrial relations and collective bargaining. It will cover IR systems, the external environment affecting IR, management and trade union activity at the strategic, functional and workplace levels, collective bargaining, industrial democracy.		

7.	<p>Course Objective</p> <p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To provides a framework of concepts and knowledge for understanding and analyzing approaches to industrial relations. • To create congenial, conducive climate, healthy environment, enabling organizational culture. • To safeguard the interests of both workers and management. • To give a big insight on how to deal with workers and unions so that harmonious co-existence is possible.
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8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Demonstrate descriptive knowledge of the field of industrial relations.
CLO 2	Apply the essential concepts of industrial relations and their interrelationship at the personal, organizational and national levels.
CLO 3	Recognize and consider the social, historical and equity issues within industrial relations.
CLO 4	Investigate solutions to industrial relations problems based on research and assessment of current practices.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Concept of Industrial Relations, Industrial Relation System, Actors in the IR system, Scope-Importance-Objectives of IR, Determinant-Socio-Economic, Technical, Political factors affecting IR in changing Environment, Approaches to IR
CLO 1	Trade Union: Definition of Trade Union, Objectives of Trade Union, Reasons for joining Trade Union, Reasons for not joining Trade Union, Impact of Trade Union upon the management, Requirements for Registration of Trade Union, Cancellation of registration, Impact of globalization on Trade union movement.
CLO 3	Industrial Dispute: Meaning, Causes, Forms of Industrial Disputes, Rules regarding Strike and Lock-out, Types of Strikes
CLO 4	Industrial Relation Mechanism to solve Industrial Dispute: Settlement of Industrial Disputes, Labor Court, Procedure and powers of labor courts in trial of offences, Procedure and power of Labor courts in any matter other than trial of offences, Labor appellate tribunal
CLO 3	Collective Bargaining: Meaning, Characteristics, Need, Importance, Essential Conditions for Success of Collective Bargaining, Process of Collective Bargaining, Causes for Failure of Collective Bargaining, Options in Case of Collective Bargaining, Concept of CBA, Determination of CBA, Functions of CBA
CLO 4	Workers Participation in Management: Concept, Pre-Requisites, Levels Of Participation, Benefits of Participation
CLO 3	ILO : History, Objectives, Principles, Organizational
CLO 4	Globalization: Impact of Globalization and Information Technology on IR
CLO 4	Human Resource Development: Role of Human Resource Development in Developing Industrial Relation- Industrial Relation Democracy, Industrial peace

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes(CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3								√				
CLO 4				√								
CLO 5	√											

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Trade Union		
CLO 3	Industrial Dispute	Lecture and Seminar	
CLO 4	Industrial Relation Mechanism to solve Industrial Dispute	Lecture and Discussion	
CLO 3	Collective Bargaining	Lecture and Discussion	
CLO 4	Workers Participation in Management	Lecture and Discussion	
CLO 3	ILO	Discussion	
CLO 4	Globalization	Lecture and Discussion	
CLO 4	Human Resource Development	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings

- Taher, M. A., & Islam, M. A. Prof. Dr. Abdul Awal Khan. (2013). *Human Resource Management and Industrial Relations*. Abir Publication
- Verma, P. (1990). *Management of Industrial Relations*.

HRM 0413-405: Conflict Management and Negotiations Skills

1.	Course No. / Course Code	:	MGT 0413-405
2.	Course Title	:	Conflict Management and Negotiation Skills
3.	Course Type	:	Major Course (Human Resource Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course : Organizations are constantly changing in order to improve their competitive position, but this does not, of course, mean that our organizations are learning to manage conflict more effectively. Conflict is an inevitable part of human existence also. To manage conflict the relationship at work and in any human interaction is simply important		

7.	<p>Course objectives</p> <p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To enable the students to know the influence of the various types of conflicts within the organizations. • To help students to know about conflict, how to deal with conflict, stages of conflict and the factors that influence the conflict. • To help students to know how to manage conflict in an organization and conflict resolution process. • To describe negotiation and its different issues in an organization.
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8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Recognize conflict, how to deal with the conflict, classification of conflict, and factors that influence conflict.
CLO 2	Find out how to manage the conflict effectively in the interest of organizations
CLO 3	Explore the nature, pattern, source and reasons of conflict in the organization.
CLO 4	Recognize negotiation process, stages, and techniques of negotiation.

9. Course Contents:

CLOs	Course Contents
CLO 1	Conflict management-An Overview: Conflict-Dealing with conflict-Conflict and competition-Stages of conflict-Classification of conflict-Sources of conflict-Influencing factors of conflict-Conflict management design
CLO 1	Intrapersonal and Interpersonal Conflict, Intergroup and Intergroup Conflict: Reaction to intense conflict situation-Functional and dysfunctional aspect of conflict.
CLO 2	Conflict Management Design: Contingency approaches-Conflict management process-Types of interface-Importance of conflict at interfaces.
CLO 3	Organizational Conflict: Nature of conflict-Pattern conflict-Sources of conflict-Reasons of conflict in organization.
CLO 2	Managing Conflict: Awareness and conceptualization –Reality approximation process, Preparatory framework of choice-Evaluating choice analysis-Intervention process to solve conflict.
CLO 2	Conflict Resolution Process: Conflict Resolution behavior-Factors influencing choice resolution –pre contract preparation-The explanatory meeting-Initial contract-Third party attribute
CLO 4	Negotiation: Definition –Process-Stages of negotiation-Techniques of negotiation-Traditional negotiation approaches in organization-Contemporary negotiation skills-Role of communication in handling conflict-Negotiation and authority-Effects of power in negotiation.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2						√						
CLO 3		√										

CLO 4										√			
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11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Conflict management-An Overview	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Intrapersonal and Interpersonal Conflict, Intragroup and Intergroup Conflict	Lecture and Seminar	
CLO 2	Conflict Management Design	Lecture and Group Discussion	
CLO 3	Organizational Conflict	Lecture and Discussion	
CLO 2	Managing Conflict	Lecture and Discussion	
CLO 2	Conflict Resolution Process	Lecture and Seminar	
CLO 4	Negotiation:	Lecture and Discussion	

12. Learning Materials

12.1 Recommended readings:

- Lewicki, R. J., Saunders, D. M., Minton, J. W., Roy, J., & Lewicki, N. (2011). *Essentials of Negotiation*. Boston, MA, USA:: McGraw-Hill/Irwin.
- Proksch, S. (2016). *Conflict management*. Springer.
- Rahim, M. A. (2017). *Managing Conflict in Organizations*. Routledge.

HRM 0413-406: Strategic Human Resource Management

1.	Course No. / Course Code	:	HRM 0413-406
2.	Course Title	:	Strategic Human Resource Management
3.	Course Type	:	Major Course (Human Resource Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course This course provides students with an insight as to how a human resource can be managed strategically. After going through this course the students will be able to understand the various strategies of managing manpower.		
7.	Course Objective The objectives of this course are: <ul style="list-style-type: none"> To teach the students with the knowledge and skills that they can use to effectively manage human resources to achieve organizational goals. To take a strategic approach to human resource management. To help students in making efficient manpower planning for the workplace. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Find out the meaning and nature of strategic HRM.
CLO 2	Explain the scope of HRM.
CLO 3	Find out how HR strategies are related to business.
CLO 4	Describe how HR strategies can be informed by knowledge of labor markets and product markets locally, nationally and internationally.
CLO 5	Describe the dynamic nature of global competition and of social and technological trends and their significance for HRM practice.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Meaning - Basis - Principles - Concepts and perspectives on strategic HRM
CLO 1	Business Strategy and Organizational Capability -SHRM overview-Linking HR strategy with Business Strategy-Steps in SHRM - Role of HR during Organizational Growth. Turn around, Retrenchment -Mergers and Acquisitions.
CLO 3	Strategic HR Planning and Acquisition -Business Strategy and HRP-Job Analysis and SHRM -HRP Process-HRP and Outsourcing-Strategic Recruitment and Selection-IT enabled acquisition -Alternatives to hiring.
CLO 4	Strategic Human Resources Development -Corporate Strategy and Career Systems-The Need for Training and Development-HRM approaches to Training and Development-Linkage between Business Strategy and Training -New Developments in Training and development.
CLO 4	Strategic Performance Management, Compensation and Employee Relations -Performance Measurement approaches-Effective performance Measurement-Compensation Reward Approaches-Trends in Top level Executive Compensation-Strategic Linkage of Performance Management and Compensation-Managing Employee Relations: Unions and Strategic Collective Bargaining.
CLO 5	Global Environment of HR -Change & Diversity-Difference between Global HRM and Domestic HRM-Cross Cultural context-Strategic HR Issues in Global Assignments-Competencies of HR Professional in a SHRM Scenario.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3												
CLO 4												
CLO 5												

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to strategic HRM	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Business Strategy and Organizational Capability	Lecture and Seminar	
CLO 3	Strategic HR Planning and Acquisition	Lecture and Group Discussion	
CLO 4	Strategic Human Resources Development	Lecture and Discussion	
CLO 4	Strategic Performance Management	Lecture and Discussion	
CLO 5	Global Environment of HR	Lecture and Seminar	

12. Learning Materials

12.1 Recommended Readings:

Armstrong, M. (2006). *Strategic Human Resource Management*.

Dhar, R. L. (2008). *Strategic Human Resource Management*. Excel Books India.

HRM 0413-407: Performance Management

1.	Course No. / Course Code	:	HRM 0413-407
2.	Course Title	:	Performance Management
3.	Course Type	:	Major Course (Human Resource Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course identifies the knowledge and skills needed for effective management of individual and team performance and examines the design of performance management systems that aim to transform organisational objectives into performance outcomes.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> To identify, measure and develop the performance of individuals and teams and aligning their performance with the strategic objectives of the organisations. To learn about implementing performance management systems is related with many advantages in the organizations, such as increased employee motivation, competences and self-esteem, clearly defined job descriptions and goals, identification of under performers, enhanced employee engagement and commitment, among others. 		

8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes (CLOs)
CLO 1	Explain the concept of performance management and different advantages of implementing well-designed performance management systems.
CLO 2	Explain and understand that performance management is an on-going process composed

	of several sub-processes, such as performance planning, execution, assessment, and review.
CLO 3	Evaluate the different approaches to performance measurement.
CLO 4	Design a performance management system.
CLO 5	Analyze and develop key skills involved in effective performance management.

9. Course Contents:

CLOs	Course Content
CLO 1	Introduction: Concept, Components, Features, Contribution/Advantages, Aims and role, Disadvantages of Performance Management
CLO 1	Job role and competency analysis, Goal setting process, Organizational, functional and individual Key result areas, Key performance indicators.
CLO 2	Performance appraisal methods : Traditional and Modern Methods - MBO, BSC, BOS, assessment centers, assessment, Potential appraisal, Documentation and appraisal communication, appraisal interview, feedback , Performance coaching.
CLO 3	Measuring performance – objectives, measurement approaches – traits, behaviour, results based, types, measurement issues, Performance communication – formal & informal methods.
CLO 4	Developing, implementing and maintaining PMS, Performance improvement and performance, management discipline, PMS in public and private organizations.
CLO 5	Competency mapping – concept- competency mapping process & models, competency assessment personal competency framework, Core competencies PCMM – concept, benefits, HR score card.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3						√						
CLO 4						√						
CLO 5		√	√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Job role and competency analysis	Lecture	
CLO 2	Performance appraisal methods	Lecture and Discussion	
CLO 2	Measuring performance	Lecture and Discussion	
CLO 2	Developing, implementing and maintaining PMS	Lecture and Discussion	
CLO 4	Competency mapping	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

- Aguinis, H. (2019). *Performance Management*. Chicago Business Press.
 Sahu, R. K. (2017). *Performance Management System*. Excel Books.

HRM 0413-408: Human Resource Planning

1.	Course No. / Course Code	:	HRM 0413-408
2.	Course Title	:	Human Resource Planning
3.	Course Type	:	Major Course (Human Resource Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course will explain how current and future human resource needs links with the human resources functions to the organization's mission, goals and strategies.		
7.	Course Objectives : The objectives of this course are: <ul style="list-style-type: none"> • To ensure the best fit between employees and jobs, while avoiding manpower shortages or surpluses. • To prepare for the future by reducing organizational uncertainty in relation to the acquisition, placement, and development of employees. • To learn the optimum use of human resources and to have the right types and correct number of employees to meet organizational goals. 		

8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Examine and apply human resource planning in an organization.
CLO 2	Analyze and develop career planning and development related activities in the organization
CLO 3	Apply the basic concepts of HRD, different approaches to HRD, HRD styles, Structure, and competencies for the growth of an organization.
CLO 4	Examine the impact of HRD in an organization with the help of various data collecting techniques.
CLO 5	Develop organization culture by implementing HRD techniques in Organizations

9. Course Contents

CLOs	Course Contents
CLO 1	Approaches to Human Resource Planning: Concept, importance, Need for Human Resource Planning, objectives Types of HR plan, Dimensions of Human Resource Planning, Approaches-Social Demand Approach, Rate of Return Approach Manpower Requirement Approach. Human Resource Information System, Human Resource Planning Process, Approaches to Human Resource Planning, Benefits of Human Resource Planning, Problems/Barriers to Human Resource Planning.
CLO 2	Career planning: Concept, objective, Career Stages, Significance of Career Planning, Need and Components of Career Planning, Career planning vs. Human resource planning, career planning vs. succession planning, Process of career planning and career development, Human Resources Evaluation: Human Resources Audit and Human Resource Accounting, Succession planning, HR Metrics.
CLO 3	Evolution and Concept of HRD: System concept, Role of HRD, Professionals, HRD climate and its element, HRD Matrix, HRD Function, HRD Process, Role of line managers and supervisors in HRD.
CLO 4	Assessing and Implementing HRD Programmes: Task analysis, Person Analysis, Organizational analyses, Assessing HRD needs, HRD process models Training Vs HRD, HRD

	intervention, Quality of Work-life. Empowerment, Creating HRD environment, Evaluation framework; collecting, data for evaluation, research design, issues concerning evaluation, assessing the impact of HRD.
CLO 5	Organizational Culture and HRD: Workforce diversity and HRD, Labor Market changes, Equal Employment Opportunity, adapting demographic changes and gender issues, HRD practices in the manufacturing and services sector

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1		√										
CLO 2		√										
CLO 3						√						
CLO 4			√									
CLO 5							√					

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Approaches to Human Resource Planning	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Career planning	Lecture	
CLO 3	Evolution and Concept of HRD	Lecture and Discussion	
CLO 4	Assessing and Implementing HRD Programmes	Lecture and Discussion	
CLO 5	Organizational Culture and HRD	Lecture	

12. Learning Materials

12.1 Recommended Readings:

Bhattacharya, D. K. (2012). Human Resource Planning. Excel Books.

Rao, T. V. (1995). Human Resources Development: Experiences, Interventions, Strategies. Sage Publications, Inc.

HRM 0413-409 : Human Resources Information Systems

1.	Course No. / Course Code	:	HRM 04130-409
2.	Course Title	:	Human Resources Information Systems
3.	Course Type	:	Major Course (Human Resource Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course is designed to provide an introduction to the use of technology in the administration of human resources, and how new technologies can contribute significantly to the efficiencies in the management of a company's human capital.		

7.	<p>Course Objectives: The objectives of this course are:</p> <ul style="list-style-type: none"> • To enhance the ability of the <i>human resource</i> management to leverage and absorb new and emerging opportunities and challenges • To collect, store, manipulate, analyze, retrieved, and distribute information from internal and external environment.
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8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Thoroughly review and understand the basic concepts and principles of HRIS and to demonstrate the ability to apply learned knowledge to the real world.
CLO 2	Effectively engage in the planning, analysis, design, of an organization’s Human Resource Information System.
CLO 3	Analyze the various technology architectures and HR software applications in conjunction with the data, information, and knowledge needs of an organization in order to selection technology solutions and develop effective HR processes.
CLO 4	Identify how the introduction of Human Resources Information Systems has facilitated and supported the ability of HR to provide transformation support of organizations.
CLO 5	Explain how Human Resource Information Systems support the various HR practices

9. Course Contents

CLOs	Course Contents
CLO 1	Introduction: Concepts, Characteristics and Classification – Information System: Role, Functions & Types – Organizations and Information Systems - System Development – Managerial Decision Making - Information Systems and Business Strategy
CLO 1	HRMS: Concepts, Functions, Assessing the need for a HRMS solution, Security and HRMS system, Importance of HRM system
CLO 2	HRMS Planning: Human Resources and HRMS, Planning an HRMS, Designing an HRMS, Software for an HMRS, Hardware for an HRMS
CLO 3	HRMS Implementation: HRMS Vendors, Use of Consultants in an HRMS, Contacts and Warranties for an HRMS, HRMS Implementation, Maintaining and Enhancing an HRMS, Managing an HRMS
CLO 4	HRMS Applications: Applicant and Employment Management, EEO and Affirmative Action, Compensation, Benefits, Employee and Industrial Relations, Training and Development, Human Resources Planning, Occupational Health and Safety, Payroll, Other HRMS Applications
CLO 5	HRMS Trends and Resources: Emerging Trends and the Future of HRMS.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√	√									
CLO 3						√						
CLO 4						√						
CLO 5		√	√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	HRMS Planning	Lecture	
CLO 2	HRMS Implementation	Lecture and Discussion	
CLO 2	HRMS Applications	Lecture and Discussion	
CLO 2	HRMS Trends and Resources	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

Cascio, Wayne F. (1981). *Human Resource Management, An Information Systems Approach*. Reston Publishing Company.

Laudon, K.C. & Jane P. Laudon. (2016). *Management Information Systems. Management Information Systems: Managing the Digital Firm, 14th Edition*. Pearson Education Inc.

HRM 0413-410 : Leadership and Teamwork

1.	Course No. / Course Code	:	HRM 0413-410
2.	Course Title	:	Leadership and Teamwork
3.	Course Type	:	Major Course (Human Resource Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course seeks to develop and strengthen interpersonal leadership and teamwork skills. This will allow students to think more flexibly when solving unexpected problems and to help them reach results on personal and professional levels.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To understand the importance of leadership in managing and the relation between management and leadership, how to influence the various leadership styles including emotionally intelligent leadership. • To understand how to build a high performing culture within the organization, along with development of an awareness of the various challenges managers are supposed to face. • To think critically, and, participate in a group in order to lead it and to create new possibilities in leadership situations. 		

8. Course Learning Outcomes (CLOs) :

After completion this course students will be able to:

CLO	Course Learning Outcomes (CLOs)
CLO 1	Explain the leadership, leader development and skills for developing one as a leader.
CLO 2	Identify power, ethics, and values in leadership, and how a leader can influence others
CLO 3	Analyze the issues in motivation, group and team.
CLO 4	Explain about different styles of leadership

CLO 5	Explore the strategic leadership in organization.
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9. Course Content:

CLOs	Course Content
CLO 1	Leadership as process: Meaning and Nature of Leadership, Role of an effective Leader, leader development and skills for developing one as a leader
CLO 2	Focus on the Leader: Power and influence, leadership-ethics and values, leadership attributes, leadership behavior, skills for building personal credibility and influencing others
CLO 3 & 4	Focus on the Followers: Motivation- Definition of Motivation, The need-want-satisfaction Theory, Theory X & Theory Y, Maslow's Need Hierarchy Theory, Herzberg's Two Factor's Theory of Motivation, Satisfaction and performance, Group: Definition of Group Dynamics, Importance of Group Dynamics, Models of Group Dynamics, Team- Functions of team, Group performance Factors, Stages of Team development, skills for developing others
CLO4	Focus on the situation: Styles of Leadership- Leadership Behavior and styles, Styles based on use of Authority, Likert's Four System of Management, Managerial Grid, Leadership as a continuum, Theory of Leadership: Trait approach to Leadership, Situational Approach, Path-Goal Theory, Leader-Member Exchange Theory, Charismatic Leadership, Transformational Leadership Approach, Authentic Leadership Theory
CLO 5	Strategic Leadership in organization:

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1									√			
CLO 2										√		
CLO 3					√							
CLO 4												√
CLO 5	√											

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Leadership as process	Lecture, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Focus on the Leader	Lecture	
CLO 3 & 4	Focus on the Followers	Lecture, Discussion	
CLO 4	Focus on the situation	Lecture, Discussion	
CLO 5	Strategic Leadership in organization	Lecture, Participatory Discussion	

12. Learning Materials

12.1 Recommended Readings:

- Gold, J., Richard Thorpe, and Alan Mumford. (2010). Leadership and Management Development. CIPD-Kogan Page.
- Northouse, P. G. (2021). Leadership: Theory and Practice. SAGE Publications, Inc

Major in Marketing

MKT 0414-401: Sales Force Management

1.	Course No. / Course Code	:	MKT 0414-401
2.	Course Title	:	Sales Force Management
3.	Course Type	:	Major Course (Marketing)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course highlights on examining the essential functions of sales professional in today's business environment. With the emerging nature of global competitive markets, the focus is on the sales team within most business organizations to provide that vital result. After completing this course student will be able to Formulate Evaluate, supervise, Demonstrate and control sales force in an organization.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To explore how a Sales Manager might perform his or her job effectively. • To understand the link between the determinants of sales performance and actions that a sales manager can take to direct, influence, and control that performance on the other. • To analyze current issues and apply best practices in sales force management 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Demonstrate or Examine the basics of professional selling practices
CLO 2	Identify the process of building smart sales executive.
CLO 3	Recognize the key drivers of change in selling and sales management.
CLO 4	Formulate the best practices in selling that lead to exceeding customer expectations

9. Course Content:

CLOs	Course Content
CLO 1	Introduction to Sales Management: Concept, Nature, Role of Sales Management in Marketing, Salesmanship, Specific Characteristics of a successful salesman, The Evolving Face of Personal Selling
CLO 2	Sales Organization: Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Planning for major customers and sales Budget
CLO 3	Personal Selling Process and Approaches: Personal Selling and Relationship Management - Selling to individuals & Institutions, Basics, Sales leads, Planning sales calls - Types of calls, – Building long term partnership by selling – Sales presentations, tools for personal selling, Sales Aids – Use of technology in sales effective selling techniques, Tele Marketing
CLO 4	Managing the Sales Force: Recruiting, Selection and Training of Sales force: Procedures and criteria extensively used as selection tools for recruiting and testing sales ability. Sales Force Job Analysis and Description
CLO 5	Areas of sales Training: Company Specific Knowledge, product knowledge Industry and

	Market Trend Knowledge, customers and technology – Relationship Selling Process and Customer education. Value added selling
CLO 6	Motivating the Sales Team: Motivation Programs - Sales Meetings, Sales Contests, Sales Compensating, (Monetary compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of compensation package. Supervising,
CLO 7	Evaluating Sales Force Performance and Controlling Sales activities: Sales Records and Reporting Systems, Improving Sales Productivity, Ethical and Legal Issues in Sales Management

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3			√									
CLO 4			√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to Sales Management	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Sales Organization	Lecture, PPT	
CLO 2	Personal Selling Process and Approaches	Lecture and Discussion	
CLO 3	Managing the Sales Force	Lecture and Discussion	
CLO 3	Areas of sales Training	Lecture and Discussion	
CLO 4	Motivating the Sales Team	Lecture and Revision	
CLO 4	Evaluating Sales Force Performance and Controlling Sales activities	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

- Forsyth, P. (Ed.). (1988). Sales Management Handbook. Gower Publishing Company, Limited.
- Ford, J. B., Honeycutt, E., & Simintiras, A. (2003). Sales management: A global perspective. Routledge.
- Hair Jr, J. F., Anderson, R., Mehta, R., & Babin, B. (2020). Sales force management. John Wiley & Sons.
- Johnston, M. W., & Marshall, G. W. (2013). Sales force management: Leadership, innovation, technology. Routledge.

MKT 0414-402: Supply Chain Management

1.	Course No. / Course Code	:	MKT 0414-402
2.	Course Title	:	Supply Chain Management
3.	Course Type	:	Major Course (Marketing)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course helps an organization to handle its competitors with provide the right products, quantity and condition to the right customer at the right place, time and cost. After completion of the course students will be able to describe and evaluate logistics and supply chain activities, role and process and related decision.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To develop an understanding of basic concepts and role of Logistics and supply chain management in business. • To develop analytical and critical understanding & skills for planning, designing and operations of supply chain. • To describe and Demonstrate integrate various supply chain strategies. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Identify fundamental supply chain management concepts.
CLO 2	Describe and apply the different levels of supply chain activities
CLO 3	Demonstrate align the management of a supply chain with corporate goals and strategies.
CLO 4	Apply knowledge to evaluate and manage an effective supply chain activities, role and process.

9. Course Content:

CLOs	Course Content
CLO 1	Introduction: Definition – Decision phases – Process view, Importance of supply chain, Flows, Supply chain performance: Achieving Strategic fit and scope – Supply chain Drivers and Obstacles, operations management and supply chain management, supply chain strategies
CLO 1	Logistics: The Logistics Of Business - The Logistical Value Proposition- The Work Of Logistics-Logistical Operating Arrangements - Flexible Structure – Supply Chain Synchronization
CLO 2	Modern Model of Supply Chain Management: The Supply Chain Revolution – Generalized Supply Chain Model – Supply chain and networks – Extended organization - Integrative Management – Responsiveness – Financial Sophistication – Globalization- Digital Business Transformation
CLO 2	Demand forecasting in a Supply Chain: Role of forecasting – Characteristics of Forecasts – Components of forecast – Basic approaches of demand forecasting – Forecasting in practice.
CLO 3	Sourcing Decisions in Supply Chain: Role of sourcing – Supplier scoring and assessment – Supplier selection and contracts Design collaboration – Procurement process – Making sourcing decisions in practice.
CLO 3	Transportation, Network design and Information technology in a supply chain: Transportation in a supply chain – Facility decisions: Network Design in a supply chain – Information Technology in a supply, Role of distribution in the supply chain – factors

	influencing distribution network design – Design options for a distribution network – Value of distribution in the supply chain.
CLO 4	Coordinating a supply chain and the role of E-business: Coordination in a supply chain – E-business and the supply chain – Financial evaluation of supply chain decisions.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3			√									
CLO 4			√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Logistics	Lecture	
CLO 2	Modern Model of Supply Chain Management	Lecture and Discussion	
CLO 2	Demand forecasting in a Supply Chain	Lecture and Discussion	
CLO 3	Sourcing Decisions in Supply Chain	Lecture and Discussion	
CLO 3	Transportation, Network design and Information technology in a supply chain	Lecture and Revision	
CLO 4	Coordinating a supply chain and the role of E-business	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

- Chopra, S., & Meindl, P. (2007). Supply chain management. Strategy, planning & operation. In Das summa summarum des management , Gabler.
- Monczka, R. M., Handfield, R. B., Giunipero, L. C., & Patterson, J. L. (2015). Purchasing and supply chain management. Cengage Learning.
- Taylor, D. A. (2003). Supply chains: A manager's guide. Pearson Education India.
- Wisner, J. D., Tan, K. C., & Leong, G. K. (2014). Principles of supply chain management: A balanced approach. Cengage Learning.

MKT 0414-403: International Marketing

1.	Course No. / Course Code	:	MKT 0414-403
2.	Course Title	:	International Marketing
3.	Course Type	:	Major Course (Marketing)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course provides an understanding of the scope and function of international marketing theory and practice. Also increases the difference between domestic and international marketing considering different strategies. After completion this course students will be able to identify and analyze opportunities, threats and related decisions within international marketing environment		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To gain a solid understanding of the theoretical and conceptual principles of International marketing; • To discuss how to develop and manage a strategic international marketing initiative • To provide students with insights into different issues in international marketing 		

8. Course Learning Outcomes (CLOs) :

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Develop an understanding of and an appreciation for basic international marketing concepts, theories, principles, and terminology.
CLO 2	Develop a global marketing strategy by applying the basic concepts of product, pricing, promotion, and channels of distribution in international settings.
CLO 3	Demonstrate an awareness and knowledge of the impact of environmental factors (cultural, economic, institutional, legal and political) on international marketing activities.
CLO 4	Identify international customers through conducting marketing research and developing cross-border segmentation and positioning strategies.

9. Course Content:

CLOs	Course Content
CLO 1	Introduction to International Marketing: Nature, scope and different complexities of International Marketing, International Marketing Environment, Basis of International Trade, Bangladesh and World Trade
CLO 2	Balance of Trade: Balance of Payments and Instruments of Trade Policy, Devaluation, evaluation, Appreciation & Depreciation, Export documents and procedure.
CLO 3	Concept of Free Trade and Regional Economic Groupings, Selection of Global Markets, Segmentation and Positioning, Product Planning, International PLC, Developing international Pricing Policies and Strategies for Export.
CLO 4	Market Entry and overseas distribution system, Overseas Market Research, Marketing Plan for Exports Multinationals and their role in International Marketing.
CLO 5	Management of Risks in international marketing, Instruments of Financial Transactions in international marketing, New Techniques (Joint Ventures, Sub Contracting & BOP) in international marketing.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2			√									
CLO 3	√											
CLO 4			√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to International Marketing	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Balance of Trade	Lecture	
CLO 2	Concept of Free Trade and Regional Economic Groupings	Lecture and Discussion	
CLO 3	Market Entry and overseas distribution system	Lecture and Discussion	
CLO 3	Management of Risks in international marketing	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

Joshi, R. M. (2005). International Marketing. Oxford University Press, USA..

Varshney, R. L., & Bhattacharyya, B. (1980). International marketing management: An Indian perspective. Sultan Chand & Sons.

MKT 0414-404: Marketing Research

1.	Course No. / Course Code	:	MKT 0414-404
2.	Course Title	:	Marketing Research
3.	Course Type	:	Major Course (Marketing)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course is designed to know the modern perspective of dynamic market and its nature of customer through marketing research. After completing this course student will be able to prepare the marketing research under systematic design, data collection, and interpretation and report writing to identify and solve any problem of an organization.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To define the basic concepts related to marketing research. • To demonstrate the marketing research process. 		

8. Course Learning Outcomes (CLOs) :

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Formulate, organize and conduct a marketing research project;
CLO 2	Apply and evaluate different sources of marketing information;
CLO 3	Apply and evaluate various data collection and data analysis techniques and methods;
CLO 4	Write a comprehensive market research report.

19 Course Content:

CLOs	Course Content
CLO 1	Introduction: Importance and Role of research in Marketing; the marketing research industry; Approaches to Marketing intelligence. Types of Market research; research approaches; significance of Market research, Market research process, criteria of good marketing research, problems encountered by marketing research in Bangladesh.
CLO 2	Marketing Research Design: Research design- Pre-test, Post-test, Control group and Solomon four group design, Causal Research; observation techniques, experiments and test markets
CLO 3	Data Collection: Primary and secondary data; Questionnaire Design and issues; Interviews; Comparative and noncomparative attitude measurement scaling techniques, sampling design: Sampling procedure, types of sampling, sample size determination.
CLO 4	Data Analysis and Interpretation: Analyzing qualitative data collected through interviews and open ended questions – salient features of different methods. Non-parametric tests: One Sample tests (Kolmogorov-Smirnov One Sample Test; Runs test for Randomness; One Sample Sign Test; chi-square test); Two Sample tests (Sign test; Median test; Mann-Whitney U test; Wilcoxon Matched-Pairs Signed Rank test); K Sample tests (Median test; Kruskal-Wallis Test); Multidimensional Scaling, Discriminant analysis.
CLO 5	Reporting the Results and Ethical Issues in Marketing Research: Preparing Marketing research report and presentation: written report, format of report, common problems in preparing report, the critical nature of report, Graphical presentation of reports. Ethical Issues: Ethical issues related clients, respondents, sampling, questionnaire design, reporting

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1				√								
CLO 2		√										
CLO 3				√								
CLO 4			√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Marketing Research Design	Lecture	
CLO 2	Data Collection	Lecture and Discussion	
CLO 3	Data Analysis and Interpretation	Lecture and Discussion	
CLO 3	Reporting the Results and Ethical Issues in Marketing Research	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

Bradley, N. (2007). Marketing Research: Tools & Techniques. Oxford University Press, USA.
 Hair Jr, J. F., Bush, R. P., & Ortinau, D. J. (2003). Marketing Research. McGraw-Hill/Irwin.
 Malhotra, N., Hall, J., Shaw, M., & Oppenheim, P. (2006). Marketing Research: An Applied Orientation. Pearson Education Australia.
 Schindler, P. S., & Cooper, D. R. (2006). Marketing Research. Tata McGraw-Hill Education.
 Tull, D. S., & Hawkins, D. I. (1984). Marketing Research: Measurement and Method: A Text with Cases. Macmillan Publishing Company.

MKT 0414-405: Brand Management

1.	Course No. / Course Code	:	MKT 0414-405
2.	Course Title	:	Brand Management
3.	Course Type	:	Major Course (Marketing)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course is designed to develop the necessary concepts, theories, techniques and skills for creating and managing the perceived value of a product which creates an assortment of memories in customers mind. It enhances the students' ability to spread on creative and critical strategies and tactics involved in developing, positioning, leveraging, managing a brand, measuring and sustaining brand equity for brand management professionals.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To providing the students with the conceptual framework of brand management. • To provide best deal to customers in terms of utility value compared to competitors. • To produce, promote and distribute goods that are attractive to consumers. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Provide an understanding of the meanings of brand in alternative ways.
CLO 2	Enhance students' ability to apply creative and critical strategies and tactics involved in developing, positioning, leveraging, managing a brand, and measuring its value.
CLO 3	Provide the appropriate concepts, theories and techniques related to the important issues in brand management operations.

CLO 4	Demonstrate on specific issues including the development and positioning of new brands and brand extensions, managing brand portfolios, naming brands, design and aesthetics, managing brands across boundaries, accounting for brands, legal aspects and public policy issues.
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9. Course Content:

CLOs	Course Content
CLO 1	Product Management: Product Development, Product focused organization; Market focused organization, Factors influencing design of the product, Changes affecting product management
CLO 2	Developing Product Strategy: Setting objectives & alternatives, Product strategy over the life-cycle, Customer analysis, Competitor analysis, Design of manufacture, New product development
CLO 2	Market Potential & Sales Forecasting: Forecasting target market potential and sales, Methods of estimating market and sales potential, Sales forecasting, planning for involvement in international market
CLO 3	Brand & Brand Management: Commodities Vs Brands, The role of brands, The brand equity concept, Brand Equity Models – Brand Asset Valuation, Aaker Model, BRANDZ, Brand Resonance. Building Brand Equity, Brand Identity and Brand image
CLO 3	Brand Leveraging & Brand Performance: Establishing brand equity management system, measuring sources of brand equity and consumer mindset, Co-branding, celebrity endorsement
CLO 4	Brand Positioning & Brand Building: Brand knowledge, Brand portfolios and market segmentation, Steps of brand building, Identifying and establishing brand positioning, Defining and establishing brand values
CLO 4	Designing & Sustaining Branding Strategies: Brand hierarchy, Branding strategy, Brand extension and brand transfer, Managing brand over time
CLO 4	Measuring Brand Equity: Brand Value chain, Brand Audits, Brand Tracking, Brand Valuation
CLO 3	Managing Brand Equity: Brand Reinforcement, Brand Revitalization, and Brand Crisis

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3			√									
CLO 4			√									
CLO 5												

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Product Management	Lecture and Discussion	Class Attendance, Assignment, Presentation,
CLO 1	Developing Product Strategy	Lecture	
CLO 2	Market Potential & Sales	Lecture and Discussion	

	Forecasting		Quiz, Class Test Tutorial, Midterm Final Exam
CLO 3	Brand & Brand Management	Lecture and Discussion	
CLO 3	Brand Leveraging & Brand Performance	Lecture and Discussion	
CLO 4	Brand Positioning & Brand Building	Lecture and Revision	
CLO 4	Designing & Sustaining Branding Strategies	Lecture and Revision	
CLO 5	Measuring Brand Equity	Lecture and Discussion	
CLO 5	Managing Brand Equity	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

- Keller, K. L., & Swaminathan, V. (2019). Strategic Brand Management: Building, Measuring, and Managing Brand Equity. London: Pearson.
- Kotler, P. (2009). Marketing management: A south Asian perspective. Pearson Education India.
- Brown, S. (2016). Brands and Branding. Sage.
- Sengupta, S. (2005). Brand Positioning: Strategies for Competitive Advantage. Tata McGraw-Hill Education.

MKT 0414-406: Strategic Marketing

1.	Course No. / Course Code	:	MKT 0414-406
2.	Course Title	:	Strategic Marketing
3.	Course Type	:	Major Course (Marketing)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course examines the scope, effects, development and implementation of integrated marketing strategy by providing a framework to identify and evaluate strategic options and programs for organization. It practices competitive strategies which arising from frequent changes of the demand of consumers, new technology and globalization. After completing this course, student will be able to forecast the demand of consumers, evaluate key marketing theory, concepts, research and current practice, relationships with customers relationships with channels of distribution, , competitive analysis, financial models for marketing strategists, strategic assessment of offerings , portfolio models, marketing strategy implementation systems.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To explore issues in strategic marketing decision making and planning; • To introduce some of the practical tools enabling development, evaluation and implementation of effective marketing strategies; • To provide theories, frameworks and examples relating to the management of critical aspects of strategic marketing activity 		

8. Course Learning Outcomes (CLOs) :

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Integrate marketing theory, prior practice and prior learning into the strategic marketing environment

CLO 2	Communicate effectively in oral and written forms about marketing strategy using appropriate concepts, logic and rhetorical conventions.
CLO 3	Ability to collect, process, and analyze consumer and market data to make informed decisions.
CLO 4	Ability to formulate and implement traditional and digital marketing and communications strategies.

9. Course Content:

CLOs	Course Content
CLO 1	Marketing Strategy: An Overview Strategic Marketing Management : Concept, Characteristics and Trends; Marketing Issues at Different Levels of Strategy; Marketing's Role in Formulating and Implementing Strategies; Process of Formulating and Implementing Marketing Strategy.
CLO 3	Strategic Analysis: Understanding market opportunities - Customer Analysis; Competitor Analysis; Market Analysis; Environmental Analysis and dealing with strategic uncertainties, Internal Analysis.
CLO 2	Decisions in Marketing Strategy: Corporate objectives and growth strategies - their marketing implications; Business strategies and their impact on marketing strategy; Identification and selecting market segments;
CLO 4	Differentiation strategy: concept, importance and sources; Positioning: types, process and analytical tools for positioning decisions
CLO 3	Markets and Marketing Strategy: Marketing strategies for new market entries, growth markets, mature and declining markets and new economy.
CLO 4	Implementation and the Planning Process: Designing appropriate structures and process of implementing different strategies; Marketing plans; Marketing metrics – Process of designing marketing metrics, strategic monitoring systems and marketing metrics.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3		√										
CLO 4			√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Marketing Strategy	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Strategic Analysis	Lecture	
CLO 2	Decisions in Marketing Strategy	Lecture and Discussion	
CLO 3	Differentiation strategy	Lecture and Discussion	
CLO 3	Markets and Marketing Strategy	Lecture and Discussion	
CLO 4	Implementation and the Planning Process	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

- Aaker, D. A., & Moorman, C. (2017). Strategic market management. John Wiley & Sons.
- Andreasen, A. R., Kotler, P., & Parker, D. (2008). Strategic marketing for nonprofit organizations.
- Mullins, J. W., Walker, O. C., Boyd, H. W., & Larréché, J. C. (2007). Administración del marketing. McGraw Hill.

MKT 0414-407: E-Marketing

1.	Course No. / Course Code	:	MKT 0414-407
2.	Course Title	:	E-Marketing
3.	Course Type	:	Major Course (Marketing)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course is focused on e-marketing, online consumer behavior and the related work of business operations in the virtual world. This course will also help to innovate and adapt new technology for shifting consumer attitudes to online experiences, and evaluating these for business through a marketing lens. Upon successful completion, students will be able to identify, describe, recommend and evaluate online marketing techniques and tools for virtual business success.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To introduce students to the interactive methods of marketing using a digital platform including social media, web-based and advanced global marketing techniques. • To explain how electronic marketing affects the elements of the marketing mix, i.e. product, place, price and promotion. • To discover how businesses create and use customer relationships to determine value through electronic marketing. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Discuss the impact of the Internet on direct marketing.
CLO 2	Explain how electronic marketing affects the elements of the marketing mix, i.e. product, place, price and promotion.
CLO 3	Discover how businesses create and use customer relationships to determine value through electronic marketing.
CLO 4	Demonstrate a clear understanding of major marketing concepts in writing and orally using proper business communications techniques.

9. Course Content:

CLOs	Course Content
CLO 1	Principles and Drivers of New Marketing Environment - Digital Media Industry - Reaching Audience Through Digital Channels- Traditional and Digital Marketing - Introduction to Online Marketing Environment - Dotcom Evolution - Internet Relationships - Business in Modern Economy - Integrating E-Business to an Existing Business Model – Online Marketing Mix - Mobile Marketing - Digital Signage.

CLO 3	Purchase Behavior of Consumers in Digital Marketing Format – Online Customer Expectations - Online B2C Buying Process - Online B2B Buying Behavior -Website Designing - Website Content - Forms of Search Engines – Working of Search Engines - Revenue Models in Search Engine Positioning – SEO - Display Advertising - Trends.
CLO 2	Product Attributes and Web Marketing Implications - Augmented Product Concept - Customizing the Offering - Dimensions of Branding Online - Internet Pricing Influences - Price and Customer Value - Online Pricing Strategies and Tactics – Time-based Online Pricing - Personalized Pricing - Bundle Pricing.
CLO 4	Internet Enabled Retailing - Turning Experience Goods into Search Goods - Personalization through Mass Customization - Choice Assistance - Personalized Messaging - Selling through Online Intermediaries – Direct to Customer Interaction - Online Channel Design for B2C and B2B Marketing.
CLO 4	Integrating Online Communication into IMC Process - Online Advertising – Email Marketing - Viral Marketing - Affiliate Marketing – Participatory Communication Networks - Social Media Communities – Consumer Engagement - Co-Created Content Management-Interactive Digital Networks - Customer – Led Marketing Campaigns- Legal and Ethical aspects related to Digital Marketing.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3			√									
CLO 4									√			

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Principles and Drivers of New Marketing Environment	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 3	Purchase Behavior of Consumers in Digital Marketing Format	Lecture	
CLO 2	Product Attributes and Web Marketing Implications	Lecture and Discussion	
CLO 4	Internet Enabled Retailing	Lecture and Discussion	
CLO 4	Integrating Online Communication into IMC Process	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

- Frost, R. D., & Strauss, J. (2016). E-Marketing. Routledge.
 Smith, P. R., & Chaffey, D. (2008). E-Marketing Excellence. Routledge.
 Strauss, J., & Frost, R. (2011). E-Marketing. Prentice hall press.

MKT 0414-408: Consumer Behavior

1.	Course No. / Course Code	:	MKT 0414-408
2.	Course Title	:	Consumer Behavior
3.	Course Type	:	Major Course (Marketing)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: After completion of the course students will be able to introduce the theory of consumer behavior and relates it to the practice of marketing. It will present relevant material drawn from psychology, anthropology, social and behavioral sciences within the framework of the consumer decision process. Study in this course will encourage students to examine individual and group decision-making, buying experiences and the interrelationships between the individual consumer, consumption practices and lifestyle activities, Formulate and Distinguish the psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products) and how marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To demonstrate an understanding of the impact of various social variables, such as culture, subcultures, family/household and reference groups, on consumers' purchasing patterns. • To identify the many factors that impact the purchase decision, including psychological, sociological, cultural and economic in the consumer product/services market. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Demonstrate the consumer's behavioral perspective like family, group, reference group, social class, attitudes, personality and its marketing impact.
CLO 2	Demonstrate how knowledge of consumer behavior can be applied to marketing.
CLO 3	Develop a critical appreciation of the existing research into consumer behavior.
CLO 4	Formulate and Distinguish the psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products) and how marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

9. Course Content:

CLOs	Course Content
CLO 1	Introduction: Definition of consumer behavior – Relevance of consumer behavior- Relationship between consumer behavior and marketing strategy– Consumer behavior research – Consumer decision process- Price and customers' perception of value – Multidimensional role of pricing on buyer's perception.
CLO 3	Consumer Analysis: Conceptual frame work- Affect and cognition- Behavior, Environment, Levels of consumer analysis, Wheel of consumer analysis, Cognitive processing, model of consumer decision making, consumer product knowledge and involvement, Means-end chains of product knowledge, Felt involvement, Attitudes and Intentions, Problem solving process in purchase decision.
CLO 1	Introduction to Behavior: Cognitive versus behavior views, Classical and operant

& 2	conditioning, Vicarious learning, Analyzing consumer behavior, Sequential model of consumer behavior, Consumer behavior management model.
CLO 1	Introduction to Environment: The environments and its types, Cultural and cross-cultural influences, Subculture and social class, Reference group and family.
CLO 2	Market Segmentation and Product Positioning: Analyze consumer product relationship, Investigate segmentation bases, Develop product positioning strategy, select segmentation strategy, design marketing mix strategy,
CLO 4	Consumer behavior and Marketing strategy: Consumer behavior and product strategy, Product affect and cognitions, product behavior, product environment, Consumer behavior and promotion strategy, Consumer behavior and pricing strategy, Consumer behavior and channel strategy.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1		√										
CLO 2		√										
CLO 3			√									
CLO 4		√	√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 3	Consumer Analysis	Lecture	
CLO 1 & 2	Introduction to Behavior	Lecture and Discussion	
CLO 1	Introduction to Environment	Lecture and Discussion	
CLO 2	Market Segmentation and Product Positioning	Lecture and Discussion	
CLO 4	Consumer behavior and Marketing strategy	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

Engle, J. F., Blackwell, R. D., & Miniard, P. W. CHAPTER-IV THEORIES ON CONSUMER BEHAVIOUR.
 Peter, J. P., Olson, J. C., & Grunert, K. G. (1999). Consumer Behaviour and Marketing Strategy, London, UK: McGraw-Hill.
 Wilkie, W. L. (1986). Consumer Behavior. John Wiley & Sons.

MKT 0414-409: Societal Marketing

1.	Course No. / Course Code	:	MKT 0414-409
2.	Course Title	:	Societal Marketing
3.	Course Type	:	Major Course (Marketing)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: To create a better image in the society for the company than it's competitors. To carry out its social responsibilities. Developing community awareness towards its brands. To carry out its social responsibilities.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To provide an introduction to the fundamentals of social Marketing • To creates brand awareness among people and the community. • To apply the principles of commercial marketing to social change • To adapt, adopt and implement marketing for social change to present solutions for social problems to the market 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Demonstrate an understanding of the role and structures of social and digital media conversations in the context of marketing.
CLO 2	Examine methodologies for social and digital media data collection and its implications.
CLO 3	Create effective social media marketing strategies for various types of industries and businesses.
CLO 4	Evaluate a company's current situation, isolate social media issues and provide solutions by identifying appropriate social media marketing portals to influence consumer and improve the company's reputation.

9. Course Content:

CLOs	Course Content
CLO 1	Introduction: Concept of social marketing, Steps in the strategic marketing planning process, Tips for success
CLO 2	Determining research needs and options, Choosing a purpose and focus for your plan and conducting situation analysis, Segmenting, evaluating and selecting target audiences, Setting behavioral goals and objectives, Identifying barriers, benefits, the competition and influential others, Crafting a desired positioning
CLO 3	Creating a product platform, Price: determining monetary and non-monetary incentives, Place: Making access convenient and pleasant, Promotion: Deciding on messages, messengers, and creating strategies, Selecting communication channels
CLO 4	Developing a plan for monitoring and evaluation, Establishing budgets and finding funding, Creating an implementation plan and sustaining behavior

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2				√								
CLO 3			√									
CLO 4			√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Determining research needs and options	Lecture	
CLO 3	Creating a product platform & Price	Lecture and Discussion	
CLO 4	Developing a plan for monitoring and evaluation	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

- Donovan, R. J., & Henley, N. (2003). Social Marketing: Principles and Practice. Melbourne: IP communications.
- Kotler, P. T., & Lee, N. R. (2009). Up and out of poverty: The Social Marketing Solution. Pearson Prentice Hall.
- Kotler, Ph., Lee, N., Cheng, H., Kotler, P., & Lee, N. (Eds.). (2011). Social Marketing for Public Health: Global Trends and Success Stories. Jones & Bartlett Learning.

MKT 0414-410: Integrated Marketing Communication

1.	Course No. / Course Code	:	MKT 0414-410
2.	Course Title	:	Integrated Marketing Communication
3.	Course Type	:	Major Course (Marketing)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: Integrated marketing communication has four primary objectives: creating brand awareness, generating product interest, increasing the desire for products and prompting action in the form of a sale.		
7.	Course Objectives: The objectives of this course are: Help students understand the principles and practices of marketing communications, Provide a managerial framework for integrated marketing communications planning.		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Comprehend a company and its marketing communications activities
CLO 2	Outline the nature of IMC and describe its environment
CLO 3	Describe the various control mechanisms to evaluate activities.
CLO 4	Evaluate creative strategies in the light of given marketing objectives and strategies

9. Course Content:

CLOs	Course Content
CLO 1	Marketing communication: functional areas of marketing communication; integrated marketing communication; types of advertising agencies; media partners and their role; compensating the advertising agencies; agency evaluation; brands-its meaning; creating and maintaining the brand; selecting desired brand position; developing brand identification; creating a brand image; creating and maintaining brand relationship with customers; brand-customer touch points; prospects and customers; AIDA model; think/feel/do models; brand decision making process; attitude formation and attitude change; brand likeability.
CLO 2	Campaign planning: IMC planning process; internal marketing; segmenting and targeting; types of segmentation; message and profitability targeting; digitization of brand information; customer database; building relationship through data management; developing creative message strategy; process of developing IMC message strategy; methods of getting creative ideas; brand-message execution; copywriting; writing for print and electronic media; print layout and design; executional and strategic consistency.
CLO 3	Media classification; media strength and weakness; wireless communication; e-mail marketing; website marketing; integrating online brand communication; media planning; consumer sales promotion; sales promotion tools; determining consumer sales promotion strength and limitations of sales promotion; trade promotion; trade promotion for new products and existing brands; trade promotion strategies; objectives of co-marketing communication.
CLO 4	Personal selling objectives and strategies; personal selling process; defining public relations; limitation of brand publicity; brand publicity tools; corporate image and reputation; mission and cause marketing; crisis communication; interactive and personal dimension of direct marketing; method of direct marketing; event marketing; trade shows and other participation events; sponsorships; strengths and customer service; objectives and strategies of customer service; social, economic and ethical issues in IMC; evaluation and measurement of brand messages measurement and evaluation methods.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3		√										
CLO 4			√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Marketing communication	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Campaign planning	Lecture	
CLO 3	Media classification	Lecture and Discussion	
CLO 4	Personal selling objectives and strategies	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

- Belch, G. E., & Belch, M. A. (2004). Advertising and Promotion: An Integrated Marketing Communications Perspective 6th. New York: McGraw-Hill.
- Clow, K. E. (2013). Integrated Advertising, Promotion and Marketing Communications, 4/e. Pearson Education India
- Jaishri, J., & Shruti, J. 2009, Advertising Management.
- Shah, K. (2014). Advertising and Integrated Marketing Communications. Tata McGraw-Hill Education.

MKT 0414-411: Services Marketing

1.	Course No. / Course Code	:	MKT 0414-411
2.	Course Title	:	Services Marketing
3.	Course Type	:	Major Course (Marketing)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: Modern business perspective, the pivotal course is designed for understanding the service product, industry ,concepts and the related strategies. Better quality& price, service excellence, CRM, managing service model and related marketing application are the learning variables of this course.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To acquaint students with the unique characteristics of ‘services’ and the managerial implications. • To develop essential knowledge on the components of the “services marketing mix” (four P’s and three additional P’s) and relate them to managing service quality. • To understand the process and develop skills to evaluate the customer experience and service quality of an organization and develop solutions designed to build competitive advantage. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Explain the nature and scope of services marketing and present about this in a professional manner.

CLO 2	Use critical analysis to perceive service shortcomings with reference to ingredients to create service excellence
CLO 3	Explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people.
CLO 4	Design service quality measurements to build customer loyalty and evaluate the effectiveness and efficiency of customer service offerings.

9. Course Content:

CLOs	Course Content
CLO 1	Nature & Scope: Concept of services , importance, Goods & Services marketing, Emergence & Reasons for growth of service sector in Bangladesh, Characteristics of services, Classifications of services, Environment of Service Marketing (Micro as well as Macro)
CLO 3	Understanding Customers: Concept of CRM, Relationship management in practice, Segmenting, Targeting & Positioning various services
CLO 1 & 2	Product: Product differentiation, product levels, Pricing of services- pricing concepts, pricing strategies for services, use of differential pricing, Place-Service distribution, components of service delivery system, potential management, problems associated, with services delivery
CLO 4	Promotion: Advertising, Sales Promotion & Personal Selling in service industry, People- Importance of people in service marketing. role of various people involved, Physical Evidence-concept of Physical Evidence, importance, types of Physical Evidence in various services Process-concept, types of process, Role of process in various services
CLO 3	Service Models: Service quality Gap Model, Gronross Model of service quality (Internal marketing, external marketing and Interactive marketing). Challenges in Marketing of services Application of Service Marketing to Hospitals, Educational Institutions, Tourism Industry.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√									√		
CLO 2		√										
CLO 3	√				√							
CLO 4							√				√	

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Nature & Scope	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid
CLO 1	Understanding Customers	Lecture	
CLO 2	Product	Lecture and Discussion	
CLO 3	Promotion	Lecture and Discussion	

CLO 3	Service Models	Lecture and Discussion	Term Examination/ Final Examination
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12. Learning Materials

12.1 Recommended Readings:

Apte, G. (2004). Services Marketing. Oxford University Press, USA.

Jha, S. M. (2000). Services Marketing. Himalaya publishing house.

Shanker, R. (2002). Services Marketing. Excel Books India.

Major in Management Studies

MGT 0413-401: Management Thought

1.	Course No. / Course Code	:	MGT 0413-401
2.	Course Title	:	Management Thought
3.	Course Type	:	Major Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course aims not only to produce business professionals but also make sense of their world experiences. This course helps students to learn the basic of management theory that is a coherent group of assumptions put forth to explain the relationship between two or more observable facts. So the students will be able to communicate efficiently and thus move into more and more complex relationships with other people. These management theories make it possible indeed and challenge the upcoming business professionals to keep learning about our world.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To highlights the origin and development of management, the thought of pioneers in this field and various traditional and modern theories of management. • To can enrich students managerial skills and apply them in workplace. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Analyze the origin and development of management.
CLO 2	Identify the contribution of FW Taylor and Henri Fayol to management thought
CLO 3	Explain the contribution of behavioral and system scientists in management thought
CLO 4	Evaluate the different schools of management thought and their contributions and limitations
CLO 5	Explain the management in developing countries with special reference to Bangladesh.

9. Course Content:

CLOs	Course Content
CLO 1	Origin and Development of Management -Industrial revolution and management-Management as a profession-Scientific method and management science.
CLO 2	Contribution of F W Taylor to Management Thought - Scientific management, Features of Scientific management, Contribution of F W Taylor to Management Thought
CLO 2	Contribution Henri Fayol to Management Thought - Contribution of Henri Fayol to Management Thought, General principles of management.
CLO 3	Contribution of Behavioral Scientists -Hawthorne experiment and Elton Mayo-Introduction to the works of Argyris McGregor and Likert.
CLO 3	Contribution of Systems Scientists -Business managers and public administrations-Models-Formal and informal organisations.
CLO 4	Different Schools of Management Thought -Management theory Jungles-Problems of semantics.
CLO 5	Management in developing countries with special reference to Bangladesh in the light of the different schools of management thought -Effects of colonialism-Planned

economic development and management-Socio-cultural influence-Management development institutions in Bangladesh.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3	√											
CLO 4		√	√									
CLO 5	√											

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Origin and Development of Management	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Contribution of F W Taylor to Management Thought	Lecture	
CLO 2	Contribution Henri Fayol to Management Thought	Lecture and Discussion	
CLO 2	Contribution of Behavioral Scientists	Lecture and Discussion	
CLO 2	Contribution of Systems Scientists	Lecture and Discussion	
CLO 4	Different Schools of Management Thought	Lecture and Revision	
CLO 4	Management in developing countries	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

George, Claude S. (2013). *History of Management Thoughts*. N.J., Prentice-Hall
Singh, R.N. (2017). *Management Thought and Thinkers*. Sultan Chand Publication.

MGT 0413-402: Project Management

1.	Course No. / Course Code	:	MGT 0413-402
2.	Course Title	:	Project management
3.	Course Type	:	Major Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course aims to provide the opportunity to the students to develop an understanding to Manage the scope, cost, timing, and quality of the project at all times focused on project		

	success. With the help of this course the students also can implement general business concepts, practices, and tools to facilitate project success in future. They can also appraise the role of project management in organization change.
7.	<p>Course Objectives: The objectives of this course are:</p> <ul style="list-style-type: none"> • To identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in consultation with stakeholders. • To implement project management knowledge, processes, lifecycle and the embodied concepts, tools and techniques in order to achieve project success. • To adapt technology tools for communication, collaboration, information management, and decision support. • To implement general business concepts, practices, and tools to facilitate project success.

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLO	Course Learning Outcomes (CLOs)
CLO 1	Define and describe project, types of projects, types of project, functions of project management, Qualities, Functions and responsibilities of a project manager
CLO 2	Explain how a project can be formed and appraised
CLO 3	Comprehend steps in project planning and scheduling along with different types of chart
CLO 4	Analyze the techniques involved in project implementation, monitoring, evaluation and termination
CLO 5	Evaluate the initiation, evaluation, approval, implementation and monitoring procedures of development projects in Bangladesh

10. Course Content:

CLOs	Course Content
CLO 1	Introduction: Concept of Project, Feature and types of Project, Project Cycle, Concept of Project Management, Elements and functions of Project Management, Importance and Challenges of Project Management Qualities, Functions and responsibilities of a project manager
CLO 2	Project Formulation and Appraisal: Concept of Project Formulation, Stages of Project Formulation, Problem of Project Formulation, Problem of Project formulation, Financial Feasibility Study-PBP, NPV, IRR, Project appraisal, Cost Benefit Analysis (SCBA)
CLO 3	Project Plan: Concept, Steps, Importance, Failure of Project Plan
CLO 4	Project Schedule: Concept, Steps to successful schedules, Objectives of scheduling, Scheduling Tools, Gantt Charts, Network Techniques- Critical Path Method (CPM), PERT
CLO 5	Project Cost Estimation: Concept, Tools and Techniques for Cost Estimation Financial Analysis: Pricing Project Costs and Benefits.
CLO 6	Project Risk Analysis: Definition of Risks, Types of project risks, Techniques of measuring risks, Managing Project risks
CLO 7	Project Implementation: Concept, Steps in Project Implementation, Impediment to Project Implementation, Guideline to effective Project Implementation
CLO 8	Monitoring, evaluation and termination of Project: Techniques of monitoring, precondition of effective monitoring, Methods of Evaluation, different status of project termination
CLO 9	Project Management in Bangladesh: Procedures of preparation and approval of development projects in Bangladesh, Organization and functions of planning commission, ECNEC and IMED, Problems of Project implementation in Bangladesh

11. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√	√									
CLO 3			√									
CLO 4						√			√			
CLO 5	√											

14. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to project management	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Project Formulation and Appraisal	Lecture	
CLO 2	Project Plan	Lecture and Discussion	
CLO 3	Project Schedule	Lecture and Discussion	
CLO 3	Project Cost Estimation	Lecture and Discussion	
CLO 4	Project Risk Analysis	Lecture and Revision	
CLO 4	Project Implementation	Lecture and Revision	
CLO 5	Monitoring, evaluation and termination of Project	Lecture and Discussion	
CLO 5	Project Management in Bangladesh	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

- Goel, B. B. (2002). *Project Management*. Deep & Deep Publications,
Meredith, Jack R. and Samuel J. Mantel Jr. (2008). *Project Management: A Managerial Approach*, (7th edition). Wiley and Co.
Skylark Chadha. (2006). *Managing Projects in Bangladesh: A Scenario Analysis of Institutional Environment for Development Projects* (2nd Revised edition). The University Press Limited.

MGT 0413-403: Industrial Relations

1.	Course No. / Course Code	:	MGT 0413-403
2.	Course Title	:	Industrial Relations
3.	Course Type	:	Major Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course This course aims to equip students with a perspective of industrial relations and collective bargaining. It will cover IR systems, the external environment affecting IR, management and trade union activity at the strategic, functional and workplace levels, collective bargaining,		

	industrial democracy.
7.	<p>Course Objectives</p> <p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To provides a framework of concepts and knowledge for understanding and analyzing approaches to industrial relations. • To create congenial, conducive climate, healthy environment, enabling organizational culture. • To safeguard the interests of both workers and management. • To give a big insight on how to deal with workers and unions so that harmonious co-existence is possible.

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Demonstrate descriptive knowledge of the field of industrial relations.
CLO 2	Apply the essential concepts of industrial relations and their interrelationship at the personal, organizational and national levels.
CLO 3	Recognize and consider the social, historical and equity issues within industrial relations.
CLO 4	Investigate solutions to industrial relations problems based on research and assessment of current practices.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Concept of Industrial Relations, Industrial Relation System, Actors in the IR system, Scope-Importance-Objectives of IR, Determinant-Socio-Economic, Technical, Political factors affecting IR in changing Environment, Approaches to IR
CLO 1	Trade Union: Definition of Trade Union, Objectives of Trade Union, Reasons for joining Trade Union, Reasons for not joining Trade Union, Impact of Trade Union upon the management, Requirements for Registration of Trade Union, Cancellation of registration, Impact of globalization on Trade union movement.
CLO 3	Industrial Dispute: Meaning, Causes, Forms of Industrial Disputes, Rules regarding Strike and Lock-out, Types of Strikes
CLO 4	Industrial Relation Mechanism to solve Industrial Dispute: Settlement of Industrial Disputes, Labor Court, Procedure and powers of labor courts in trial of offences, Procedure and power of Labor courts in any matter other than trial of offences, Labor appellate tribunal
CLO 3	Collective Bargaining: Meaning, Characteristics, Need, Importance, Essential Conditions for Success of Collective Bargaining, Process of Collective Bargaining, Causes for Failure of Collective Bargaining, Options in Case of Collective Bargaining, Concept of CBA, Determination of CBA, Functions of CBA
CLO 4	Workers Participation in Management: Concept, Pre-Requisites, Levels Of Participation, Benefits of Participation
CLO 3	ILO : History, Objectives, Principles, Organizational
CLO 4	Globalization: Impact of Globalization and Information Technology on IR
CLO 4	Human Resource Development: Role of Human Resource Development in Developing Industrial Relation- Industrial Relation Democracy, Industrial peace

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2									√			
CLO 3						√						
CLO 4				√								

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Trade Union	Lecture and Discussion	
CLO 3	Industrial Dispute	Lecture and Seminar	
CLO 4	Industrial Relation Mechanism to solve Industrial Dispute	Lecture and Discussion	
CLO 3	Collective Bargaining	Lecture and Discussion	
CLO 4	Workers Participation in Management	Lecture and Discussion	
CLO 3	ILO	Discussion	
CLO 4	Globalization	Lecture and Discussion	
CLO 4	Human Resource Development	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

- Nimalathasan, B. (2012). Human Resource Management and Industrial Relations. *South Asian Journal of Management*, 19(4), 140.
- Taher, M. A., & Islam, M. A. Prof. Dr. Abdul Awal Khan. Khan (2013) Human resource management and industrial relations, Abir Publication
- Verma, P. (1990). Management of Industrial Relations.

MGT 0413-404: Conflict Management and Negotiation Skills

1.	Course No. / Course Code	:	MGT 0413-404
2.	Course Title	:	Conflict Management and Negotiation Skills
3.	Course Type	:	Major Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course : Organizations are constantly changing in order to improve their competitive position, but this does not, of course, mean that our organizations are learning to manage conflict more effectively. Conflict is an inevitable part of human existence also. To manage conflict the relationship at work and in any human interaction is simply important		

7.	<p>Course objectives</p> <p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To enable the students to know the influence of the various types of conflicts within the organizations. • To help students to know about conflict, how to deal with conflict, stages of conflict and the factors that influence the conflict. • To help students to know how to manage conflict in an organization and conflict resolution process. • To describe negotiation and its different issues in an organization.
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8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Recognize conflict, how to deal with the conflict, classification of conflict, and factors that influence conflict.
CLO 2	Find out how to manage the conflict effectively in the interest of organizations
CLO 3	Explore the nature, pattern, source and reasons of conflict in the organization.
CLO 4	Recognize negotiation process, stages, and techniques of negotiation.

9. Course Contents:

CLOs	Course Contents
CLO 1	Conflict management-An Overview: Conflict-Dealing with conflict-Conflict and competition-Stages of conflict-Classification of conflict-Sources of conflict-Influencing factors of conflict-Conflict management design
CLO 1	Intrapersonal and Interpersonal Conflict, Intergroup and Intergroup Conflict: Reaction to intense conflict situation-Functional and dysfunctional aspect of conflict.
CLO 2	Conflict Management Design: Contingency approaches-Conflict management process-Types of interface-Importance of conflict at interfaces.
CLO 3	Organizational Conflict: Nature of conflict-Pattern conflict-Sources of conflict-Reasons of conflict in organization.
CLO 2	Managing Conflict: Awareness and conceptualization –Reality approximation process, Preparatory framework of choice-Evaluating choice analysis-Intervention process to solve conflict.
CLO 2	Conflict Resolution Process: Conflict Resolution behavior-Factors influencing choice resolution –pre contract preparation-The explanatory meeting-Initial contract-Third party attribute
CLO 4	Negotiation: Definition–Process-Stages of negotiation-Techniques of negotiation-Traditional negotiation approaches in organization-Contemporary negotiation skills-Role of communication in handling conflict-Negotiation and authority-Effects of power in negotiation.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2						√						

CLO 3		√										
CLO 4								√				

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Conflict management-An Overview	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Intrapersonal and Interpersonal Conflict, Intragroup and Intergroup Conflict	Lecture and Seminar	
CLO 2	Conflict Management Design	Lecture and Group Discussion	
CLO 3	Organizational Conflict	Lecture and Discussion	
CLO 2	Managing Conflict	Lecture and Discussion	
CLO 2	Conflict Resolution Process	Lecture and Seminar	
CLO 4	Negotiation:	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

- Lewicki, R. J., Saunders, D. M., Minton, J. W., Roy, J., & Lewicki, N. (2011). *Essentials of negotiation* (p. 304). Boston, MA, USA:: McGraw-Hill/Irwin.
- Proksch, S. (2016). *Conflict management*. Springer.
- Rahim, M. A. (2017). *Managing conflict in organizations*. Routledge.

MGT 0413-405: Organizational Development and Change

1.	Course No. / Course Code	:	MGT 0413-405
2.	Course Title	:	Organizational Development and Change
3.	Course Type	:	Major Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: In global & competitive market, change & development become the strategy & objective of business & management. Managers & entrepreneurs take care of change in market & technology and develop their organizations to serve the objective of businesses.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> To make the students understand the nature of change in business & OD process. To learn intervention design in human process & structure, & managing change, study HR & strategic change interventions. Know special application of OD & its socio-economic & ecological outcomes. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLO	Course Learning Outcomes (CLOs)
CLO 1	Explore organization development, and nature of planned change.
CLO 2	Analyze the process of organization development.
CLO 3	Explain the interpersonal, group and organization process approaches in organizational change.
CLO 4	Comprehend technological intervention, resource intervention and strategic change interventions in organization change.
CLO 5	Evaluate the organization development for economic, ecological, and social outcomes and organizational development in nonindustrial settings.

9. Course Content:

CLOs	Course Content
CLO 1	Organizational Change: Meaning- Necessity for Change- Classification of change-factors affecting change-Model of Organizational change- Kurt Lewin Three Stage Model and Force Field Analysis- Systems theory, Stage models, Burke-Litwin model, Porras and Robbortson. Change Agent-Role and Skills of a change Agent.HR Role as change agent, Resistance to Change and minimizing the resistance: Impact of change on Human Resources Planning; quality consciousness as an emerging catalyst for change
CLO 1 & 2	Organizational development: Overview of organization development, Concept and evolution-nature and characteristics of Organizational development - First order and second order Change -Foundations of Organizational Development: Conceptual frame work of OD –Action Research Model-Positive Model-John Kotter’s eight-stage process Model, Parralel learning structures- Process of organizational development – Organizational Diagnosis.
CLO 3	Human Process Interventions: Interpersonal and Group, Process Approaches-Organization Process, team building; organizational confrontation meeting, coaching and mentoring, role focused interventions, HRM Interventions- Performance Management & HRD.
CLO 4	Techno Structural Interventions: Structural Designs, Employee Involvement- Work Design, Restructuring organization, BPR Vs TQM, employee involvement
CLO 5	Strategic Change Interventions: Transformational Change Continuous Change-Tran-organization Change, Organizational development in global context, organizational development in service sector, OD Practioners – role, competencies requirement, professional ethics and value and experiences; Trends in OD.
CLO 5	Special Applications of Organization Development: Organization Development for Economic- Ecological Class Lecture and Social Outcomes- Organization Development in Nonindustrial Settings: Health Care-School Systems- the Public Sector- and Family Owned-Future Directions in discussion Organization Development.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											

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

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Organizational Change	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1 and 2	Organizational development	Lecture	
CLO 3	Human Process Interventions	Lecture and Discussion	
CLO 4	Techno Structural Interventions	Lecture and Discussion	
CLO 4	Strategic Change Interventions	Lecture and Discussion	
CLO 5	Special Applications of Organization Development	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

Barbara Senior and Jocelyne Fleming. (2006). *Organizational Change*. Pearson Education Limited.
 Carnall, Colin A. (1999). *Managing Change in Organizations*. Prentice-Hall International UK Limited.
 Cummings, Thomas G. and Christopher G. Worley. (2009). *Organizational Development and Change* (9th Ed.). South-Western, A part of Cengage Learning.

MGT 0413-406 : Leadership in Management

1.	Course No. / Course Code	:	MGT 0413-406
2.	Course Title	:	Leadership in Management
3.	Course Type	:	Major Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course seeks to develop and strengthen interpersonal leadership and teamwork skills. This will allow students to think more flexibly when solving unexpected problems and to help them reach results on personal and professional levels.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To understand the importance of leadership in managing and the relation between management and leadership, how to influence the various leadership styles including emotionally intelligent leadership. • To understand how to build a high performing culture within the organization, along with development of an awareness of the various challenges managers are supposed to face. • To think critically, and, participate in a group in order to lead it and to create new possibilities in leadership situations. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLO	Course Learning Outcomes (CLOs)
CLO 1	Explain the leadership, leader development and skills for developing one as a leader.
CLO 2	Identify power, ethics, and values in leadership, and how a leader can influence others.
CLO 3	Analyze the issues in motivation at work.
CLO 4	Evaluate how a leader can focus on their followers and situation
CLO 5	Explore the strategic leadership in organization.

9. Course Content:

CLOs	Course Content
CLO 1	Leadership as process: Meaning and Nature of Leadership, Role of an effective Leader, leader development and skills for developing one as a leader
CLO 2	Focus on the Leader: Power and influence, leadership-ethics and values, leadership attributes, leadership behavior, skills for building personal credibility and influencing others
CLO 3 & 4	Focus on the Followers: Motivation- Definition of Motivation, The need-want-satisfaction Theory, Theory X & Theory Y, Maslow's Need Hierarchy Theory, Herzberg's Two Factor's Theory of Motivation, Satisfaction and performance, Group: Definition of Group Dynamics, Importance of Group Dynamics, Models of Group Dynamics, Team- Functions of team, Group performance Factors, Stages of Team development, skills for developing others
CLO4	Focus on the situation: Styles of Leadership- Leadership Behavior and styles, Styles based on use of Authority, Likert's Four System of Management, Managerial Grid, Leadership as a continuum, Theory of Leadership: Trait approach to Leadership, Situational Approach, Path-Goal Theory, Leader-Member Exchange Theory, Charismatic Leadership, Transformational Leadership Approach, Authentic Leadership Theory
CLO 5	Strategic Leadership in organization:

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1					√							
CLO 2					√					√		
CLO 3					√							
CLO 4					√				√			
CLO 5					√							

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Leadership as process	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/
CLO 2	Focus on the Leader	Lecture	
CLO 3 & 4	Focus on the Followers	Lecture and Discussion	
CLO 4	Focus on the situation	Lecture and Discussion	

CLO 5	Strategic Leadership in organization:	Lecture and Discussion	Oral Test/ Mid Term Examination/ Final Examination
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12. Learning Materials

12.1 Recommended Readings:

Northouse, P. G (2021), *Leadership: Theory and Practice*, SAGE Publications, Inc

Gold, J., Richard Thorpe, and Alan Mumford (2010), *Leadership and Management Development*, CIPD-Kogan Page.

MGT 0413-407: Supply Chain Management

1.	Course No. / Course Code	:	MGT 0413-407
2.	Course Title	:	Supply Chain Management
3.	Course Type	:	Major Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course helps an organization to handle its competitors with provide the right products, quantity and condition to the right customer at the right place, time and cost. After completion of the course students will be able to describe and evaluate logistics and supply chain activities, role and process and related decision.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To develop an understanding of basic concepts and role of Logistics and supply chain management in business. • To develop analytical and critical understanding & skills for planning, designing and operations of supply chain. • To describe and Demonstrate integrate various supply chain strategies. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Identify fundamental supply chain management concepts.
CLO 2	Describe and apply the different levels of supply chain activities
CLO 3	Demonstrate align the management of a supply chain with corporate goals and strategies.
CLO 4	Apply knowledge to evaluate and manage an effective supply chain activities, role and process.

9. Course Content:

CLOs	Course Content
CLO 1	Introduction: Definition – Decision phases – Process view, Importance of supply chain, Flows, Supply chain performance: Achieving Strategic fit and scope – Supply chain Drivers and Obstacles, operations management and supply chain management, supply chain strategies
CLO 1	Logistics: The Logistics Of Business - The Logistical Value Proposition- The Work Of Logistics-Logistical Operating Arrangements - Flexible Structure – Supply Chain Synchronization

CLO 2	Modern Model of Supply Chain Management: The Supply Chain Revolution – Generalized Supply Chain Model – Supply chain and networks – Extended organization - Integrative Management – Responsiveness – Financial Sophistication – Globalization- Digital Business Transformation
CLO 2	Demand forecasting in a Supply Chain: Role of forecasting – Characteristics of Forecasts – Components of forecast – Basic approaches of demand forecasting – Forecasting in practice.
CLO 3	Sourcing Decisions in Supply Chain: Role of sourcing – Supplier scoring and assessment – Supplier selection and contracts Design collaboration – Procurement process – Making sourcing decisions in practice.
CLO 3	Transportation, Network design and Information technology in a supply chain: Transportation in a supply chain – Facility decisions: Network Design in a supply chain – Information Technology in a supply, Role of distribution in the supply chain – factors influencing distribution network design – Design options for a distribution network – Value of distribution in the supply chain.
CLO 4	Coordinating a supply chain and the role of E-business: Coordination in a supply chain – E-business and the supply chain – Financial evaluation of supply chain decisions.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3			√									
CLO 4			√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Logistics	Lecture	
CLO 2	Modern Model of Supply Chain Management	Lecture and Discussion	
CLO 2	Demand forecasting in a Supply Chain	Lecture and Discussion	
CLO 3	Sourcing Decisions in Supply Chain	Lecture and Discussion	
CLO 3	Transportation, Network design and Information technology in a supply chain	Lecture and Revision	
CLO 4	Coordinating a supply chain and the role of E-business	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

Chopra, S., & Meindl, P. (2007). *Supply Chain Management: Strategy, planning & operation*. In Das summa summarum des management , Gabler.

Monczka, R. M., Handfield, R. B., Giunipero, L. C., & Patterson, J. L. (2015). *Purchasing and supply chain management*. Cengage Learning.

Taylor, D. A. (2003). *Supply chains: A manager's guide*. Pearson Education India.

Wisner, J. D., Tan, K. C., & Leong, G. K. (2014). *Principles of supply chain management: A balanced approach*. Cengage Learning.

MGT 0413-408: Total Quality Management

1.	Course No. / Course Code	:	MGT 0413-408
2.	Course Title	:	Total Quality Management
3.	Course Type	:	Major Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: Quality is a concerned issue now-a-days. Total Quality Management is an extensive and structured organizational management approach that focuses on continuous quality improvement of products and services by using continuous feedback . It enables students to know various quality issues and helps taking decisions regarding quality in professional life.		
7.	Course Objectives: The objectives of this course is: <ul style="list-style-type: none"> To provide an understanding of the process of managing quality and managing services 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes (CLOs)
CLO 1	Identify and explain the basic concepts in total quality management
CLO 2	Identify and explain specific tools and techniques for quality improvement
CLO 3	Explain the role of external and internal customers in setting quality parameters
CLO 4	Explain the system of documentation, implementation and assessment of quality
CLO 5	Comprehend about training for total quality management

9. Course Content:

CLOs	Course Content
CLO 1	Introduction: Definition of Total Quality Management (TQM), Basic approach of TQM, Definition of Quality, Dimensions of Quality, Framework of TQM, Benefits of TQM, Obstacle to implement TQM
CLO 2	TQM Tools and the Improvement Cycle: Definition of Process, Input/output process model, Components of process improvement, Improvement strategies, Types of problems, The PDSA Cycle, Six Sigma Measurement of quality, Costs of quality, Tools and techniques for quality improvement, Statistical process control, Quality improvement techniques in service industries, Specific techniques for design, reliability, maintenance and process improvement, Benchmarking: Concept of benchmarking, Benefits of benchmarking, Costs of benchmarking, Process of benchmarking
CLO 3	Customer Satisfaction: Meaning of customer, Customer perception of Quality, Customer feedback, Employee feedback, Customer complaints, Service quality, Translating needs into requirements
CLO 3	Employee involvement: Motivation, Motivated workforce, Empowerment, Quality Teams, Types of teams, Characteristics of Successful teams, Role of team members,

	Decision making method, Effective Team Meeting, Stages of Team development, Common people problems and solution, Common barriers to Team progress, Performance appraisal, Employee involvement, Benefits of Employee involvement
CLO 3	Supplier Partnership: Principles of customer/supplier relations, Partnering, Key elements of partnering, Sourcing, Selection of supplier, Supplier rating
CLO 4	Quality Systems Organizing and Implementation: Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward- Introduction to software quality. Implementation of TQM, Core values- concepts and Framework for Leadership, Quality statements, Quality Strategic Planning, Goals and objectives, Steps to Quality Strategic Planning
CLO 5	Training for Total Quality Management: Scope of requirements and identification of training needs, Design of training programmes, Evaluation of training programmes, Performance improvement worksheets, Follow-up of training programmes

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2						√						
CLO 3										√		
CLO 4				√						√		
CLO 5						√						

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to TQM	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	TQM Tools and the Improvement Cycle	Lecture	
CLO 3	Customer Satisfaction	Lecture and Discussion	
CLO 3	Customer Satisfaction	Lecture and Discussion	
CLO 3	Supplier Partnership	Lecture and Discussion	
CLO 4	Quality Systems Organizing and Implementation	Lecture and Revision	
CLO 5	Training for Total Quality Management	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

- Besterfield , D. H., Carol Besterfield-Michna, Glen H. Besterfield and Mary Besterfield-Sacre (2003). Total Quality Management, 3rd edition. Pearson Education Inc.
- Evans, J. R. (2005). Total Quality: Management, Organization and Strategy, 4th Edition. Thomson/South-Western.
- John Bank. (1992). The Essence of Total Quality Management, Prentice Hall

MGT 0413-409: Diversity Management

1.	Course No. / Course Code	:	MGT 0413-409
2.	Course Title	:	Diversity Management
3.	Course Type	:	Major Course (Management)
5.	Credit Value	:	3
6.	Total Marks	:	100
7.	Rationale of the Course: Rational of the Course: Diversity management is a complex topic today. Due to immigration demographics, increasing global business, and technological innovation 4 that composition of today's workforce is more divers comprehensive idea to the students about workforce diversity and h workforce can be used in a productive way.		
8.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To provide ideas about the composition of diverse workforce working in today's organization and how those workforces can properly be utilized. • To discuss the basic concepts of diversity management primary and secondary dimensions of workforce diversity and how to deal effectively with a more heterogeneous workforce. 		

9. Course Learning Outcomes (CLOs :

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Understand diversity, approaches to workplace diversity, diversity management types, characteristics, theories of diversity.
CLO 2	Learn about culture, cultural diversity, importance, benefits and challenges of cultural diversity, cultural adoption and development approaches to cultural adaptation.
CLO 3	Know how diversity affects workplace in an organization.
CLO 4	Comprehend to manage diversity and its different issues.
CLO 5	Understand globalization and how to manage diversity.

10. Course Content:

CLOs	Course Content
CLO 1	Introduction: Defining diversity, History of diversity, understanding individual and group identities, prejudice and stereotypes, approaches to workplace diversity, diversity management, types, characteristics, theories, best practices, advantages of diverse workforce, impact of diversity on business performance, potential opportunities and risks of diversity.
CLO 2	Cultural Diversity: Defining culture, dimensions of culture, definition of cultural diversity, importance, benefits and challenges, how can you support cultural diversity, building Intercultural workplace skills, organizational culture, varying perspective of organizational culture, multiculturalism, cultural development approaches to cultural adaptation.
CLO 3	Diversity at Workplace: Ethnicity, gender, age, physical disability, sexual orientation, experience and educational background,
CLO 4	Managing Diversity: Awareness, cultural programming knowledge and understanding, behavioral skills, diversity management as a learning process.
CLO 5	Globalization and Diversity Management

11. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3	√											
CLO 4	√											
CLO 5	√											

14. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Cultural Diversity	Lecture	
CLO 2	Diversity at Workplace	Lecture and Discussion	
CLO 3	Managing Diversity	Lecture and Discussion	
CLO 3	Globalization and Diversity Management	Lecture and Discussion	

12. Learning Materials

12.1 Recommended readings:

Arthur P. Brief (2008), *Diversity at Work*, Cambridge University Press. Silvio De Bono, Stephanie Jones and Beatrice Van der Heijden (2008), *Managing Cultural Diversity*. Edited, Meyer & Meyer (UK) Ltd.

Edward E. Hubbard (2004), *Diversity Management*. HRD Press.

Marilyn Byrd and Chaunda L. Scott, Taylor & Francis (2014), *Diversity in the Workplace: Current Issues and Emerging Trends*.

MGT 0413-410: Management Consultancy

1.	Course No. / Course Code	:	MGT 0413-410
2.	Course Title	:	Management Consultancy
3.	Course Type	:	Major Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: Management consulting is one of the most dynamic, challenging and rewarding professions for a business student. This is a practical and in-depth course that addresses overall profession of management consulting, how management consulting firms are organized and managed, how consulting firms compete and secure clients, the types of services consulting firms provide, service delivery methods and practices, engagement management and progress reporting, managing client relations and expectations, and specialized consulting situations for strategy, operational improvement, acquisitions and turnarounds. The course also addresses ethics and professional responsibility in consulting and consulting as a career.		

7.	<p>Course Objectives: The objectives of this course are:</p> <ul style="list-style-type: none"> • To provide knowledge of management consulting as profession. • To develop fundamental knowledge of the management consulting process. • To understand the legal and ethical responsibilities of the consultant. • To develop the requisite skills required to prepare work plans, identify scope of services, manage consulting budgets, and prepare consulting status reports, and
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8. Course Learning Outcomes

After completion this course students will be able to:

CLO	Course Learning Outcomes (CLOs)
CLO 1	Understand how consultants work, roles and skills of consultants, and types of consulting firms.
CLO 2	Evaluate the relationships between client and consultant.
CLO 3	Analyze how a consultant can get their client.
CLO 4	Explain the proposal, pricing, models, methods and stages of consulting.
CLO 5	Evaluate how to prepare final consulting report and follow up.

9. Course Content:

CLOs	Course Content
CLO 1	Introduction: Definition-Types and roles of consultants-Types of consulting firms-Effective consultant-Management consulting as a profession.
CLO 2	Consultant-Client relationship: Contents of formal or informal agreements-Maintaining client confidence and support-Who is the client? Creating and maintaining sound relationships-Problem diagnoses and recommendations.
CLO 3	Marketing of consultant services: A reluctant marketplace-Indirect and direct marketing-Image in marketplace-Written proposals-Oral proposals and presentations-Time calculation-Payment methods.
CLO 4	Models and methods for consulting: Purpose and benefits from strategic planning-Elements of strategic analysis-Framework for analysis- Strengths and weakness of the inside/out approach and outside/in approaches-Fact finding-Scope of assignment facts-Defining necessary facts-Fact analysis-Classification-Analysis of relationships and causes.
CLO 1	Consulting in various areas of management: Consulting in general management-Financial management-Marketing management-Operations management-Small enterprises management-Developing management consultants-Consulting as a career-Training and development of consultants.
CLO 5	Final report and follow-up: A consultant report-Basic structure of consultants report-Data-Gathering methods-Consultant report writing- Implementation and follow-up.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3									√			
CLO 4						√						
CLO 5	√											

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to management consultancy	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Consultant-Client relationship	Lecture	
CLO 3	Marketing of consultant services	Lecture and Discussion	
CLO 4	Models and methods for consulting	Lecture and Discussion	
CLO 4	Consulting in various areas of management	Lecture and Discussion	
CLO 5	Final report and follow-up	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

Greiner, Larry E. and Robert D. Metzger. (1983). *Consulting to Management*. Englewood Cliffs; Prentice-Hall, London.

M. Kubr, M. (2005), *Management Consulting: A Guide to the Profession*. Bookwell Publications.

MGT 0413-11: Cross-Cultural Management

1.	Course No. / Course Code	:	IBM 0413-11
2.	Course Title	:	Cross-Cultural Management
3.	Course Type	:	Major Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	<p>Rationale of the Course: Given the Globalization of business and increasing diversity within the workforce of so many and organizations, a cross-cultural component in management education and can no longer be considered as a useful add-on merely for those who might consider abroad to pursue their career. Nowadays, more and more managers and professionals are are required to work effectively across cultural borders. Even if they are confined offices, they are more and more likely to interact with people from other cultures</p>		
7.	<p>Course Objectives: The objectives of this course are:</p> <ul style="list-style-type: none"> To enhance the ability of the students to interact effectively with people from cultures other than their own, specifically in the context of international business. To provides students with an understanding of the contextual knowledge, cross cultural skills and multiple perspectives required to manage and work across borders and cultures in a changing global business environment. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Understand culture, levels and dimensions of cultures.
CLO 2	Learn culture and styles of management.
CLO 3	Identify culture and corporate structures and international marketing management.
CLO 4	Understand business communication across cultures.
CLO 5	Know how to work with international teams.

9. Course Content:

CLOs	Course Content
CLO 1	Determinants of Culture: Facets of culture-Levels of CLO, cultures-Dimensions of culture-Hofstede's national cultural dimensions-Cultural dimensions according to GLOBE
CLO 2	Culture and Styles of Management: Management tasks and cultural values-Other views on cultural values
CLO 3	Culture and Corporate Structures: Organisational structures-Corporate cultures-Culture and leadership Culture and corporate strategy Cultural change in organisations
CLO 3	Culture and International Marketing Management: Marketing in a cross-cultural environment-Marketing communication across cultures-Cultural diversity in organisations-Managing diversity in a global environment-Diversity and transcultural competence in organisations
CLO 4	Business Communication Across Cultures: Communicating in and between cultures-Barriers to intercultural communication-Barriers in cross-cultural management communication-Negotiating internationally-Approaches to negotiating in an international context
CLO 5	Working with international Teams: Groups processes during international encounters-Conflicts and cultural differences-Understanding and dealing with conflicts Developing intercultural communicative competence-Becoming a competent intercultural communicator

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3									√			
CLO 4									√			
CLO 5	√								√			

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Determinants of Culture	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Culture and Styles of Management	Lecture	
CLO 3	Culture and Corporate Structures	Lecture and Discussion	
CLO 3	Culture and International Marketing Management	Lecture and Discussion	
CLO 4	Business Communication Across Cultures	Lecture and Discussion	
CLO 5	Working with international Teams	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

Marie-Joelle Browaeys and Roger Price. (2008). *Understanding Cross-Cultural Management*, 3rd Edition. Pearson Education Limited.

Zeynep Aycan, Rabindra N Kanungo and Manuel Mendonca. (2014). *Organizations and Management in Cross-Cultural Context*. Sage Publishing Company.

MGT 0413-412: Small Business Management

1.	Course No. / Course Code	:	MGT 0413-412
2.	Course Title	:	Small Business Management
3.	Course Type	:	Major Course (Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course : The course will coach some basic business skills, teach how to write a business plan, launch a new venture and identify market opportunities. After going through this course students will be able to learn the basic techniques of starting small business. So from the study of the course the students can get the inspiration and confidence of starting small business.		
7.	Course objectives: The objectives of this course are: <ul style="list-style-type: none"> • To enable the students to learn basic business skill • To help students to teach how to write a <i>business</i> plan. • To motivate students to launch a new venture • To identify market opportunity. 		

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Learn some basic knowledge about small business.
CLO 2	Provide guidelines for making proper business plan
CLO 3	Provide knowledge about the small and cottage industries of Bangladesh.
CLO 4	Gather knowledge about the pattern small business of different countries.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Definition-Role and features of small Business comparison with big business-Fields of small business-Problems of small business.
CLO 2	Business plan: Outline of a model business plan for small firm valuation of a business-The cost approach the market value approach the capitalized income approach.
CLO 3	Small enterprises and cottage industries in Bangladesh: Definition-Importance in the economy of Bangladesh-Problems and future prospects-Role of BSCIC and other government and non-government organization in the development of small business in Bangladesh.
CLO 4	Comparative Small Business Management: Small business of Japan, UK, and USA and their pattern of the management

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12

CLO 1	√											
CLO 2			√									
CLO 3			√									
CLO 4	√											

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Business plan	Lecture and Seminar	
CLO 2	Small enterprises and cottage industries in Bangladesh	Lecture and Industry tour	
CLO 3	Comparative Small Business Management	Lecture and Discussion	

12. Learning Materials

12. 1. Recommended Readings:

- Khan, A. R. (2000). *Entrepreneurship: Small Business Management and Lives of Successful Entrepreneurs*. Ruby Publications
- Longenecker, J. G., Petty, J. W., Palich, L. E., & Hoy, F. (2013). *Small business management*. Cengage Learning.
- Sondeno, S. R. (1985). *Small Business Management Principles*. Business Publications, Incorporated.

Major in Banking and Insurance

BI 0412-401: Principles and Practices of Banking

1.	Course No. / Course Code	:	BI 0412-401
2.	Course Title	:	Principles and Practices of Banking
3.	Course Type	:	Major Course (Banking and Insurance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course Students will be able to understand fundamental banking concept and principles, the fundamentals of how banks operate as a business, their obligation to operate in a safe and sound manner and manage risk, and the responsibilities of bank employees in a consumer-focused financial services environment. This course covers the principles and practices of banking with special reference to the Sri Lankan context. Further, the course discusses the role of banks in the financial system together with the mechanisms available to monitor the banking business and to evaluate the performance of banks.		
7.	Course Objectives The objectives of this course are <ul style="list-style-type: none"> • To explain the evolution of money and banking, and importance of banks in the financial system • To explain the role of a bank and business models of banks • To discuss how the client confidence and risk is managed in banks • To evaluate performance of commercial banks 		

8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Investigate the methods how banks operate as businesses.
CLO 2	Explain the role of deposits in the banking system.
CLO 3	Assess the use of cash and checks in the banking system.
CLO 4	Evaluate the functions of central bank.
CLO 4	Assess the development of electronic banking.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Origin of the word "Bank" – Evolution of banking institutions, Introduction to the financial system; recent developments in the financial systems
CLO 1	Commercial Banks: Classification of banks – Functions or services of commercial banks – Sound commercial banking principles, Sources and employment of a commercial bank's, Funds – Earning assets of bank – The clearing house system
CLO 2	Banking systems: Branch banking and unit banking – Chain banking and group banking – Deposit, Investment and mixed banking.
CLO 3	Employment of Bank Fund: Considerations of sound lending – Appraisal of project – Forms of advances – Letters of credit – Commercial Letters of credit.
CLO 3	Utilization of Bank Fund: Loan and advance, Different types of advance, Bank guarantee, Funded loan and non-funded loan

CLO 4	The Central Bank: Central banking functions – Supervisory functions –Promotional functions – Control of credit by the central bank, CAMEL rating
CLO 5	Electronic Banking: Trends in electronic banking: EFT, ATM, Customer banking, preferences, MICR symbol, Smartphones, Chips

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3	√											
CLO 4	√											
CLO 5	√											

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Commercial Banks	Lecture	
CLO 2	Banking systems	Lecture and Discussion	
CLO 3	Employment of Bank Fund	Lecture and Discussion	
CLO 4	Utilization of Bank Fund	Lecture and Discussion	
CLO 4	The Central Bank	Lecture and Revision	
CLO 4	Electronic Banking	Lecture and Revision	

12. Learning Materials

12.1. Recommended Readings:

- Maheshwari, S.N. and Maheshwari, S.K. (2014). *Banking Law and Practice*, 11 edition, Kalyani Publishers, India.
- Mittal R.K., Saini A.K. & Dhingra Sanjay. (2008). *Emerging Trends in the Banking Sector*. Macmillan Publishers India.

BI 0412-402: Islamic Banking

1.	Course No. / Course Code	:	BI 0413-402
2.	Course Title	:	Islamic Banking
3.	Course Type	:	Major Course (Banking and Insurance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course This economics and finance course will give students an overview of the Islamic financial system. Students will learn the core principles and basic models of Islamic finance and establish a framework for understanding this financial system.		

7.	<p>Course Objectives</p> <p>The objectives of this course are:</p> <ul style="list-style-type: none"> • The core principles of the Islamic financial system. • The various norms and prohibitions that govern activities and contracts in the Islamic financial system. • The differences between the Islamic financial system, and its institutions, and the, conventional system. • Some of the basic modes of Islamic finance.
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8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Understand the basic knowledge of islamic banking.
CLO 2	Relate the concept of islamic banking with conventional banking system.
CLO 3	Provide knowledge about the basic terminology of islamic banking
CLO 4	Evaluate the impact of islamic banking in the socio economic context of a developing country.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Introduction to Islamic banking in the shadow of Islamic culture, Origin and importance, types of islamic banking .
CLO 2	Islamic Financial System: Component of islamic financial system, Difference between islami financial system and conventional system.
CLO 2	Services of Islamic Banking: Meaning and division of usury and riba; Difference between profit and interest; Incidence of usury in banking operations
CLO 2	Deposits and types of deposit based on shariah; Investment of bank funds based on sariah: Sariah council-role and operations
CLO 3	Basic terminology of Islamic Banking: Mudharabah (profit sharing), Wadiah (safekeeping), Musharakah (joint venture), Murabahah (cost plus finance), Ijar (leasing), Hawala (an international fund transfer system), Takaful (Islamic insurance), and Sukuk (Islamic bonds).
CLO 4	operational problem of Islamic bank in a partially Islamic country;
CLO 4	Special role of Islamic banks in poverty alleviation of a poor country like Bangladesh; Experience of Iran, Sudan and Pakistan.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2			√									
CLO 3												
CLO 4							√					

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Islamic Financial System	Lecture and Discussion	
CLO 2	Services of Islamic Banking	Lecture and Seminar	
CLO 2	Sariah council	Lecture and Discussion	
CLO 3	Basic terminology of Islamic Banking	Lecture and Discussion	
CLO 4	operational problem	Lecture and Discussion	
CLO 4	Special role of Islamic banks	Discussion	

12. Learning Materials

12.1 Recommended Readings:

- Ahmad, A. U. F. (2010). *Developments in Islamic Banking Practice: The Experience of Bangladesh*. Universal-Publishers.
- Venardos, A. M. (2012). *Islamic Banking & Finance in South-East Asia: Its Development & Future* (Vol. 6). World Scientific.

BI 0412-403: Banking in the Digital Age

1.	Course No. / Course Code	:	BI 0412-403
2.	Course Title	:	Banking in the Digital Age
3.	Course Type	:	Major Course (Banking and Insurance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	<p>Rationale of the Course</p> <p>The latest advancement in financial technology has posed unprecedented challenges for incumbent banks. This course analyzes the implications of these challenges on bank competitiveness, and explores the factors that could support digital advancement in banks. The analysis shows that the traditionally leading role of banks in advancing financial technology has diminished in recent years, and suggests that ongoing efforts to catch up to the digital frontier could lead to a more concentrated banking industry, as smaller and less tech-savvy banks struggle to survive. Cross-country evidence has suggested that banks in high-income economies appear to have been the digital leaders, likely benefiting from a sound digital infrastructure, a strong legal and business environment, and healthy competition. Nonetheless, some digital leaders may fall behind in the coming years in adopting newer technologies due to entrenched consumer behavior favoring older technologies, less active Fin-tech and Big-tech companies, and weak bank balance sheets.</p>		
7.	<p>Course Objectives</p> <p>The specific objectives of this course are:</p> <ul style="list-style-type: none"> To impart the essential knowledge on the fundamentals and applications of digital banking financial services and digital computing principles in Banking and Insurance sectors To provide an overview on the design principles of digital computing systems To provide technical knowledge about various digital hardware components 		

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8. Course Learning Outcomes

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

CLO	Course Learning Outcomes
CLO 1	Discuss the early history of accounting stating the major contributions made by USA, UK and Australia to accounting knowledge.
CLO 2	Explain the role of theory in accounting identifying the types of theories available in accounting.
CLO 3	Describe the concepts of measurement, its benefits and limitations and evaluate the impact of measurement choice on quality accounting information.
CLO 4	Discuss human resource accounting, sustainability reporting and evaluate the influence of climate change on accounting and in corporate sustainability.
CLO 5	Explain the income concepts and earning management of accounting.

9. Course Contents

CLOs	Course Contents
CLO 1	Different Number Systems: – binary, octal, decimal, hexadecimal, and their conversion; Codes used in computers - BCD, EBCDIC, ASCII, Gray code, Unicode and their importance; Computer – definition, Hardware/software concepts, Generation, Classification; Elements of digital computer - CPU and its functions; I/O devices - basic concepts, various input and output devices; Memory – types, Secondary storage devices; Software – its importance, types; Operating System Concepts
CLO 2	Business Application Software: Word Processors - role of word processors in creating, editing, formatting and printing of documents, Features of MS Word; Electronic Spreadsheets – its importance in accounting, finance and marketing functions of business, Features of MS Excel; Presentation tools – its importance, Features of MS PowerPoint; DBMS environment – important concepts, especially that of an RDBMS, Features of MS Access; Financial Accounting Software – need and features, Features of Tally
CLO 2	Computer and Networks: Data communication – need, concepts, terminologies; Networks – concepts, topologies, devices; Communication Protocols; Security issues [only elementary things to be covered]
CLO3	Internet Technologies: Internet-concept, history and development, Internet terminologies, IP Addresses, Email and Web Sites, Search Engines; Concepts of intranets and extranets; Net etiquette
CLO4	Programming Overview: Program logic – use of flowcharts, algorithms and pseudo codes, Program testing, debugging and documentation, Structured Programming concepts; Object Oriented Programming using Visual Basic 6.0 – introduction, data types, variables and menus
CLO 5	Practical: DOS, Windows Environment, MS – Word, MS – Excel, MS - PowerPoint, Using Tally, Development of simple programs using Visual Basic 6.0

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	√											
CLO2		√										
CLO3				√								
• CLO4								√				
CLO5											√	

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs:

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	The history and development of accounting	Lecture, PPT, Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	The regulatory approaches to the formation of an accounting theory	Lecture, , Discussion	
CLO 2	Research perspectives in accounting	Lecture, , Practice	
CLO3	Current value accounting	Lecture, Participatory Discussion, Practice	
CLO4	Human resource and environmental issues in accounting	Participatory Discussion, Practice	
CLO 5	Income concept of accounting	Lecture, Participatory Discussion, Practice	

12. Learning Materials:

12.1. Recommended Readings:

Asif Chaudhry Craig Fuller, Danie Coetsee Edward Rands, Erwin Bakker Nees de Vos, Santosh Varughese Stephen Longmore, & Stephen Mcllwaine T V Balasubramanian. (2015). *Interpretation and Application of: International Financial Reporting Standards*. John Wiley & Sons, Inc.

The Institute of Chartered Accountants in England and Wales. (2021). *Corporate Reporting – Workbook supplement*. The International Accounting Standards Board (IASB).

Donleavy, Gabriel. (2016) "AN INTRODUCTION TO ACCOUNTING THEORY." *ACCOUNTING THEORY*, Eldron S. Hendricksen, Micheal F. Breda. (1965) "Accounting Theory, 5th Edi." IRWIN HOMEWOOD, IL 60430.

L. S. Porwal (2003), "Accounting Theory: An Introduction" Tata-McGraw-Hill Publishing Co. Ltd.

BI 0412-404: Practices of General Insurance

1.	Course No. / Course Code	:	BI 0412-404
2.	Course Title	:	Practices of Life Insurance
3.	Course Type	:	Major Course (Banking and Insurance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course covers the actuarial mathematics, models and techniques for valuing long-term contingent cashflows. In-depth understanding of valuation of claims is a key aspect of actuarial work, specifically in the areas of life insurance, health, disability insurance, superannuation and pensions, as well as broader financial institutions. This course combines the present value principle with various stochastic tools in pricing, reserving, cashflow projection and profit testing tasks for various products in life insurance, health and disability, and pension and superannuation space. The fundamental techniques covered in the course help insurers to adequately price and manage the risks of various contracts in life insurance and pension systems, hence allowing the creation of products to help individuals manage risks. They are also increasingly applied in broader areas including social protection and government policy.		
7.	Course Objectives The objectives of this course are <ul style="list-style-type: none"> • To apply survival models to the pricing and valuation of life insurance and pension contracts • To apply multiple state models to the pricing and valuation of life insurance and pension contracts • To understand the main forms of insurance and pension contract and their actuarial aspects. 		

8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Explain and apply the fundamental techniques used to value cash flows involving death, survival and other similar contingent events.
CLO 2	Assess risk inherent in cash flows resulting from these contingent events.
CLO 3	Describe the life insurance and life annuity products that may be available in the market.
CLO 4	Explain the basic valuation and funding of superannuation benefits.
CLO 5	Integrate and apply these technical skills to practical valuation problems in the life insurance and annuity markets.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Definition of life insurance. Basic characteristics. Insurable and uninsurable risks. Social costs and benefits.
CLO 2	Expected utility and decision making under uncertainty. Information economics. Insurance demand under adverse selection and moral hazard. Insurance supply.

CLO 3	Principle of indemnity. Principle of insurable interest. Principle of utmost good faith. Principle of Subrogation.
CLO 4	Basic parts of an insurance contract. Endorsements and riders. Deductibles, coinsurance, and limits. Warranties, exclusions and cancellation. Other-insurance provisions and clauses.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1							√					
CLO 2	√											
CLO 3						√						
CLO 4		√										
CLO 5					√							

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Expected utility and decision making under uncertainty	Lecture and Discussion	
CLO 3	Principle of indemnity.	Lecture and Discussion	
CLO 4	Basic parts of an insurance contract.	Lecture and Revision	

12. Learning Materials

12.1. Recommended Readings:

Gupta P.K. (2011). *Insurance and Risk Management*. Himalaya Publishing House.
Mishra M.N. (2007). *Principles and Practices of Insurance*. S. Chand.

BI 0412-405: Practices of General Insurance

1.	Course No. / Course Code	:	BI 0412-405
2.	Course Title	:	Practices of General Insurance
3.	Course Type	:	Major Course (Banking and Insurance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course introduces the fundamentals of risk management, property-casualty insurance, liability insurance, life and health insurance, retirement planning, and the operation of insurance companies. The topics to be discussed include underwriting, marketing, rate making, loss adjustment, regulation and the legal characteristics of insurance contracts.		

7.	<p>Course Objectives</p> <p>The objectives of this course are</p> <ul style="list-style-type: none"> • To make acquaint of various types of General Insurance Products and their contribution in the economic development of a country. • To examine issues relating to general insurance liabilities and their accounting implications. • To present a high level framework, termed an insurance control cycle, in which an insurer will examine and manage its overall risks. • To provide sound understanding of the different elements of reinsurance contracts and how these are accounted for and reported.
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8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Students apprehend the various products and their significance of General Insurance
CLO 2	Students know the prospects of Bangladeshi and International General Insurance Market
CLO 3	Students realize the statutory requirements and procedure to be followed while filling the various General Insurance policy forms and documents
CLO 4	Students will understand the role of underwriters & Actuaries in fixing the premiums by Risk Sharing and Risk Management techniques

9. Course Contents:

CLOs	Course Contents
CLO 1	Different nonlife insurance products: Fire, Marine, Property, Vehicle, Theft, Aviation, Finished Goods, Goods in Transit, Technology, Political, Currency Risks, Construction Industry, Composite Insurance, Insurance products pertaining to Rural Market.
CLO 2	Forms used in General Insurance: Appraisal of Risk, Tariff and Non-Tariff Rates, Use of Credibility theory for Rate Making, Experience Rating.
CLO 3	Physical and Moral Hazards: Loss Prevention, Loss Survey, Loss Assessment, Investigation and Claim Settlement, No Claim Bonus and Renewal of Policy.
CLO 4	Unexpired Risk and Assessment of Liability in respect thereof, Periodic Valuation and Declaration of Profit, Concept of Reinsurance.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1							√					
CLO 2	√											
CLO 3						√						
CLO 4		√										

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
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CLO 1	Different nonlife insurance products:	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Forms used in General Insurance:	Lecture and Discussion	
CLO 3	Physical and Moral Hazards	Lecture and Discussion	
CLO 4	Unexpired Risk and Assessment of Liability	Lecture and Revision	

12. Learning Materials

12.1. Recommended Readings:

Gupta P.K. (2011). *Insurance and Risk Management*. Himalaya Publishing House.

Mishra M.N. (2007). *Principles and Practices of Insurance*. S. Chand.

BI 0412-406: Insurance Claims Management

1.	Course No. / Course Code	:	BI 0412-406
2.	Course Title	:	Insurance Claims Management
3.	Course Type	:	Major Course (Banking and Insurance)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: The Insurance Claims Handling and Settling course is designed for people working in the insurance industry who are involved in a range of general and life insurance claims-related activities including handling enquiries, making recommendations, accepting or rejecting claims, and settlement.		
7.	Course Objectives The objectives of this course are <ul style="list-style-type: none"> • To identify the activities in the claims handling process • To understand application of the principles of insurance in the claims handling process • To understand the role of service providers in claims handling • To be able to handle claims arising out of the different classes of insurance • To understand the role of customer relationship in managing claims. 		

8. Course Learning Outcomes

After successful completion of the course, the students will be able to:

CLO	Course Learning Outcomes
CLO 1	Have knowledge of the context for insurance claims handling and settling being included as a financial service under the Corporations Act.
CLO 2	Recognize the difference between financial product advice and a claims handling and settling service.
CLO 3	Be able to describe the outline of the legal obligations which apply when handling and settling claims.
CLO 4	Formulate and explain the relevance and importance of their business' claims philosophy, processes and procedures, and internal and external dispute resolution processes.

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Importance, concept and classification of claims, claims management

	procedure and system for different types of claims.
CLO 2	Role of Intermediaries and surveyor, importance of investigations and role of Investigators.
CLO 3	Regulatory and legal aspects of Claims Management, relevance of different claim-documents.
CLO 4	Disputed and complicated claims and grievance redressal mechanism including reference to arbitration.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1		√										
CLO 2				√								
CLO 3			√									
CLO 4						√						

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Role of Intermediaries and surveyor	Lecture and Discussion	
CLO 3	Regulatory and legal aspects of Claims Management	Lecture and Discussion	
CLO 4	Disputed and complicated claims and grievance	Lecture and Revision	

12. Learning Materials

12.1. Recommended Readings:

Black, Jr. Kenneth and Horold Skipper. (2015). *Life and Health Insurance*. Lucretian, LLC.
 Rejda, George. (2016). *Principles of Risk Management and Insurance*, 13th edition. Pearson.
 Trieschman, Gustavson and Hoyt. (2000). *Risk Management and Insurance*, 11th edition. South-Western College Publication.

BI 0412-407: Money and Banking

1.	Course No. / Course Code	:	BI 0412-407
2.	Course Title	:	Money and Banking
3.	Course Type	:	Core Course (Banking and Insurance)
4.	Credit Value	:	3
5.	Total Marks	:	100

6.	<p>Rationale of the Course</p> <p>This course focuses on interest rates, the concept of money, exchange rates, and monetary policy. Topics covered include banking structures and function, the Federal Reserve, determinants of the money supply, fiscal policy and monetary policy, and international economies.</p>
7.	<p>Course Objectives</p> <p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To understand modern monetary theory and its counterintuitive policy prescriptions • To realize the transmission mechanisms through which central bank monetary policy impacts the macro economy. • To build the relationship between interest rates and asset values. • To understand financial markets, financial intermediation and the differences between the two • To evaluate the impact of monetary policy on a country's international balance of payments. • To realize the regulatory environment of the banking system.

8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes
CLO 1	Identify the different functions of money and how money is related to interest rates
CLO 2	Understand how interest rates are determined, as well as the behavior of interest rates, and the risk and term structures of interest rates.
CLO 3	Demonstrate the importance of financial markets and financial institutions in the domestic and international economies; identify the essential operations of depository institutions; justify why they are heavily regulated.
CLO 4	Explain how a nation's money supply is determined; know the various tools of monetary policy, the role of central banks and the Federal Reserve System, and the conduct of monetary policy.
CLO 5	Apply principles, theories and models to critically analyze and explain economic situations encountered in the real world that involve money, financial markets and institutions, financial crisis, and actions undertaken by central banks in the development and implementation of monetary policy

9. Course Contents:

CLOs	Course Contents
CLO 1	Introduction: Nature, evaluation and sanctions of money: Some aspects of money-abroad money and narrow money-place of money in the economy.
CLO 5	Quantity theory of money: Different versions and their criticisms.
CLO 3, CLO 4	Value of money: The price level and its fluctuation-trade cycle: inflation-deflation-effects of price fluctuation.
CLO 2	Money, credit and economic activity: Importance of credit-credit creation by the banking system-need for credit control
CLO 2	Central bank-: Functions-its role in maintaining internal and external balance-measures of credit control-central banking in an underdeveloped economy; aims of monetary policy-instruments of monetary policy limits to the power of monetary policy in developing countries-efforts towards, improving the deficiency of monetary mechanism.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3	√											
CLO 4			√									
CLO 5		√										

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction	Lecture and Group Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 5	Quantity theory of money	Lecture	
CLO 3, CLO 4	Value of money	Lecture and Revision	
CLO 2	Money, credit and economic activity	Lecture and Group Discussion	
CLO 2	Central bank	Lecture and Group Discussion	

12. Learning Materials

12.1 Recommended Readings:

- Plumptre, A. F. W. (1940). Central Banking. By MH de Kock. Foreword by Johannes Postmus. London: PS King and Son. 1939. Pp. xiv, 354.(15s.). *Canadian Journal of Economics and Political Science/Revue canadienne de economiques et science politique*, 6(4), 631-632.
- Shekhar, K. C., & Lekshmy, S. (2005). *Banking Theory and Practice*. Vikas Publishing House.
- Vaish, M. C. (2009). *Monetary Theory*. Vikas Publishing House.
- Llau, P. (1966). Kurihara (KK)-*Monetary theory and Public Policy*. *Revue économique*, 17(6), 1031-1031.

Major in International Business

INB 0413-401: International Trade and Investment

1.	Course No. / Course Code	:	INB 0413-401
2.	Course Title	:	International Trade and Investment
3.	Course Type	:	Major Course (International Business)
5.	Credit Value	:	3
6.	Total Marks	:	100
7.	<p>Rationale of the Course: This course has been designed to help students to understand fundamental concepts of international trade and Investment, difference between balance or trade and balance of payment, causes of disequilibrium, and measures for correcting adverse balance of payments, The course will also help students to learn methods of determination of exchange rate and causes of its fluctuations, exchange control regulations in Bangladesh. The course also helps students to learn the formalities to be performed with proper documentations for export and import business, understand present status and policies of import export business of Bangladesh, the role and functions international monetary and regulatory institutions in international trade and mission and role of regional trade integration like SAPTA, ASEAN, OPEC etc. Course Learning</p>		
8.	<p>Course Objectives: The objectives of this course are:</p> <ul style="list-style-type: none"> • To comprehend international monetary and regulatory institutions. • To know international trade and world economy. • To Understand regional trade integration. • To explain investment in international business. 		

9. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Know about international trade and world economy, balance of trade, balance of payment.
CLO 2	Understand foreign exchange, method of determining the rate of exchange, causes of rate fluctuations, method of exchange control.
CLO 3	Explore requirement of effective export documentation, types of export documents and their preparation, problems of export documentation.
CLO 4	Understand NGOs and government roles and regional trade integration in international business.
CLO 5	Identify about foreign trade in Bangladesh.

10. Course Content:

CLOs	Course Content
CLO 1	International Trade and World Economy: Classical country based theories-Modem firm based theories-Overview of international investment International investment theories Factors influence foreign direct investment.
CLO 1	Balance of Trade and Balance of Payment: Meaning and nature of balance of payment- distinction between balance of trade and balance of payment- Classification of balance of payments - Causes of Open disequilibrium in the balance of payments – Measures discussion for correcting adverse balance of payments.

CLO 2	Foreign Exchange: Meaning of foreign exchange rate of exchange- Methods of determining the rate of a exchange - Causes of exchange rate fluctuations Meaning of exchange control - Methods of exchange Debriefing control - Alternative way of making foreign remittance Exchange control regulations in Bangladesh.
CLO 3	Documentation in Foreign Trade: Meaning importance- and requirements of effective export documentation - Types of export documents and their Open preparation - Export formalities at home and abroad-Problems in export documentation - Import Documents
CLO 4	International Monetary and Regulatory Institution: IMF-World Bank-UNCTAD - WTO-GATTs- TRIPS: Globalization - Multi-lateral trading - Role of commercial policy in underdeveloped countries like Bangladesh - Dispute Settlement Mechanism.
CLO 4	Strategy of NGOs and Government in International Business: WTO, IMF & World Bank- Government influences dumping tariffs- subsidies- cultures around the world- Foreign exchanges issues- Export financing for international business- International Collaborative Agreements.
CLO 4	Regional Trade Integration: SAPTA- European Common Market- ASEAN and OPEC- Introduction to Foreign- Exchange- International trade flows- Country risk analysis- Multinational capital budgeting- Short-term financing and Long-term financing.
CLO 5	Foreign Trade in Bangladesh: Size and structure of foreign trade- Characteristics of foreign trade Balance of payments position - Traditional and nonCLO-5 traditional export items - Patterns and performance of foreign trade - Problems hindering the foreign trade in Bangladesh - Review of export and import policy Export processing zones in Bangladesh.

11. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3	√											
CLO 4	√											
CLO 5	√											

14. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	International Trade and World Economy	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Balance of Trade and Balance of Payment	Lecture	
CLO 2	Foreign Exchange	Lecture and Discussion	
CLO 3	Documentation in Foreign Trade	Lecture and Discussion	
CLO 4	International Monetary and Regulatory Institution	Lecture and Discussion	
CLO 4	Strategy of NGOs and Government in International Business	Lecture and Revision	

CLO 4	Regional Trade Integration	Lecture and Revision	
CLO 5	Foreign Trade in Bangladesh	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

Griffin , Ricky W. and Michael W. Putsay. (2005). *International Business:, A Managerial Perspective*, 4th Edition, Pearson Prentice Hall.

John D. Daniels and Lee H. Radebaugh. (2021). *International Business: Environments and Operations*, Global Edition. Pearson Education Inc.

Sadrel Reza, *The Export Trade of Bangladesh (1950-1978): Patterns and Perspective*.

INB 0413-402: Cross-Cultural Management

1.	Course No. / Course Code	:	INB 0413-402
2.	Course Title	:	Cross-Cultural Management
3.	Course Type	:	Major Course (International Business)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: Given the Globalization of business and increasing diversity within the workforce of so many and organizations, a cross-cultural component in management education and can no longer be considered as a useful add-on merely for those who might consider abroad to pursue their career. Nowadays, more and more managers and professionals are are required to work effectively across cultural borders. Even if they are confined offices, they are more and more likely to interact with people from other cultures		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To enhance the ability of the students to interact effectively with people from cultures other than their own, specifically in the context of international business. • To provide students' with an understanding of the contextual knowledge, cross cultural skills and multiple perspectives required to manage and work across borders and cultures in a changing global business environment. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Understand culture, levels and dimensions of cultures.
CLO 2	Learn culture and styles of management.
CLO 3	Identify culture and corporate structures and international marketing management.
CLO 4	Understand business communication across cultures.
CLO 5	Understand how to work with international teams.

10. Course Content:

CLOs	Course Content
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CLO 1	Determinants of Culture: Facets of culture-Levels of CLO, cultures-Dimensions of culture-Hofstede's national cultural dimensions-Cultural dimensions according to GLOBE
CLO 1	Culture and Styles of Management: Management tasks and cultural values-Other views on cultural values
CLO 2	Culture and Corporate Structures: Organisational structures-Corporate cultures-Culture and leadership Culture and corporate strategy Cultural change in organisations
CLO 3	Culture and International Marketing Management: Marketing in a cross-cultural environment-Marketing communication across cultures-Cultural diversity in organisations-Managing diversity in a global environment-Diversity and transcultural competence in organisations
CLO 4	Business Communication Across Cultures: Communicating in and between cultures-Barriers to intercultural communication-Barriers in cross-cultural management communication-Negotiating internationally-Approaches to negotiating in an international context
CLO 5	Working with international Teams: Groups processes during international encounters-Conflicts and cultural differences-Understanding and dealing with conflicts Developing intercultural communicative competence-Becoming a competent intercultural communicator

11. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3									√			
CLO 4									√			
CLO 5									√			

14. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Determinants of Culture	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Culture and Styles of Management	Lecture	
CLO 2	Culture and Corporate Structures:	Lecture and Discussion	
CLO 3	Culture and International Marketing Management	Lecture and Discussion	
CLO 4	Business Communication Across Cultures	Lecture and Discussion	
CLO 5	Working with international Teams	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

Marie-Joelle Browaeys and Roger Price. (2008). *Understanding Cross-Cultural Management*, 3rd Edition. Pearson Education Limited.

Zeynep Aycan, Rabindra N Kanungo and Manuel Mendonca. (2014). *Organizations and Management in Cross-Cultural Context*. Sage Publishing Company.

INB 0413-403: Negotiation and Diplomacy in International Business

1.	Course No. / Course Code	:	INB 0413-403
2.	Course Title	:	Negotiation and Diplomacy in International Business
3.	Course Type	:	Major Course (International Business)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: Globalization of trade and business has blurred the national boundaries with the growing interdependence and interpretation of various economies. The business organizations responsibility of management taking into account the economic considerations is increasing in order to dominate the contents of international affairs. Cross-border business is about interaction with foreigners having different cultures, languages, currencies, socialization and politics. Private businesses experience complexity in other countries in the form of cultural differences, conflicting trade theories, opposing development theories and political policies. Negotiating skills are required to reach an agreement to participate in an activity that will result in mutual benefits with each party trying to arrive at an agreement that will serve its own interests. Negotiation skills of managers are getting importance to gain an advantage and to achieve successful outcome that is beneficial to both the parties involved in businesses.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To enable the students to understand the essence and objectives of negotiation and its steps making up the negotiation process and the obstacles to negotiation. • To enable the students to understand the different forms of negotiation long with the traditional and emerging procedures for resolving disputes • To understand the management of cross-cultural differences in the international level and adoption and accommodation of the cross culture differences at the global level. • To learn how to negotiate conflict and strategically manage it, understand the group and national differences and approaches toward accommodation of differences, and provide the students with the knowledge relating to Intra-cultural negotiation exercise. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Understand the different forms of negotiation along with the traditional and emerging procedures for resolving disputes.
CLO 2	Identify the functions of and ingredients for successful international negotiations and diplomacy from the individual to international level.
CLO 3	Know the management of cross-cultural differences in the international level and adoption and accommodation of the cross-culture differences at the global level.
CLO 4	Grasp the intricacy of negotiating conflict and managing it strategically
CLO 5	Understand the group and national differences and approaches toward accommodating the differences.

9. Course Content:

CLOs	Course Content
CLO 1	Unit 1: Fundamentals of negotiation-Its process and obstacles-Different forums of negotiation Introduction to traditional and emerging procedures for resolving disputes.

CLO 2	Unit 2: Negotiation and diplomacy from the individual to Class Lecture international level.
CLO 3	Unit 3: Managing and adopting the cross-culture differences to the international level.
CLO 4	Unit 4: Negotiation conflict and manage it.
CLO 5	Unit 5: Group and national differences and approaches
CLO 1	Unit 6: Intra Cultural negotiation exercise

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1									√			
CLO 2									√			
CLO 3									√			
CLO 4	√											
CLO 5					√							

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Unit 1	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Unit 2	Lecture	
CLO 3	Unit 3	Lecture and Discussion	
CLO 4	Unit 4	Lecture and Discussion	
CLO 3 and 5	Unit 5	Lecture and Discussion	
CLO 1	Unit 5	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

- Corvette, Barbara A, Budjac. (2013). *Conflict Management-A Practical Guide to Developing Negotiation Strategies*. Pearson Education Limited,
- Kremenjuk, Victor, ed. (2002). *International Negotiation: Analysis, Approaches, Issues*, 2nd Edition. San Francisco: Wiley.
- Cohen, Raymond. (1997). *Negotiating Across Cultures: International Communication in an Interdependent World*. Washington, D.C.: US Institute for Peace Press.

INB 0413-404: International Economic Integration

1.	Course No. / Course Code	:	INB 0413-404
2.	Course Title	:	International Economic Integration
3.	Course Type	:	Major Course (International Business)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: The political and economic scenarios have been changing over the decades. Especially after WWII, new independent countries emerged and for their survival and development economic integration and trade blocks came into being. The reasons and historical perspectives need to be studied.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To give idea about different trade blocks. • To help students understand the global economic trend. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Comprehend national income and balance of payment.
CLO 2	Describe the exchange rate theory.
CLO 3	Comprehend international trade and foreign direct investment.
CLO 4	Comprehen about monetary and financial integration.
CLO 5	Understand global environmental issues.

9. Course Content:

CLOs	Course Content
CLO 1	National Income & Balance of payment
CLO 2	Exchange rate theory
CLO 4	International trade and FDI
CLO 5	Monetary and financial integration
CLO 6	Global Environmental issues

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3	√											
CLO 4	√											
CLO 5								√				

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	National Income & Balance of payment	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Exchange rate theory	Lecture	
CLO 2	Political regimes	Lecture and Discussion	
CLO 3	International trade and FDI	Lecture and Discussion	
CLO 3	Monetary and financial integration	Lecture and Discussion	
CLO 4	Global Environmental issues	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

Salvatore, Dominick. (2019). *International Economics*, 13th Edition, Wiley.

John D. Daniels and Lee H. Radebaugh. (2021). *International Business: Environments and Operations*, Global Edition. Pearson Education Inc.

Tinbergen, J. (1954), *International Economic Integration*. Elsevier.

INB 0413-405: International Human Resource Management

1.	Course No. / Course Code	:	INB 0413-405
2.	Course Title	:	International Human Resource Management
3.	Course Type	:	Major Course (International Business)
5.	Credit Value	:	3
6.	Total Marks	:	100
7.	<p>Rationale of the Course: Human Resource Management has undergone extraordinary changes in the past generation. The exact nature and direction of these changes are difficult to predict. With the extent of the globalization of business, the role of human resource management in sustaining this increase in international business activity is a central theme of this course. In this regard, this course has been designed to provides comprehensive knowledge to the students about HRM practices of different countries, multinational companies and international business organizations.</p>		
8.	<p>Course Objectives: The objectives of this course are:</p> <ul style="list-style-type: none"> • To explore domestic and international HRM. • to learn about the international HRM models and their implementations • to understand recruitment, selection, training and development, compensation management, performance management and industrial relations of international staff and expatriate • To learn the HRM practices of different countries • To comprehend the recent trends and challenges of international HRM. 		

9. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Understand international HRM, differences between domestic HRM and international HRM along with IHRM models.
CLO 2	Understand the path to global status, control mechanisms, mode of operations in IHRM, along with international staffing, recruitment and selection process
CLO 3	Comprehend how training and development to develop HRM in an international perspective.
CLO 4	Understand compensation, industrial relations and performance management in the area of IHRM.
CLO 5	Identify HRM trends and its future challenges.

10. Course Content:

CLOs	Course Content
CLO 1	Introduction: Definition- Domestic human resource management VS. international human resource management-factors that moderate the difference Class between DHRM and IHRM-Context of IHRM.
CLO 1	IHRM Model: Recent developments in theories and Clas empirical research-Adler and Ghadar's phases of internationalization model-De-Cieri and Dowling model.
CLO 2	Organizational Context: Path to global status-Control, mechanisms- Mode of operation.
CLO 2	Recruiting and Selecting Staff for International Assignments: The myth of the global manager regarding recruitment and selection- Causes of expatriate failure Factors moderating performance of expatriate- Selection criteria-Selection tests-Expatriate selection in practice.
CLO 3	Training and Development of Expatriate: The role of expatriate training components of effective pre-departure training programs- Phases of cross culture training program- TCN and HCN expatriate training- The effectiveness of pre-departure training developing stuff discus thorough international assignment-individual development- developing international team.
CLO 4	Compensation Management for International Staff: Objectives of international compensation- Variables influencing international compensation strategy- Key components of an international compensation program- Approaches to international compensation.
CLO 4	Industrial Relations for Expatriate: Definition- Factors Caused for structural difference of trade union- issues in international industrial relations- trade union and international industrial relations- The response of trade unions to multinationals.
CLO 4	Performance Management of International Staff: Performance management- Characteristics of performance management- Performance appraisal of international employees- Performance criteria-Who conduct performance appraisal- Standardized or customized performance appraisal form- Frequency of appraisal performance feedback- Appraisal of HCN employees.
CLO 5	HRM Trends and Future Challenges: Challenges facing JIHRM- International business ethics and HRM-Trend- off ownership pattern and production caused new thinking of IHRM- Research and theoretical developments in IHRM field

11. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12

CLO 1	√											
CLO 2			√									
CLO 3						√						
CLO 4	√											
CLO 5						√						

14. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to IHRM	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	IHRM Model	Lecture	
CLO 2	Recruiting and Selecting Staff for International Assignments	Lecture and Discussion	
CLO 3	Training and Development of Expatriate	Lecture and Discussion	
CLO 3	Compensation Management for International Staff	Lecture and Discussion	
CLO 4	Industrial Relations for Expatriate	Lecture and Revision	
CLO 4	Performance Management of International Staff	Lecture and Revision	
CLO 5	HRM Trends and Future Challenges	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

- Brewster, C., Elizabeth Houldsworth, Paul Sparrow and Guy Vernon. (2016). International Human Resource Management. Kogan Page.
- Peter J. Dowling and Denise E. Welch. (2004). International Human Resource Management: Managing People in a Multinational context. Thomson Publication Inc.
- Mustafa Ozbilgin. (2000). International Human Resource Management: Theory and Practices. Bloomsbury Publishing, 2020
- Dennis R. Briscoe and Randall S. Schuler (2004), International Human Resource Management: Policy and Practice for the Global Enterprise, Psychology Press.

INB 0413-406: International Financial Management

1.	Course No. / Course Code	:	INB 0413-406
2.	Course Title	:	International Financial Management
3.	Course Type	:	Major Course (International Business)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course Main aim of this course is to provide knowledge about the determination of exchange rate and to understand the factors which influence the change of exchange rate over time. It will hopefully help them to take decision regarding foreign trade more efficiently.		
7.	Course Objectives The objectives of this course are: <ul style="list-style-type: none"> To describe the international monetary system and the foreign exchange markets. 		

	<ul style="list-style-type: none"> • To examine the Balance of Payments (BOP) data and determine its implications for international competition. • To identify the basic philosophies that govern corporate behavior throughout the world. • To apply knowledge of derivatives to risk management in international financial markets.
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8. Course Learning Outcomes (CLOs):

After successful completion of the course, the students will be able to:

CLOs	Course Learning Outcomes
CLO 1	Analyze the various stages of expansion overseas that multinational corporations utilize in order to benefit from globalization.
CLO 2	Forecast exchange rates based on the parity conditions that should apply between spot rates, forward rates, inflation rates, and interest rates.
CLO 3	Describe how interest rate risk affects financial decision making in the international business arena.
CLO 4	Explain translation, transaction, and economic exposure to exchange rate changes.
CLO 5	Identify the processes and instruments used in the financing of international trade.

9. Course Contents:

CLOs	Course Contents
CLO 1 CLO 5	The International Financial Environment: Multinational Financial Management: An Overview, International Flow of Funds, International Financial Markets, Exchange Rate Determinations, Currency Derivatives.
CLO 2	Exchange Rate Behavior: Government Influence on Exchange Rates, International Arbitrage and Interest Rate Parity, Relationships among Inflation, Interest Rates, and Exchange Rate.
CLO 4	Exchange Rate Risk Management: Forecasting Exchange Rates, Measuring Exposure to Exchange Rate Fluctuations, Managing Transaction Exposure, Managing Economic Exposure and Translation Exposure.
CLO 2	Currency Derivatives: Forward Market, Currency Future Market, Option Market.
CLO 3	Forecasting Exchange Rates: Why Firms Forecast Exchange Rates, Forecasting Techniques, Forecast Error.

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs):

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2			√									
CLO 3		√										
CLO 4		√										
CLO 5			√									

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1 CLO 5	The International Financial Environment	Lecture and Group Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Exchange Rate Behavior	Lecture	
CLO 4	Exchange Rate Risk Management	Lecture and Group Discussion	
CLO 2	Currency Derivatives	Lecture and Revision	
CLO 3	Exchange Rate Behavior	Lecture and Group Discussion	

12. Learning Materials

12.1 Recommended Readings:

Bekaert, G. and Robert Hodrick. (2017), *International Financial Management*. Cambridge University Press.

Madura, Jeff. (2007). *International Financial Management*, 9th Edition, Cengage Learning

Madhu Vij. (2003). *International Financial Management*, 2nd Edition, Excel Books, India.

Major in Tourism and Hospitality Management

THM 0413-401: Housekeeping Management

1.	Course No. / Course Code	:	THM 0413-401
2.	Course Title	:	Housekeeping Management
3.	Course Type	:	Major Course (Tourism and Hospitality Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: Management of housekeeping duties within an establishment, supervision of staff, scheduling, use of different cleaning agents, safety within the work environment; housekeeping technology.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To understand and analyze housekeeping standards together with safety and security aspects. • To demonstrate the creativity on housekeeping standards and trends. • To analyze and explain housekeeping impact of city and resort types of hotels. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Understand the overall structure and operation of hospitality industry.
CLO 2	Understand the role and responsibility of housekeeping department.
CLO 3	Discuss relationship of housekeeping with other departments.
CLO 4	Demonstrate an understanding of housekeeping basic planning activity and its organization.
CLO 5	Demonstrate the creativity on housekeeping standards and trends.

9. Course Content:

CLOs	Course Content
CLO 1	Overall structure and operation of hospitality industry: Hotel organization chart and its reporting line, Knowledge of overall operation of each department, General relationship of each department and how it functions
CLO 2 and 3	Role of housekeeping and its relationship with other departments: Housekeeping department and its role and responsibility, Housekeeping organization chart, Positions and job descriptions in housekeeping department, Relationship of housekeeping department with others particularly front office, food and beverage as well as engineering departments
CLO 4	Planning and organizing housekeeping department: Planning the work in housekeeping department, Area inventory, Frequency schedule, Performance standard, Productivity standard, Supply and equipment inventory level,
CLO 5	Housekeeping standards / trends: Housekeeping standard building, Various standard set up
CLO 5	Human resource and training employees in housekeeping: Staffing and training employees, Motivating employees, Group presentations,

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3	√											
CLO 4		√										
CLO 5					√							

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Overall structure and operation of hospitality industry	Lecture and Discussion	Class Attendance, Assignment, Presentation, Quiz, Class Test Tutorial, Midterm, Final Examination
CLO 2 & 3	Role of housekeeping and its relationship with other departments	Lecture	
CLO 4	Planning and organizing housekeeping department	Lecture and Discussion	
CLO 5	Housekeeping standards / trends	Lecture and Discussion	
CLO 5	Human resource and training employees in housekeeping	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

Casado, M. (2000). *Housekeeping Management*. New York: John Wiley and Sons, Inc.

Martin, R. (1998). *Professional Management of Housekeeping Operations*, 3rd edition. New York: John Wiley and Sons, Inc.

Kappa, M., Nitschke, A. and Schappert, P. (1995). *Housekeeping Management*. New York: Educational Institute of the American Hotel and Motel Association.

THM 0413-402: Hospitality Sales and Marketing

1.	Course No. / Course Code	:	THM 0413-402
2.	Course Title	:	Hospitality Sales and Marketing
3.	Course Type	:	Major Course (Tourism and Hospitality Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: Hospitality Marketing and Sales is a dynamic and an exciting field, a key tool in understanding and tackling the challenges hospitality organisation/industry faces globally, and in Nepal. This course presents in-depth understanding of the modern day hospitality marketing concepts, with theoretical as well as practical insights on this evolving discipline.		
7.	Course Objectives: The objectives of this course are:		

	<ul style="list-style-type: none"> To imparting knowledge to students on the key concepts and strategies of hospitality and sales marketing with a view to enable students to learn and develop problem solving abilities and skills in areas of hospitality marketing and sales programme.
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8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Explore the components of hospitality marketing and sales, service marketing and marketing plan and techniques to evaluate its effectiveness
CLO 2	Learn about market segmentation and market research strategies specific to the travel industry
CLO 3	Understand the importance of hospitality marketing environment in marketing and the value of effective selling
CLO 4	Examine distribution methods for promoting tourism and hospitality to the travel trade
CLO 5	Discover how technology and market research are used to obtain information about customer needs and wants

9. Course Content:

CLOs	Course Content
CLO 1	Introduction to Hospitality Marketing and Sales: Introduction to Hospitality Marketing and Sales, Management's Role in Marketing and Sales, The Importance of Marketing and Sales, Trends shaping the future of Hospitality Marketing and Sales
CLO 1	Introduction to Hospitality Services Marketing: Introduction to Services Marketing, Service Quality, Customer Satisfaction, Service Trends and Issues Affecting the Hospitality Industry, Nature of Hospitality Product and Services
CLO 3	Hospitality Marketing Environment: Environment influence on Hospitality Organization, The Macro Environment (Political, Legal, Economic, Socio-Cultural, Technological, Environmental), The Micro Environment- Customer, Employees, Suppliers, Intermediaries, Competitors, Public Media.
CLO 2	Market Segmentation, Targeting, and Positioning: Market Segmentation, Market Segmentation, Market Targeting, Selecting a Market Segments, Choosing a Market-Coverage Strategy, Market Positioning, Positioning Strategies, Choosing and Implementing a Positioning Strategy, Positioning Measurement –perceptual mapping, Product Differentiation, Selecting the Right Competitive Advantages, Communicating and Delivering the Chosen Position
CLO 2 & 5	Marketing Information and Research: Marketing Intelligence- Internal Company Sources, Competitor Information, Marketing Information Systems, Marketing Research- Secondary Research, Syndicated Studies, Primary Research, Importance of Marketing Research, Common Concerns in Hospitality Marketing Research- Who Are Our Customers, Product Research: What Do Our Customers Want, Copy Testing, Tracking Studies, The Research Process- Problem Definition, Research Design and Implementation, Data Analysis and Interpretation, Preparation of the Research Report, Consumer Information: Mining the Guest Database- Tracking Guest Transactions, Frequency Marketing
CLO 1	Marketing Plan and the 8 Ps: Defining Marketing Plan, Differences between Tactical and Strategic Planning, Requirements for an Effective marketing Plan, Benefits of Having a Marketing Plan, Steps involved in Preparing a Marketing Plan, The 8 Ps of Hospitality and Travel Marketing
CLO 4	Hospitality Sales Distribution System: The Concept of Distribution, Channels of Distribution, Lodging Distribution Systems (The Need for Distribution in Lodging,

	Reservation Systems in Lodging, The Future of Reservations, Lodging Channels of Distribution), Distribution in Foodservice (Franchising in Foodservice, Intensive Distribution: Intercept Marketing, Intermediaries)
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10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2				√								
CLO 3												
CLO 4												
CLO 5				√								

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to Hospitality Marketing and Sales	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Introduction to Hospitality Services Marketing	Lecture	
CLO 2	Hospitality Marketing Environment	Lecture and Discussion	
CLO 3	Market Segmentation, Targeting, and Positioning	Lecture and Discussion	
CLO 3	Marketing Information and Research	Lecture and Discussion	
CLO 4	Marketing Plan and the 8 Ps	Lecture and Revision	
CLO 4	Hospitality Sales Distribution System	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

- Morrison, A. M. Hospitality and Travel Marketing, 2nd Edition. New York: Thomas Learning Inc.
- Kotler, P., John T. Bowen & Seyhmus Baloglu. (2021), *Marketing for Hospitality and Tourism*, 8th edition, New Delhi: Pearson Education Publication
- Hsu, Cathy H. C. and Tom Powers. (2001), *Marketing Hospitality*, 3rd Edition. New York: John Wiley and Sons.

THM 0413-403: Tourism Impact and Sustainability

1.	Course No. / Course Code	:	THM 0413-403
2.	Course Title	:	Tourism Impact and Sustainability
3.	Course Type	:	Major Course (Tourism and Hospitality Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: Tourism is a global industry of great economic importance, but uncontrolled tourism development and business operations can lead to major negative consequences. This course is an interdisciplinary introduction to the key issues of sustainability and the principles and practices that affect them, with a major focus on tourism, its impacts, and its opportunities. This course also comprehensively introduces sustainable practices adopted by different sectors of the tourism industry and evaluates their effectiveness in achieving economic, socio-cultural and environmental sustainability.		
7.	Course Objectives: The objectives of this course is <ul style="list-style-type: none"> • Provide students with a broad understanding of environmental issues and their impact upon the tourism industry • Describe the stakeholders and their influence on tourism development 		

8. Course Learning Outcomes (CLOs)

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Demonstrate a high level of competence in knowledge on principles of sustainable tourism development
CLO 2	Analyze the economic, environmental and socio-cultural impacts of tourism
CLO 3	Evaluate sustainability practices of tourism and hospitality industry
CLO 4	Relate the knowledge of basic concepts and principles of tourism planning and management
CLO 5	Critically apprise various green practices for sustainable development of tourism industry

9. Course Content:

CLOs	Course Content
CLO 1	Sustainable Tourism: Concepts, sustainability and its application in, tourism industry, principles of sustainable, tourism development, ecotourism as a tool, for sustainable tourism
CLO 2	Tourism Impacts: Economic, environmental and socio-cultural impacts; tourism impact assessment
CLO 3	Tourism Industry's Response to Sustainability Principles: Sustainability, practices in tourism industry (e.g. hospitality industry, aviation industry, etc.); case studies and examples of various regions
CLO 4	Accreditation and Certification: Sustainability accreditation for tourism (e.g. Green Globe), certification systems
CLO 5	Tourism Policy: Tourism policy trends, structure, content and formulation
CLO 6	Tourism Planning: Principles for tourism planning, sustainability and planning implications

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√	√									
CLO 3						√						
CLO 4												√
CLO 5								√				

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Sustainable Tourism	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 1	Tourism Impacts	Lecture	
CLO 2	Tourism Industry's Response to Sustainability Principles	Lecture and Discussion	
CLO 3	Accreditation and Certification	Lecture and Discussion	
CLO 3	Tourism Policy	Lecture and Discussion	
CLO 4	Tourism Planning	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

- Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2013). *Tourism: Principles and Practice*, 5th edition. Harlow, England: Pearson Education.
- Goeldner, C. R., & Ritchie, B. (2012). *Tourism: Principles, practices, philosophies*, (12th edition. Hoboken, NJ: Wiley.
- Harris, R., Griffin, T., & Williams, P. (2002). *Sustainable Tourism: A Global Perspective*. Burlington, MA: Butterworth-Heinemann.

THM 0413-404: Tourists Behavior

1.	Course No. / Course Code	:	THM 0413-404
2.	Course Title	:	Tourists Behavior
3.	Course Type	:	Major Course (Tourism and Hospitality Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: The supremacy of the consumer, the factors influencing behavior; knowledge and involvement, attention and comprehension, attitudes and intentions; decision-making behavior; classical and operant learning; cultural influences; reference groups.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> To explain the core concepts underlying tourist consumer behaviour, both as the purchaser and the user, in tourism marketing. To apply consumer behaviour models generated by the marketing discipline in the 		

	<p>tourism context.</p> <ul style="list-style-type: none"> • To analyse tourists' decision process within the dynamic and complex travel and tourism phenomenon. • To identify the current global trends in tourist behaviour and its relevance to international tourism marketing.
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8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Understand the role of consumer behavior in the marketing process
CLO 2	Acknowledge consumer behavior models in tourism and identify factors which motivate consumers to buy tourism products including the internal and external determinants
CLO 3	Understand how tourists making purchase decisions and Identify the links between purchase decision models and market segmentation
CLO 4	Identify the diverse market segments in tourism and the similarities and differences in demand characteristics between the different sectors of tourism
CLO 5	Acknowledge of the development of each part of the marketing mix in relation to consumer behavior and appreciate the link between quality and tourist satisfaction

9. Course Content:

CLOs	Course Content
CLO 1	Introduction and the history of tourist behaviors: The role of consumer behaviour in tourism marketing; Overview of tourist behaviour in relation to the products, services and markets of the hospitality industry; Reasons for buying particular products or services.
CLO 2	Main Concepts in consumer behaviors & Motivators
CLO 3	Determinants and Models of the purchase decision-making process: Purchase decision making process; Main concepts and models of tourist behaviour; Travel motivation and determinants.
CLO 4	Typologies of tourist behavior and segmentation
CLO 4	The nature of demand in different segments of tourism market: Components of cultural impacts on tourist consumption; Environmental
CLO 1	Consumer behavior and markets in the different sectors of tourism
CLO 5	The marketing mix and tourist behavior

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3				√		√						
CLO 4			√									
CLO 5	√											

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction and the history of tourist behaviors	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Main Concepts in consumer behaviors & Motivators	Lecture	
CLO 3	Determinants and Models of the purchase decision-making process	Lecture and Discussion	
CLO 4	Typologies of tourist behavior and segmentation	Lecture and Discussion	
CLO 4	The nature of demand in different segments of tourism market	Lecture and Discussion	
CLO 1	Consumer behavior and markets in the different sectors of tourism)	Lecture and Revision	
CLO 5	The marketing mix and tourist behavior	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

- Swarbrooke,J. and Horner, S. (2006). *Consumer Behaviour in Tourism*. Oxford: Butterwoth Heinemann.
- Pizam,A and Mansfeld,Y. (2000). *Consumer Behavior in Travel and Tourism*. Oxford: The Howorth Hospitality Press.
- Crouch,G., Perdue,R., Timmermans,H. and Uysal,M. (2004). *Consumer Psychology of Tourism, Hospitality and Leisure*. Wallingford: CABI Publishing.
- Halloway, J. (2004). *Marketing for Tourism* (4th ed.). Essex: Prentice Hall.
- Horner,S. and Swarbrooke,J. (2004). *International Cases in Tourism Management*. Oxford: Butterwoth Heinemann.
- Peter,J. and Olson, J. (2002). *Consumer Behavior and Marketing Strategy*.(6th ed.). London: McGraw-Hill.
- Reisinger,Y. and Turner,L. (2003). *Cross-Cultural Behaviour in Tourism*. Oxford: Butterwoth-Butterwoth Heinemann.
- Mooij, M. (2004). *Consumer Behaviour and Culture.*, USA: Sage Publications.

THM 0413-405: Tourism Planning and Development

1.	Course No. / Course Code	:	THM 0413-405
2.	Course Title	:	Tourism Planning and Development
3.	Course Type	:	Major Course (Tourism and Hospitality Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: This course deals with the tourism planning and the planning process, taking into account amongst other factors, the environmental issues and legislation, its linkage to sensible tourism		

	development and specified objectives. The impact of tourism development, importance of conservation measures and programmes and consequences of unplanned tourism development are presented.
7.	<p>Course Objectives: The objectives of this course are:</p> <ul style="list-style-type: none"> • To develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development, with an emphasis on ecotourism and nature-based tourism. It is to explore the interrelationships between resource management and tourism planning and development. • To develop an understanding of the different approaches to tourism planning across a range of different levels including national, regional, local and site-specific tourism planning; and • To understand and assess government and industry roles and responsibilities in tourism planning and development. • To understand the interrelationships between resource management and tourism planning and development.

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Identify the need for planned tourism development;
CLO 2	Understand key terms, concepts and approaches related to tourism planning and development;
CLO 3	Describe the tourism planning process as well as the components of a typical tourism plan;
CLO 4	Evaluate tourism plans and strategies in terms of their objectives and broader development goals;
CLO 5	Identify the issues involved in the implementation of tourism plans

9. Course Content:

CLOs	Course Content
CLO 1	The Purpose of Tourism Planning: The Concept of Planning, Tourism Defined, The Planners, Goals for Development, Tourism Planning Scales
CLO 2	Tourism as a System: The Tourism System, Demand-Supply Match, Demand, Components of Supply, Attractiveness, Services, Transportation, Information, Promotion, External Factors
CLO 1	Policy: Public Policy, Private Sector Policy
CLO 3	Regional Planning Concepts: Regional Tourism Planning Concepts, A Basic Tourism Planning Concept, A planning Process, PASOLP, Market-Plant Match, Spatial Patterns, Discovery of Tourism Potential, National Planning Policy, WTO Guide for Planners, A competitive Position Concept
CLO 3	Destination Planning Concepts: Destination Defined, The Imperative of Place, Destination Planning Issues, Destination Planning Guides, Destination Zone Planning Model
CLO 4	The key players in tourism planning and management: The key planners in tourism planning and management: The tourist, the host community, Government Agencies, the tourism industry, other players. Case study: How the media can create a tourist attraction.
CLO 5	Tools and Techniques in Tourism Planning and Management: Education as a technique in tourism planning and management: Interpretation, The role of the tour guide and interpretation, Case study - Keeper talk at Wellington Zoo. Self-regulation as a technique

	in tourism planning and management: Key perspectives, Codes of Conduct in Tourism. Information technology and tourism planning and management: Key perspectives, Case study - GIS and community aspects of tourism in New Zealand
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10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2		√										
CLO 3			√									
CLO 4						√						√
CLO 5						√						√

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	The Purpose of Tourism Planning	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	Tourism as a System	Lecture	
CLO 1	Policy	Lecture and Discussion	
CLO 3	Regional Planning Concepts	Lecture and Discussion	
CLO 3	Destination Planning Concepts	Lecture and Discussion	
CLO 4	The key players in tourism planning and management	Lecture and Revision	
CLO 5	Tools and Techniques in Tourism Planning and Management	Lecture and Revision	

12. Learning Materials

12.1 Recommended Readings:

- Hall, C. M. (2000). *Tourism Planning: Policies, Processes and Relationships*. Essex: Prentice Hall, Pearson Education Ltd.
- Inskeep, E. (1991). *Tourism planning: An Integrated and Sustainable Development Approach*. New York: Van Nostrand Reinhold.
- Pearce, D. G. (1989). *Tourist Development*, 2nd edition. Essex: Longman Scientific & Technical.

THM 0413-406: Tourism Research

1.	Course No. / Course Code	:	THM 0413-406
2.	Course Title	:	Tourism Research
3.	Course Type	:	Major Course (Tourism and Hospitality Management)
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: An introduction to research process and design, data collection, hypothesis testing, and reporting; featuring econometrics and other quantitative applications in business research; research on a topic related to the tourism and/or hospitality industry.		

7.	<p>Course Objectives: The objectives of this course are:</p> <ul style="list-style-type: none"> • To write clearly and concisely in the conventions of tourism studies. • To exhibit effective oral communication through personal interaction as well as classroom presentations, individually or as part of a group, to a larger audience. • To demonstrate critical thinking and analytical skills through writing and verbal assessments • To possess skills and experience relating to the management and production of tourism in a professional setting.
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8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Develop understanding and appreciation of research and the need for research, not only in tourism and hospitality, but also applicable to numerous other fields.
CLO 2	Develop knowledge and skills in designing and carrying out research projects.
CLO 3	Able to write a business report.

9. Course Content:

CLOs	Course Content
CLO 1	Introduction to Course and Tourism research: Approaches to tourism research, Research ethics, Research in our everyday life, Code of ethics
CLO 2	The Research Process: Overview and basic steps involved in the, research process, Topic selection and topic overview, Listing, finding and reviewing sources, Preparing purpose statement, research, questions, and thesis statement, Outlining topics and sub-topics, Citing & referencing sources, Deciding strategies and methods, Implementing, Reporting/publishing results, Research proposals
CLO 3	Research Methods: Observation, Qualitative, Quantitative, Interviews, Questionnaire, Case studies, Choosing the most appropriate method(s)
CLO 3	Questionnaires: Methods overview, Formulating questions, Types of questionnaire surveys, Designing questionnaires, Student assignment: prepare and test, questionnaires
CLO 3	Interviews: Methods overview, Unstructured interviews, Semi-structured interviews, Structured interviews, Focus groups, Interview guidelines, Student assignment: prepare and test, interview questions
CLO 3	Sampling: Why sample? Avoiding bias, Sample unit, Types of sampling, Sampling distributions
CLO 3	Data Management, Analysis, Interpretation, and Presentation: Organizing and managing data, Qualitative data analysis, Quantitative data analysis, Interpreting data, Presenting data
CLO 4	The final product – Preparing a Research Report: The sections- Executive summary, Table of contents, Glossary, Introduction, Methods, Results, Discussions and conclusion, Literature cited, Appendices

10. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1												√
CLO 2		√	√	√		√						
CLO 3												√

11. Course plan specifying content, CLOs, co-curricular activities (if any) teaching learning and assessment strategy mapped with CLOs

Corresponding CLOs	Topic	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to Course and Tourism research	Lecture and Discussion	Class Attendance/ Assignment/ Presentation/Class Test/Tutorial/Quiz/ Oral Test/ Mid Term Examination/ Final Examination
CLO 2	The Research Process	Lecture	
CLO 3	Research Methods	Lecture and Discussion	
CLO 3	Questionnaires	Lecture and Discussion	
CLO 3	Interviews	Lecture and Discussion	
CLO 3	Sampling:	Lecture and Revision	
CLO 3	Data Management, Analysis, Interpretation, and Presentation	Lecture and Revision	
CLO 3	The final product – Preparing a Research Report	Lecture and Discussion	

12. Learning Materials

12.1 Recommended Readings:

- Babbie, E. (2005). *The Basics of Social Research*, 3rd edition, Wadsworth: Thomson.
- Poynter, J.M. (1993). *How to research and write a thesis in Hospitality and Tourism: A Step-by-step Guide for College Students*. New York: Wiley.
- Ritchie, B.W., P. Burns, and C. Palmer, eds. (2004). *Tourism research methods: integrating theory with practice*. Wallingford: CABI.
- Sommer, R. and B. Sommer. 2002. *A Practical Guide to Behavioral Research: Tools and Techniques*, 5th edition. New York: Oxford University Press.
- Veal, A.J. (2006). *Research methods for leisure and tourism: a practical guide*, 3rd edition. New York: Prentice Hall.

VV 413 : Viva-Voce

1.	Course No. / Course Code	:	VV 413
2.	Course Title	:	Viva-Voce
3.	Course Type	:	Core Course
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: There are a variety of circumstances which might require the use of a viva voce and provision for these is contained in the academic and organizational regulations. There are several legitimate reasons for asking a student to attend a viva voce examination, all of which may have a different impact on the student.		
7.	Course Objectives: The objectives of this course are: <ul style="list-style-type: none"> • To assess student's ability to communicate with another person. • To supplement the information obtained through other evaluation techniques. • To identify and analyse the student's presence of mind. • To evaluate the student's spontaneity and mannerism. • To acquire soundness of knowledge through various forms of question. 		

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Provide direct contact with the candidates to assess their communication, presentation skills and overall impression.
CLO 2	Provide opportunity to mitigate circumstances into accounts.
CLO 3	Provide flexibility in moving the candidates from strong to weak points.

9. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1									√			
CLO 2									√			
CLO 3									√			

INT 414 : Internship

1.	Course No. / Course Code	:	INT 414
2.	Course Title	:	Internship
3.	Course Type	:	Core Course
4.	Credit Value	:	3
5.	Total Marks	:	100
6.	Rationale of the Course: To achieve knowledge in the practical field of an organization in order to make theoretical		

	knowledge to be more fruitful and realistic.
7.	<p>Course Objectives: The objectives of this course are:</p> <ul style="list-style-type: none"> • To make theoretical knowledge clear and exact • To improve theoretical knowledge • To add new practical knowledge with traditional knowledge • To expand the span of knowledge • To get practical knowledge about the institution • To increase the value of theoretical knowledge

8. Course Learning Outcomes (CLOs):

After completion this course students will be able to:

CLOs	Course Learning Outcomes (CLOs)
CLO 1	Cope with the changing condition of today's complex business world
CLO 2	Achieve knowledge and experience about various aspect of industrial organization
CLO 3	Implement the knowledge of practical training in practical life

9. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning Outcomes (PLOs) :

Course Learning Outcomes (CLOs)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√											
CLO 3	√											

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