

MBA (Master of Business Administration)

MBA 5151 Theory and Practice of Management

This course covers the functions of management, including planning, organizing, staffing, directing, motivating and controlling, and problems in achieving organizational goals in differing managerial environments.

MBA 5152 Theory and Practice of Marketing

Topics covered in this course include the history of marketing, marketing management, strategic planning and the marketing process, the global marketing process, the global environment, marketing research

& information systems, consumer market & consumer buying behavior, business market & business market behavior, market segmentation, targeting & positioning for competitive advantage, product & service strategy, new product development, product life cycle, pricing, distribution channel & logistics management, retailing & wholesaling, integrated marketing communication strategy, advertising, sales, promotion & public relations, and social responsibility & marketing ethics.

MBA 5153 Advanced Business Communication

This course is designed to help the students in learning the techniques and acquiring the skills needed to communicate effectively in management. The course deals with basic English in the practices of communication. Various techniques of effective communication through business letters, reports, circulars and other media form an integral part of the course.

MBA 5154 Advanced Statistics for Business

This course is designed to equip the students with statistical tools and concepts to be used in the decision-making process. The topics of the course include measures of central tendency, measures of

dispersion, probability distributions and their application in the management decision process, testing of hypothesis, regression, correlation, and time series analysis, index number, survey methods, sample design and sources and business statistics in Bangladesh.

MBA 5255 Managerial and Comparative Economics

The purpose of this course is to develop the students' skill in the systematic analysis of economic aspects of business decisions. The course covers concepts relating to analysis of the market as seen by producers and consumers and relates them to production patterns, distribution of income and allocation of resources in the context of a market economy. The course will also compare capitalism, socialism and the Islamic economic system.

MBA 5256 Financial Accounting

This course deals with fundamentals of bookkeeping and accounting. It covers the basic accounting concepts, double entry system of bookkeeping, recording of transactions, preparation of trial balance, treatment of adjustment entries, preparation of financial statements, accounting for assets and liabilities, and accounting practices in different types of organizations.

MBA 5257 Legal Environment of Business

Topics covered in this course includes law of contract, agreement, consideration, misrepresentation, void and voidable contracts, sale of goods, discharge, remedies, law of agencies, pledge, law of carriage of goods, negotiable instruments act, insurance law, company law, and rules of the Securities and Exchange Commission.

MBA 5258 Quantitative Techniques in Decision-Making

The purpose of the course is to help students learn mathematical tools that are used in business areas. It includes elements of algebra, number fields, linear and non-linear inequalities, functions, sets, analytical geometry, logarithms, limits, differential and integral calculus, and matrix and linear programming.

MBA 5359 Advanced Organizational Behavior

The objective of this course is to deal with individual and group behavior models in the context of different organizations and social systems. It deals with the basic concepts of motivation, perception, learning and analysis of human behavior, individual differences and job satisfaction, attitude change, group, process, team work, role theory, power and authority along with the analysis of small group behavior, group dynamics, leadership, decision, development of organizations and the influence of groups.

MBA 5360 Advanced Financial Management

This course deals with the nature, scope and objectives of managerial finance, management of working as well as fixed capital, tools for quantitative analysis of financial position, techniques of financial planning and control, working capital management, cost of capital, techniques of capital budgeting and related concepts, capital structure and profit distribution policy.

MBA 5361 Advanced Human Resource Management

The objective of this course is to deal with human resource management in an organization. It includes the functions of personnel management, job descriptions, sources of personnel, methods of selection, recruitment, developing and motivating the work force, procedures of primary record-keeping, compensation, salary and wage administration, promotion, training, appraisal, health, safety, moral discipline, and employee benefits.

MBA 5362 Comparative Political and Social Systems

This course covers discussion on the relevant aspects of various political and social systems. Topics related to social systems include family life, neighborhood, community, social justice, and women. The course compares concepts and institutions of the western political system and the Islamic political system. Topics that are covered include administration of justice, principles of social security, human rights, and status of non-citizens.

MBA 6000 Mechanized Accounting

This course aims at giving the students knowledge about the development of mechanized applications in accounting.

MBA 6001 Foreign Exchange Policy and Control

The course deals with exchange rates and policy, exchange rates determination, inflation and the cost of inflation.

MBA 6002 Research Methodology

The objectives of this course is to give the students knowledge and exposure about the business research, Research design, Research proposal and writing research report.

MBA 6463 Advanced Managerial Accounting

This course deals with tools and techniques of accounting for management decision-making including analysis and interpretation of financial statements, concepts of cost, methods of costing and break-even analysis, budgeting and budgetary control, other uses of accounting information and performance measurement.

MBA 6464 Strategic Management

The objective of this course is to acquaint the students with the methods, practices and problems in making and implementing top-level management decisions. It explores the administration of organizations by systematic analysis of programs, environment, decisions, policy formulation and administration, business risks and opportunities.

MBA 6465 Global Business Operations

Topics covered in this course include international business and its environment, the international monetary exchange, national boundaries, nationalism and the multi-national firm, financial and trade-oriented institutions, international liquidity, balance of payments, financial instruments, economic integration, alliances and cooperation, inflation and devaluation, and global business strategy.

MBA 6466 Operations Research

This course deals with the concepts of economics of production, production decisions, and operations of organizations producing goods and services. This covers identification and definition of major problem areas within these functions and development of appropriate concepts and decision processes for dealing with these problems. Concentration is given on forecasting, quality control and inventory control, utilizing an inventory control, utilizing the operations research, industrial engineering and system approach.

MBA 6567 Comparative Management

This course highlights the special features of management practices in developed and developing countries of the world. Emphasis is placed upon the systems of management in Japan, China, Korea, Germany, France and the USA. The aim is to make the learner capable of understanding the strengths of those systems and the means to implement them in our context.

MBA 6568 Project Management

The objective of this course is to enrich students with the concepts of project identification, preparation, appraisal, management of implementation and post-project evaluation. Basic analysis, organization and control aspects of project implementation in relation to resources, time scale and information processing are emphasized.

MBA 6569 Total Quality Management

This course focuses on the quality function, its implementation and cost and management in both manufacturing and service industries. The course provides students with a set of quality concepts and tools and the knowledge required for their application in quality planning quality improvement and quality control.

MBA 6570 Management Practices in Bangladesh

Bangladesh is known to be one of the least developed countries of the world. Much of its underdevelopment is due to poor utilization of resources, which requires efficient management to ameliorate. This course discusses the causes of inefficiencies in management and indicates means of solving them.

MBA 6571 Management Science

The course is a survey of management science tools and techniques that have application in the areas of business. Stress is placed upon the decision-making process of the organization. Solution techniques include decision theory, decision tables and trees, game theory, linear programming theory and application, transportation model, network models, queuing theory and simulation techniques.

MBA 6572 Contemporary Developments in Management

This course covers some of the developments in management that have taken place in the last two to three decades, their application in advanced countries and discussions on their implementation in Bangladesh.

MBA 6573 Organizational Development

This course deals with different theories of organizational change and development. It acquaints students with techniques of organizational development such as team intervention. Concepts of behavioral science are also applied.

MBA 6574 Compensation Management

The objective of this course is to understand the process of managing compensation and strategic choices in managing compensation. Special focus is placed on current theory, research and practice. Topics include pay model, internal consistency, external competitiveness, employee contributions, employee benefits, and extending and managing the compensations system.

MBA 6575 Industrial Relations

The aim of this course is to broaden the understanding of the theory and practice of industrial relations and collective bargaining. Topics include the historical background of the industrial relations system, theories relating to industrial relations, strategic, functional and workplace levels of industrial relations, and an overview of the industrial relations system in Bangladesh.

MBA 6576 Training and Management Development

The purpose of this course is to give the students a thorough idea about the needs, processes and methods of training and developing executives in order to make them efficient and effective in discharging their duties in a responsible manner. Emphasis is given upon modern approaches to management development through the use of modern technology such as the computer and the Internet.

MBA 6577 Leadership Management

The purpose of this course is to teach the students how to meet the leadership development needs of government and non-government organizations. This program provides a means by which students may discover and refine abilities fundamental to effective leadership.

MBA 6578 Strategic Human Resources Management

The success of an organization depends on long term human resource planning. This course addresses issues related to strategic decisions in human resource planning.

MBA 6579 Advanced Marketing Management

This course presents an integrated approach to marketing from a managerial point of view. Economic, quantitative and behavioral concepts are used in analyzing and developing a framework for decision-making leading to formulation of an organization's goals and of its marketing program.

MBA 6580 International Marketing

This course deals with international economics and trade, barter and counter trade, the international marketing environment, modes of international trade, entry strategy, international marketing strategy, international marketing research, and organization structure and control.

MBA 6581 Promotional Management

This course provides an analysis of the role of promotion in overall marketing strategy and of key elements of promotional decision-making. Topics include importance of promotion management, determination of promotional management efforts, advertising, personal selling, sales promotion, public relations and evaluation and control of promotion management.

MBA 6582 Consumer Behavior Analysis

The objective of this course is to familiarize the students with behavioral sciences in marketing research, theories of fashion, characteristics of goods, shopping behavior, product differentiation, market segmentation, opinion, leadership, and application of concepts of channels of distribution and pricing.

MBA 6583 Advanced Marketing Research

This course exercises students' analytical ability to design research that can help organizations to solve problems, to adopt new opportunities and to be competitive in the market. It provides an understanding about problems and opportunities of marketing through a systematic methodology of marketing research. This course covers types of marketing research and their designs, marketing research methodology, measurement and scaling, data analysis, hypothesis testing, report writing and evaluation of marketing research.

MBA 6584 Service Marketing

Service is a very important area of business. This course is designed to acquaint students with different service-rendering organizations. It deals with strategies and policies required to assess the need of services and providing the services to potential market segments.

MBA 6585 International Finance and Banking

Topics covered in this course include an introduction to the international financial system, purchasing power and interest rate parity relations, exchange rate determination and management, monetary integration in the EEC, international liquidity and the growth of international financial markets, inter-

national financial markets and inflation, international banks and financial institutions, debt crisis, and the IMF and its operations.

MBA 6586 Financial Analysis and Control

This course provides an understanding of the accounting system, financial analysis, statement of changes in financial position, break-even analysis, budgeting, flexible budget, cash budget, and financial forecasting.

MBA 6587 Securities Analysis and Portfolio Management

This course provides knowledge on the concepts of risk and return in investment decisions, selecting investment in a global market, organization and functioning of the securities markets, market indicator series, nature of the efficient capital market, valuation of securities, asset allocation decisions, and portfolio management.

MBA 6588 Financial Reporting and Presentation

This course covers complex accounting problems along with preparing financial reports of organizations. It explains international dimensions of reporting and compares different practices. Topics include financial reporting and presentation fundamentals, segment reporting, interim financial reporting, reporting and presentation as per Companies Act and IAS.

MBA 6589 Management of Financial Institutions

The objective of this course is to train students in money and capital market, with special emphasis on the study of institutions supplying funds of various categories. Focus will be on financial institutions with a view to acquainting the students with potential sources of funds of various types, fund utilization and the terms and conditions under which institutions and financial intermediaries like commercial banks, BSB, ICB, BSRS and other institutions like World Bank, IMF, ADB, and stock markets operate.

MBA 6590 Financial Derivatives and Engineering

This course explains advanced products of finance and their applications in the modern business world. It will introduce conceptual tools of financial engineering, physical tools to develop financial products and services, trading mechanism of financial products and financial engineering process and strategies.

MBA 6591 Foundations of Information Systems

This course provides an integration framework combining the technical aspects of MIS to the problems of managing complex organizations. The course also highlights issues and problem-solving approaches that are important for managing MIS projects and organizations. In addition, the initial stages of the system development process including requirements collection, specification and needs analysis will also be covered.

MBA 6592 Advanced System Analysis and Design

Analysis of Information, Information gathering and editing, feasibility study: operation, technical and economic feasibility, system design, tools and techniques, activity selections, Networks models, linear programming, project time estimation and minimization, cost/benefit analysis, input/output design, le design, database design, system implementation, project team selection, project maintenance, data mining techniques, telecommunications, ethics, computer crime, security and control, documentation and report generation.

MBA 6593 Data Communication

Fourier transformers, Modulation techniques | AM, FM, PM, OOK, FSK, QPSK, QAM. Pulse modulation | PCM, PPM, PAM, Delta modulation. Companding, equalizers, echo cancellation, inter-symbol interference. TDM, FDM, errors due to noise. Concept of channel coding and capacity. Voice Digitization, speech redundancies, DPCM, Layered concept of computer network architecture.

MBA 6594 Advanced Management Information Systems

This course focuses on the design and use of management information systems in businesses and other organizations. Model building, information resource management and decision support systems are covered.

MBA 6595 Advanced Database Management

This course covers emerging issues in databases, data analysis, implementation and stages of complex systems in various platforms. It also aims to provide an understanding of the tools of analysis of complex data models by using data flow diagrams, structured chart, etc. Concepts of distributed database, objects oriented data model, auto code generator and report program generator, management of automated design and support tools, data security, integrity and data honesty are emphasized.

MBA 6596 Business Programming with C and C++

This course is designed to give the basics of programming business applications using C and C++. Contents include compiler and linker, data types and conversion, variables and constants, control structures and related examples, array processing, string, pointers, functions, structures, basic graphic objects, arrays, strings and structures in Unix.

MBA 6597 Advanced Accounting Theory

This course aims at giving the students knowledge about development of accounting theory, the nature of accounting theory and theory formation and verification in accounting. Types of accounting theories. Theory and measurement of business income valuation. Income and value during period of changing price level, CCA, CPPA, COCOA, preparation of current cost financial statement, accounting in the future, human resource accounting, value added statement.

MBA 6598 Financial Reporting and Presentation

This course covers complex accounting problems along with preparing financial reports of the organizations for the users explaining the international dimensions and compare different practices. Topics include financial reporting and presentation fundamentals, segment reporting, interim financial reporting, reporting and presentation as per companies Act and IAS.

MBA 6599 Public and Social Accounting

The objective of this course is to give the students an exposure to principles and practices of government accounting and social accounting, methods and procedures of government budget preparation and the government accounting system in Bangladesh.

MBA 6739 Internship

The internship is a part of the MBA degree requirement for fresh students who do not have work experience. The internship is a preparatory step for a student towards his/her job placement. The primary goal of internship is to provide an on-the-job exposure to the practical business world and an opportunity for translation of theoretical concepts into real life situations. Students are placed in enterprises in the public and private sectors, research institutions and also development projects. The internship program involves twelve weeks of organizational attachment and a subsequent report. A student must earn a CGPA of 2.5 before placement in the internship program. The choice of enterprise/organization for internship can be made by the student, subject to the approval of the School of Business.