



Course Handbook
Bachelor of Business Administration (BBA)
School of Business and Economics
North South University

Last Updated: December 2025

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1. INTRODUCTION

Established in 1992, North South University (NSU) is the first non-government university in Bangladesh. It is the home of world-class teaching and impactful research. The Bachelor of Business Administration (BBA) program, offered by the School of Business and Economics (SBE), is the largest academic degree program at the university, providing an unparalleled learning experience for students.

In recent years, the Times Higher Education World University Ranking and the QS World University Rankings have recognised SBE as the country's top business and economics school. The BBA Program is benchmarked against global standards such as:

- Approved by the University Grants Commission (UGC), Bangladesh
- Accredited (1st in Bangladesh) by the Accreditation Council for Business Schools and Programs (ACBSP)
- Member of the Association to Advance Collegiate Schools of Business (AACSB)
- Member of the South Asian Quality Systems (SAQS) by AMDISA
- Member of the Chartered Association of Business Schools (CABS)

The NSU BBA is a four-year undergraduate degree approved by the University Grants Commission (UGC) of Bangladesh, comprising twelve academic terms within a trimester system (Spring, Summer, and Fall). It is one of the largest and most dynamic undergraduate business programmes in Bangladesh, housed within the School of Business and Economics (SBE). Guided by the university's vision of producing responsible global citizens and ethical business leaders, the BBA Programme is committed to academic excellence, innovation, and continuous improvement.

With over 9,000 students and a diverse pool of distinguished faculty members, the programme offers a rigorous, outcome-based curriculum that integrates theory with practice, ensuring graduates are equipped with analytical, managerial, and ethical competencies demanded by today's global business environment. The programme aims to equip students with the qualifications and skills necessary to succeed as entrepreneurs or business professionals. It also fosters a culture of engagement, experiential learning, and employability through research, internships, and industry collaboration, aligning its objectives with the Sustainable Development Goals (SDGs) and international accreditation standards.

BBA Programme's Vision

To develop competent business professionals, leaders, and entrepreneurs for Bangladesh and beyond, who will uphold ethical values, institute sustainable business practices, and contribute to the betterment of people and society.

BBA Programme's Mission

To deliver an innovative, research-informed, and globally relevant business education that develops socially responsible graduates through holistic teaching, enriching co-curricular activities, strong industry collaborations, adherence to sustainable practices, and commitment to lifelong learning.

BBA Concentration/Major Areas

Accounting (ACT)	Economics (ECO)	Finance (FIN)
Human Resource Management (HRM)	International Business (INB)	Management (MGT)
Management Information Systems (MIS)	Marketing (MKT)	Supply Chain Management (SCM)

2. BBA CREDIT REQUIREMENTS

Students are required to complete 130 credits to earn their BBA degree. The programme follows an open credit system, allowing students to enrol in a minimum of two courses (6 credits) and a maximum of five courses (15 credits) per academic term. Students may complete their degree with 127 or 124 credits, depending on whether ENG102 and/or BUS112 were waived at the time of their admission. If neither of these courses was waived, the graduation requirement remains 130 credits.

Single Concentration/Major: A student may graduate with a single concentration/major upon completion of 124 or 127 credits, depending on whether ENG102 and/or BUS112 are waived at the time of admission. If neither course is waived, the graduation requirement is 130 credits.

Dual Concentration/Major: A student may graduate with a dual concentration/major upon completion of 136 or 139 credits, depending on whether ENG102 and/or BUS112 are waived at the time of admission. If neither course is waived, the graduation requirement is 139 credits. In the case of a dual concentration/major, the Free Elective courses (3 courses / 9 credits) are replaced by three courses from the second concentration/major, along with three additional courses from the same concentration/major area.

Credit requirements for single concentration/major

Course Segments	Number of Courses	Credits
School Core Courses	7	21
BBA Core Courses	12	36
General Education (GED) Courses	14	42
Concentration/Major Courses	6	18
Free Elective Courses	3	9
Internship or Research Project	1	4
Total If ENG102 and/or BUS112 is not waived	43	130
Total If ENG102 and/or BUS112 is waived	42 or 41	127 or 124

Credit requirements for dual concentration/major

Course Segments	Number of Courses	Credits
School Core Courses	7	21
BBA Core Courses	12	36
General Education (GED) Courses	14	42
Concentration/Major 1 Courses	6	18
Concentration/Major 2 Courses	6	18
Internship or Research Project	1	4
Total If ENG102 and/or BUS112 is not waived	46	139
Total If ENG102 and/or BUS112 is waived	45 or 44	136 or 133

3. BBA GRADUATION CGPA REQUIREMENTS

To be eligible for graduation, students must maintain the following academic standing:

- A minimum CGPA of 2.0 on a 4.0 scale.
- A minimum GPA of 2.0 in both the School Core and BBA Core areas.
- A minimum GPA of 2.5 in the concentration/major area.

If a student's CGPA falls below 2.0 in any term, the student is then placed on academic probation. Students who remain on probation for three consecutive terms will be subjected to academic dismissal.

4. SCHOOL CORE COURSES

There are 7 courses / 21 credits under the school core.

1	BUS135	Applied Business Mathematics
2	BUS172	Introduction to Statistics
3	BUS173	Applied Statistics
4	BUS251	Business Communications
5	ECO101	Introduction to Microeconomics
6	ECO104	Introduction to Macroeconomics
7	MIS105 / MIS107	Information Systems and Computer

BUS135 - Applied Business Mathematics (3 Credits)

This course introduces the basic mathematical techniques used in business. Topics include a system of linear equations and inequalities, linear programming and its graphical solutions, limits, continuity, derivatives of functions and their applications, indefinite and definite integrals, first-order differential equations, and non-linear optimisation without constraints and with equality constraints. Emphasis has been given to solving business problems using the proposed mathematical techniques.

Prerequisite: BUS112

BUS172 - Introduction to Statistics (3 Credits)

This course introduces the modern theory and methodology of statistics and their applications in economics and business. Topics include descriptive statistics, probability theory, sampling theory and methodology, sampling distributions and hypothesis testing. A computer application for statistical analysis is a compulsory component of this course.

Prerequisite: None

BUS173 - Applied Statistics (3 Credits)

This course emphasises estimation and hypothesis testing for the linear statistical model. Topics include contingency tables, the goodness of fit, single and multiple regression, correlation, Bayesian decision theory, time series analysis, and index numbers.

Prerequisite: BUS172

BUS251 - Business Communication (3 Credits)

Business Communication provides an overview of major communication theories, emphasising communication styles and approaches operative in today's workplace environment. Communication, as it relates to strategic planning, analysis, and critical thinking in light of contemporary trends and issues, is studied. The focus is given on the application and evaluation of theories through case analysis, discussions, writing, speaking exercises, and presentations. Students are provided with opportunities to engage in self-assessment of their communication competence and to develop strategies for enhancing their communication skills.

Prerequisite: ENG103

ECO101 - Introduction to Microeconomics (3 Credits)

This course is an introduction to the methods and principles of economics with special emphasis on Microeconomics. Topics include an economic way of thinking, the evolution of the discipline of economics, demand, supply, market and its failures, consumer behaviour, production theory, firms, cost and market structure. This course aims to introduce the procedure of how economically trained people think and some concepts related to microeconomics.

Prerequisite: None

ECO104 - Introduction to Macroeconomics (3 Credits)

This course introduces the principles of macroeconomic analysis and its analytical methods with current institutional and empirical issues. Topics include national income accounting, issues relating to unemployment and inflation, determination of output, price level, and money and banking. It also gives an introductory account of the monetary and fiscal policies, budget and trade deficits, and exchange rates.

Prerequisite: ECO101

MIS105 / MIS107 - Information Systems & Computer (3 Credits)

This course introduces the fundamentals of information systems and the components of computer-based information systems. The course begins with an overview of computer applications and the functions of the components of a computer and proceeds to provide a functional orientation toward applications that improve personal productivity. It also provides an overview of different types of information systems, the phases of system development and implementation, database management systems, communication networks, internet and e-commerce, artificial intelligence, knowledge management, and examples of strategic application of IT in an organisation.

Prerequisite: None

5. BBA CORE COURSES

There are 12 courses / 36 credits under the BBA core courses.

1	ACT201	Introduction to Financial Accounting
2	ACT202	Introduction to Managerial Accounting
3	FIN254	Introduction to Financial Management
4	LAW200	Legal Environment of Business
5	MGT210 / MGT212	Organisational Management
6	MGT314	Introduction to Operations and Supply Chain Management
7	MGT351	Human Resource Management
8	MGT368	Entrepreneurship
9	MGT372 / INB372	Theory and Practice of International Business
10	MGT489	Strategic Management
11	MIS205 / MIS207	E-Business
12	MKT202	Introduction to Marketing

ACT201 - Introduction to Financial Accounting (3 Credits)

Financial Accounting is an introduction to the accounting model and financial statements with emphasis on the concepts and terminology needed to understand a corporate financial report. Topics include accounting processes for service and merchandising enterprises, current assets and liabilities, long-term assets, stockholders' equity, revenues and expenses, methods of depreciation, inventory pricing, and the accounting cycle for both service and merchandising companies.

Prerequisite: None

ACT202 - Introduction to Managerial Accounting (3 Credits)

Managerial Accounting will cover the concepts, theory and practice of the cost-control function of management. Students will learn what cost information is needed within an organisation, where to obtain this information, and how managers can use this information to plan, control and make decisions. Topics include standard costs, incremental costs, relevant costs, transfer pricing, profit centre, cost behaviour and forecasting, capital budgeting, activity-based costing and management, costs of quality and productivity improvement programs, cost-volume analysis and tactical decision-making.

Prerequisite: ACT201

FIN254 - Introduction to Financial Management (3 Credits)

Surveys the basic concepts and tools of Financial Management. Major topics include financial objectives, financial analysis and planning, financial environment, risk-return trade-off, time value of money, valuation, capital budgeting, cost of capital, capital structure, working capital basics,

etc. Special emphasis is given to the integration of the concepts of Financial Management into a total systems approach to financial decision-making.

Prerequisite: ACT201, BUS172

LAW200 - Legal Environment of Business (3 Credits)

This course examines the nature, formation and application of legal principles in business. Topics include the roles of law in society; the legal environment in which business operates, particularly government taxation; the regulation of commerce, competition and labour management relations; and the concepts of property, its creation, transfer and importance to business society.

Prerequisite: ENG103

MGT210 / MGT212 - Organisational Management (3 Credits)

Organisational Management discusses the methods and concepts of managing a staff, business or organisation. Students learn to apply, identify and evaluate functions for private and public organisations and their business structures. This course will incorporate principles of management and organisational behavioural aspects as well.

Prerequisite: None

MGT314 - Operations and Supply Chain Management (3 Credits)

Study of the operations processes directly related to the creation and distribution of goods and services. Increasingly, these operations are taking place outside the boundaries of a traditional enterprise. This course teaches students how to analyse processes, ensure quality, create value, and manage the flow of information, products and services across a network of customers, enterprises and supply chain partners.

Prerequisite: BUS135, BUS172

MGT351 - Human Resource Management (3 Credits)

This course provides an accessible but rigorous and comprehensive analysis of contemporary Human Resource Management (HRM) practices. This course aims to be a tour de force in the theory and practice of modern HRM for undergraduate students. It examines how the effective management of people has broad and wide-ranging implications. Employees are seen nowadays as the organisation's most valuable asset, and if managed and motivated appropriately, they will make a key contribution towards the survival and growth of the business in an increasingly competitive environment.

Prerequisite: MGT212

MGT368 - Entrepreneurship (3 Credits)

This course will provide an understanding of the business opportunities, problems, potentialities, and challenges that one faces in such an endeavour. The principal purpose is to disseminate the systemic process through which new business ideas are developed and implemented. Students are required to initiate a project and demonstrate their learning from the course through creativity.

Prerequisite: None

MGT372 / INB372 - International Business (3 Credits)

This preliminary course of international business emphasises the complexity of firms across national boundaries, as opposed to the domestic realm. It draws attention to the various topics for analysing a country's potential for attracting foreign direct investment. Students will explore the phenomena of interdependent global economies, the political economy and its impact on economic development, and the importance of cross-cultural literacy for conducting international business. Furthermore, included are discussions of theories on trade and trade blocs, international business strategies, and decisions imperative for choosing the appropriate entry mode.

Prerequisite: MKT202

MGT489 - Strategic Management (3 Credits)

This course carries out an analysis of policy formulation and implementation from a company-wide standpoint; emphasis is given to the integration of knowledge and approaches across functional areas, and techniques of strategy formulation and implementation by single-business, diversified and multinational firms are also studied.

Prerequisite: Completion of 100 Credits

MIS205 / MIS207 - E-Business (3 Credits)

This course aims to provide an understanding of E-Business and its associated technologies. The basics of online commerce will be introduced along with the elements that are particular to an electronic marketplace. Learning activities concentrate on the use of these tools for the purpose of finding viable E-Commerce solutions.

Prerequisite: None

MKT202 - Introduction to Marketing (3 Credits)

This introductory marketing course facilitates students in gaining a comprehensive understanding of basic marketing concepts. The course will cover various fields of marketing, such as customer value creation, marketing environment, customer relationship management, segmentation and target market, pricing, product development, promotions, consumer behaviour, and the components of integrated marketing communication.

Prerequisite: None

6. GENERAL EDUCATION (GED) COURSES

Students need to complete 14 courses / 42 credits, if ENG102 and BUS112 are not waived.

Students need to complete 13 courses / 39 credits, if either ENG102 or BUS112 is waived.

Students need to complete 12 courses / 36 credits, if both ENG102 and BUS112 are waived.

Computer and Math (1 course / 3 credit)

1	Mandatory (if not waived)	BUS112	Introduction to Business Mathematics
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Humanities (3 courses / 9 credits)

1	Any Two	HIS101	Bangladesh Culture and Heritage
2		HIS102	Introduction to World Civilisation
3		HIS103	Emergence of Bangladesh
4		HIS205	World History
5	Mandatory	PHI401	Business Ethics

Language (3 or 4 courses / 9 or 12 credit)

1	Mandatory (if not waived)	ENG102	Introduction to Composition
2	Mandatory	ENG103	Intermediate Composition
3	Mandatory	ENG105	Advanced Composition
4	Any One	BEN205	Bengali Language and Literature
5		CHN101	Introduction to Chinese Language
6		ENG115	Introduction to English Literature

Science (3 courses / 9 credits)

1	Any Three	BIO103	Biology 1
2		BIO103L (1 credit)	Biology 1 Lab
3		CHE101	Chemistry 1
4		CHE101L (1 credit)	Chemistry 1 Lab
5		CSE101	Introduction to Python Programming
6		CSE145	Introduction to Artificial Intelligence
7		ENV107	Environmental Science
8		ENV107L (1 credit)	Environmental Science Lab
9		PBH101	Introduction to Public Health

10		PBH101L (1 credit)	Introduction to Public Health Lab
11		PHY107	Physics 1
12		PHY107 L	Physics 1 Lab
13		PSY101	Introduction to Psychology
14		PSY101L (1 credit)	Introduction to Psychology Lab

Social Science (2 courses / 3 credits)

1	Any One	LAW101	Introduction to the Legal System and Legal Process
2		PAD201	Public Administration
3		POL101	Introduction to Political Science
4		POL104	Introduction to Governance
5	Any One	ANT101	Introduction to Anthropology
6		GEO205	Introduction to Bangladesh Geography
7		SOC101	Introduction to Sociology

ANT101 - Introduction to Anthropology (3 Credits)

This course aims to confine its scope to socio-cultural anthropology. It provides students with an introduction and understanding of the primary phenomena, concepts, issues and practices associated with human evolution, culture and society. Concepts of fundamental phenomena and issues such as human evolution and genetics, culture and its change, the influence of culture on human activities, structures of human relationships, economic and political systems, social change and development, the process of identity formation in different social contexts, religious ideologies, gender ideologies etc. have been included in this course. Students will also be introduced to basic anthropological research methods (the distinctive feature of Anthropology), which will help them to develop the primary skills to study human society, culture and its diversity in the Bangladesh context. This course will help students to acquaint themselves with a critical thinking approach of the contemporary anthropological perspective to understand various socio-cultural issues in Bangladesh and beyond.

Prerequisite: None

BEN205 - Bengali Language and Literature (3 Credits)

Styles of prose, standard, colloquial and dialect are taught. Review and practice of basic grammar and syntax, and introduction to language skills; and development of integrated language skills with special focus on the mechanics of the language, important aspects of grammar and vocabulary. This course will aim to show the trend of Bengali literature in the last 100 years by exposing the students to the popular works of major Bengali poets, short story writers, novelists and essayists.

Prerequisite: None

BIO103 - Biology 1 (3 Credits)

This course is an introduction to the science of biology as the GED courses for Non-majors, Biochemistry & Biotechnology (BBT), and Microbiology (MIC) programs. We cover the fundamentals of Biology in terms of Scientific inquiry, Biological Chemistry, Biological Macromolecules, Cell structure & function, the Central Dogma of Molecular Biology, Energy of Life, Human Physiology, and Human Health and Disease. As an introductory course, this course will also address study skills for Biology and biological thinking. Students will need to take Biology I to understand the fundamental concepts of the general biology of living organisms.

Prerequisite: None

BIO103L - Biology 1 Lab (1 Credits)

The Biology Laboratory course is designed to give students sufficient exposure to laboratory conditions & handle different lab devices to carry out basic experiments using different samples of animal and plant origins. This could be the prerequisite lab course for the advanced level of lab classes.

Prerequisite: BIO103

BUS112 - Introduction to Business Mathematics (3 Credits)

Fundamentals of Algebra: Real Numbers, Fundamentals of Algebra: Exponents, Polynomials, Fundamentals of Algebra: Factoring, Rational expressions, Radicals, Linear equations, Formulas and Applications, Quadratic equations, Other types of Equations, Inequalities, Cartesian Co-ordinate systems, Graphing Relations, Functions, Linear Functions, Equations of a line, Symmetry, Algebra of Functions, Inverse Functions, Quadratic Functions, Synthetic Division, Exponential Functions, Logarithmic Functions, Equations on Exponential and Logarithmic functions, Systems of Equations, Systems of Inequalities; Linear Programming, Matrix Solution of Linear Systems, Properties of Matrices, Determinants, Cramer's rule, Matrix Inverse.

Prerequisite: None

CHE101 - Chemistry 1 (3 Credits)

Chemistry 1 is designed to teach the students systematic treatment of fundamental chemical and physical principles and their applications to the properties and transformations of materials, including the concept of energy and its uses, gas laws, kinetic molecular theory, laws of chemical combination, atomic and molecular structure, periodic classification of the elements, chemical bonding, and introductory organic chemistry. The topics covered in this course will help students gain insight into the basic concepts of chemistry as a central science, which will be used as a foundation for all the chemistry courses required for different disciplines.

Prerequisite: None

CHE101L - Chemistry Lab (1 Credit)

The lab course aims to give the students an understanding of both the logic and planning to carry out experiments of general chemistry with emphasis on measurements & acid-base classification, determination of acid concentration, heats of dissolution, chemical bonding and molecular structures.

Prerequisite: CHE101

CHN101 - Introduction to Chinese Language (3 Credits)

This course is specifically designed for students having no prior experience in the Chinese language. Conducted in English, it provides a comprehensive introduction to both the linguistic and cultural aspects of China. The course focuses on essential language skills, including speaking, vocabulary acquisition, reading comprehension, and basic translation techniques. Through interactive activities and structured lessons, students will develop fundamental conversational abilities while gaining insights into Chinese traditions, customs, and societal norms.

Prerequisite: None

CSE101 - Introduction to Python Programming (3 Credits)

This course introduces students from all disciplines to the art of problem-solving using the Python programming language. Through practical, hands-on exercises, students will learn how to think algorithmically, write simple programs, and use Python for everyday data tasks, creativity, and automation. This course focuses on understanding programming concepts through real-world examples rather than abstract theory, preparing students to engage confidently with digital technologies and AI tools.

Prerequisite: None

CSE145 - Introduction to Artificial Intelligence (3 Credits)

This course provides a broad, non-technical introduction to the field of Artificial Intelligence (AI). It explores the history, key concepts, applications, and ethical considerations of AI across industries. Designed for students from all disciplines, this course focuses on understanding how AI works, its capabilities and limitations, and how it impacts society, work, and everyday life.

Prerequisite: None

ENG102 - Introduction to Composition (3 Credits)

Development of integrated language skills with a special focus on the mechanics of the writing process and the study of grammar with an emphasis on syntax. Writing unified, coherent paragraphs with topic sentences and controlling ideas.

Prerequisite: None

ENG103 - Intermediate Composition (3 Credits)

The practice of academic reading and especially writing focuses on expository essays. Emphasis will be placed on essay structure and editing. Essay types include narrative, descriptive, process, cause and effect, and comparison and contrast.

Prerequisite: ENG102 (if not waived)

ENG105 - Advanced Composition (3 Credits)

This course introduces students to research methodology and the art of persuasion and argumentation. Students will be focusing on how to write well-developed argumentative essays. The course will help students to become well-versed in academic research and referencing skills. In addition, students will also be taught to critically read and analyse texts. Students will be taught how to effectively present their research findings and will practice honing their presentation skills.

Prerequisite: ENG103

ENG115 - Introduction to Literature (3 Credits)

This is an introductory level course designed to provide students, who may otherwise not be familiar with the various genres of English literature, with the opportunity and ability to engage with, understand, critically analyse, and most importantly, be able to enjoy prose fiction, poetry, and drama. As students read a diverse and varied range of literary texts, they will explore basic concepts of literary techniques, and narrative, poetic, and dramatic structures.

Prerequisite: None

ENV107 - Environmental Science (3 Credits)

Man and environment; major components of the environment; basic population dynamics; bio-geo-chemical cycles; biosphere: ecological concepts and ecosystems; flow of matter and energy through an ecosystem; biodiversity; lithosphere: agriculture and environment; urbanisation; solid and hazardous waste management; atmosphere: chemistry of air; urban air pollution; acid rain; global warming; ozone layer depletion; hydrosphere: water chemistry; water pollution and treatment; wetland and coastal management; renewable and non-renewable energy; environmental health and toxicology.

Prerequisite: None

ENV107L - Environmental Science Lab (1 Credit)

This is an introductory environmental science laboratory course designed for undergraduate students who do not necessarily have any background knowledge in Environmental Science. This course aims to provide those students with the basic knowledge of scientific methods and applied scientific techniques required to analyse different environmental issues related to our daily lives and understand the approaches and parameters used by environmental scientists for identification.

Prerequisite: ENV107

GEO205 - Introduction to Bangladesh Geography (3 Credits)

Basic geographic concepts and fundamental themes. Geophysical and socio-economic characteristics of Bangladesh; introduction to physical geography; landforms; weather and climate; population geography; cultural and political context; environmental resources: water, forest, soil, minerals, fisheries, agriculture; economic geography and urban-regional concepts; spatial interaction between human and natural environment; geography & migration; global warming & Bangladesh; natural disaster with specific reference to Bangladesh.

Prerequisite: None

HIS101 - Bangladesh Culture and Heritage (3 Credits)

The study would help students understand the role of religion and culture in legitimising political rule under the diverse dynastic system. They would learn the significant traits of the Hindu-Buddha and Muslim dynasties and their distinctiveness objectively. Students would also know how the spiritual influences of the Muslim Sufi saints and Baul mystic songs shaped the Bengali people's cultural mindsets. They would also be exposed to the significant Bengali cultural festivals, folk songs, patterns of lifestyles, and the ethos of their minority counterparts living in remote areas. From this course, students learn to examine different roots of cultural heritage in

Bangladesh and bridge their distant past with the present to foresee the future from their nationalist perspective.

Prerequisite: None

HIS102 - Introduction to World Civilisation (3 Credits)

This course discusses core issues pertinent to world civilisation and shows how distinctive cultures, economies, and societies developed from the prehistoric period to the modern era. The course explains the importance of agriculture, urbanisation in the earliest city life's growth, and its development in ancient Greece and Rome. It helps learners get to know ancient Mesopotamia, Egypt, the Indus Valley, and China. The course focuses on the emergence of Islamic culture in the Muslim Middle East, Byzantine Culture, Feudalism in Europe, the Crusades, the rise of Western universities and the Renaissance, the development of trade and commerce, and townships.

Prerequisite: None

HIS103 - Emergence of Bangladesh (3 Credits)

Studying the Emergence of Bangladesh course would allow students to grasp the long-term struggles for building Bangladesh as a nation-state from 1757 to 1971. It would help students know our throbbing history and recognise current realities for crafting a prosperous Bangladesh in the 21st century. This course provides insightful information and analysis about the Bangladeshi people's socio-economic and politico-cultural background, with which learners might have been otherwise less familiar. It helps students recognise their national identity and boost self-esteem, patriotism, and feelings for fellow people as worthy citizens of the country and the global society.

Prerequisite: None

HIS205 - World History (3 Credits)

The world history course is designed to provide a general background to the contemporary world, helping students comprehend the world around them from a historical perspective. Emphasising the understanding of historian E.H. Carr that history 'is an unending dialogue between the present and the past', students are encouraged to explore how current events of the world in which we live at present have roots in their earlier decisions, policies and processes and to consider the lessons that might be learned for the present from the achievements and tragedies of past centuries.

Prerequisite: None

LAW101 - Introduction to the Legal System and Legal Process (3 Credits)

This course introduces students to the laws of Bangladesh and basic legal skills. The course includes an overview of the legal system, sources of law, how to read a statute, and the basics of reading case law. In addition, students will become sensitised to the needs of traditionally vulnerable groups. The course also includes an overview of how to enrol with the Bar Council.

Prerequisite: None

PAD201 - Public Administration (3 Credits)

This course attempts to introduce the students to the systematic analysis of government operations and acquaint them with the key concepts, theories and praxis of the discipline of

Public Administration. At the end of the course, the students are expected to understand critical issues in administrative sciences, such as the concept of public administration, management and organisations. The evolution of the concept of public administration and its importance, the role and function of government and public managers, the structure of government, the skills required by the public managers in imparting duties, the difference between public and business management, the changing role of government are also included in the discussion. Utmost care will be given to apply and relate the theoretical knowledge in explaining the functions, complexities and dynamics of public governance in Bangladesh. The students from various disciplines will come to know the mode of operation of any state, especially Bangladesh. This knowledge would benefit them throughout their professional and any other practical life.

Prerequisite: None

PBH101 - Introduction to Public Health (3 Credits)

The major objective is to lead and facilitate the course participants on the basic knowledge of public health to increase the health literacy level through a better understanding of health-related quality of life and wellbeing. This is designed to introduce the basic principles and practices of public health and related emerging issues, including highlights on the burden of diseases. The participants will explore emerging public health issues, social and behavioural determinants, modifiable risk factors and the preventive mechanisms for different health conditions. This course is intended to serve as an introduction to the major issues of global public health, with a focus on Bangladesh.

Prerequisite: None

PBH101L - Introduction to Public Health Lab (1 Credit)

Introduction to Public Health is a survey course designed to introduce students to various public health topics such as health, determinants of health, communicable and non-communicable diseases, behavioural aspects of health, environmental and occupational health, behavioural health, prevention and health promotion, and ethics. The lab class shall provide brief ideas about different methods utilised in public health research.

Prerequisite: PBH101

PHI401 - Business Ethics (3 Credits)

Business ethics is the discipline that evaluates business actions, transactions, decisions, and policies as moral or immoral. It falls within the discipline of applied ethics. As applied ethics deals with applying ethics in various dimensions, business ethics also incorporates the same characteristics. This course will explore the different domains of business in ethical traditions both in their theory and practice, whether they spring from utilitarianism, deontology, virtue ethics, fairness ethics and so on. Furthermore, it ventures into the domain of business responsibilities, different types of firms, whistle-blowing, harassment and discrimination; moreover, it will explore capitalism and its various impacts, employee rights and duties, and aspects of advertisement.

Prerequisite: None

PHY107 - Physics 1 (3 Credits)

This course is designed to introduce the principles of Newtonian mechanics at the freshman level of undergraduate study for engineering majors or equivalent. The key concepts to be developed throughout the semester are Vectors, Kinematic equations, Equations of motion,

Newton's laws of motion, Momentum, Work-Energy theorem and Conservation laws of energy. Extension of linear motion into Rotational motion. Gravitation. Oscillations and Waves. Thermal systems and variables, Energy conservation in a thermal system, Laws of Thermodynamics.

Prerequisite: None

PHY107L - Physics 1 Lab (1 Credit)

Introduction to Measurements and Statistical Error, Force table, Atwood machine, Hook's law, Mass-spring oscillation, Simple pendulum, Compound pendulum and Static equilibrium.

Prerequisite: PHY107

POL101 - Introduction to Political Science (3 Credits)

The key objective of this course is to introduce students to some of the fundamental concepts and institutions of political science, e.g., state, sovereignty, liberty, authority, legitimacy, nationalism, democracy, political party, civil society, and institutions of accountability and oversight mechanisms which underpin them. Through class lectures, assigned readings, group study, class presentations, and constructive debate, the students will explore the theory of political science and politics in reality, particularly in Bangladesh. To be a good citizen, consciousness about one's rights as well as duties to society and state, tolerance and respect for the fundamental human rights of others, democratic values, the rule of law, and religious and cultural diversity are vital. Without a doubt, studying political science is worthy of learning and realising these issues. As a discipline, political science belongs to the liberal arts. A liberal education is meant to prepare individuals to think freely and wisely about the rights and interests of themselves and others and to be more tolerant of diversity and others' thoughts and beliefs.

Prerequisite: None

POL104 - Introduction to Governance (3 Credits)

In the last years, governance has emerged as the most critical issue in the political and economic arena of Bangladesh. This course intends to familiarise students with the basic concepts of governance and the current practices of governance in the economic and administrative sectors. The course will provide a clear understanding of governance theories and models and their relationship with the growth of the private sector, and this will also discuss contemporary governance issues like corruption, e-governance and others in detail.

Prerequisite: None

PSY101 - Introduction to Psychology (3 Credits)

Psychology is the scientific study of behaviour and mental processes. This field encompasses the study of diverse topics such as physical and mental health, social and cultural context, perception, motivation, learning, drug addiction and so on. This course provides an introductory understanding of the central concepts of psychology. The students will be familiarised with the theories and empirical methods systematically to assess behaviour and mental processes. The course will be highly Reflective, where students can relate the concepts to their lives. The course aims to provide students with an elementary understanding of human psychology's underlying principles and mechanisms. They will be able to relate and generalise the knowledge into their own lives, leading to better adjustment in their bio-psychosocial domains, bringing positive changes and the ability to cope with difficult situations successfully.

Prerequisite: None

PSY101L - Introduction to Psychology Lab (1 Credit)

This course familiarises the students with the basic concept of psychological experiments and testing. It allows the students to get hands-on experiences with the core principles of human behaviour and mental processes. The course trains the students to understand, evaluate and conduct psychological studies.

Prerequisite: PSY101

SOC101 - Introduction to Sociology (3 Credits)

This course introduces students to the basic concepts related to sociology, culture, society, and socialisation. It will also enable students to be introduced to key theorists and understand different theoretical perspectives in sociology. The course further aims to introduce students to social institutions, structure, power, authority, health & illness, and sociology of work. The students will be required to utilise their understanding of social research through their research projects.

Prerequisite: None

7. ACCOUNTING (ACT) COURSES

Students majoring in ACT need to complete 6 courses / 18 credits.

Core Courses All Mandatory	1	ACT310	Intermediate Accounting I
	2	ACT320	Intermediate Accounting II
	3	ACT360	Advanced Managerial Accounting
	4	ACT370	Taxation
Elective Courses Any Two	5	ACT380	Audit and Assurance
	6	ACT410 / FIN410	Financial Statement Analysis
	7	ACT430	Accounting Information Systems
	8	ACT460	Advanced Financial Accounting

Core Courses

ACT310 - Intermediate Accounting I (3 Credits)

This course builds on the financial accounting concepts and principles covered in financial accounting. Following an in-depth review of the accounting environment and the nature of accounting information, this course analyses the accounting process and concepts and explores basic financial statements. Students are expected to pay detailed attention to how enterprises account for assets: cash, accounts receivable, inventories, property and equipment, intangible assets and long-term investments.

Prerequisite: FIN254

ACT320 - Intermediate Accounting II (3 Credits)

This course expands upon the financial accounting concepts and principles covered in ACT310 and includes topics on how to value and report investments, how the enterprises account for liabilities and equity accounts, including current and noncurrent liabilities, leases, pensions, income taxes, contributed capital, retained earnings and stock options. Additional topics cover earnings per share, the statement of cash flows, accounting changes and error corrections.

Prerequisite: ACT310

ACT360 - Advanced Managerial Accounting (3 Credits)

This course builds on the concepts learned in ACT202. Students will study a comprehensive treatment of managerial accounting topics with emphasis on generation, communication, and use of information to assist management in planning and control. It examines recent conceptual and analytical developments in the area of managerial accounting and includes a thorough study of modern and relevant planning and control techniques and their underlying concepts as applied to the various functional areas within a firm.

Prerequisite: ACT202, FIN254

ACT370 - Taxation (3 Credits)

This course addresses personal and corporate taxation systems. Students will understand the principles of taxation and gain a working knowledge of tax laws. It also covers the tax-planning process, its application in an accounting-related environment, and the role of taxation in the overall economy of Bangladesh. The tax assessment and collection procedures are also addressed in detail. Additional topics include provisions relevant to the submission of tax returns, filling of statements of assets and liabilities, value-added tax, and customs and excise duties prevailing in Bangladesh.

Prerequisite: ACT201, ACT202

Elective Courses**ACT380 - Audit and Assurance (3 Credits)**

This course introduces the fundamental concepts of auditing, emphasising the audit of financial statements. Topics covered are the responsibilities of auditors, the design of audits, technology and sampling approaches, appropriate tests of internal controls, substantive tests and other auditing responsibilities of Professional Accountants. This course helps to prepare the students for the auditing section of the professional examinations and work as part of a team on an audit plan.

Prerequisite: ACT201, ACT202

ACT410 / FIN410 - Financial Statement Analysis (3 Credits)

This course provides a broad framework for using financial statement analysis to evaluate a firm's business operations and to predict its future condition. It is designed to achieve two main objectives. The first is to appreciate and understand the connections between a firm's operational strategies and its financial statements. The second objective is to develop a critical user perspective to analyse and interpret financial statements to gain further insights into firms' performance. The main topics include ratio and profitability analysis, analysis of the statement of cash flows, pro forma forecasting (credit and governance), risk analysis and earnings quality analysis.

Prerequisite: ACT202, FIN254

ACT430 - Accounting Information Systems (3 Credits)

The course covers the information flow of various segments of a business organisation into an information system of the total organisation, with emphasis on the accounting aspects of electronic data processing (EDP). It also examines the fundamentals of accounting systems design that include systems analysis and design techniques, surveys, hardware and software configurations, and control of computerised systems in a corporate business environment.

Prerequisite: ACT201, ACT202

ACT460 - Advanced Financial Accounting (3 Credits)

This course aims to provide students with a comprehensive understanding of consolidated financial statements and how to prepare them. It focuses on the accounting principles, methods and techniques that relate to particular types of business and nonbusiness entities, including corporations, partnerships, government units, estates and trusts, and nonprofits. It also addresses certain tax aspects of consolidated financial statements.

Prerequisite: ACT320

8. ECONOMICS (ECO) COURSES

Students majoring in ECO need to complete 6 courses / 18 credits.

Core Courses All Mandatory	1	ECO201 / ECO203	Intermediate Microeconomic Theory I
	2	ECO204	Intermediate Macroeconomic Theory I
	3	ECO328 or ECO350 / ECO415	International Economics Economic Development
	4	ECO348 / ECO349	Economy of Bangladesh
Elective Courses Any Two	5	ECO244 / ECO245	Applied Mathematics II
	6	ECO301	Intermediate Microeconomic Theory
	7	ECO303	Intermediate Microeconomic Theory II
	8	ECO304	Intermediate Macroeconomic Theory II
	9	ECO309	Urban Economics
	10	ECO315	Agricultural Economics
	11	ECO317	Money, Banking and Financial Markets
	12	ECO329	Contemporary Issues in Global Economy
	13	ECO354	Environmental and Natural Resources
	14	ECO360	Regional Economics
	15	ECO372	Introduction to Econometrics
	16	ECO380	Industrial Organisation
	17	ECO406	History of Economic Thought
	18	ECO414	Public Finance
	19	ECO417	Financial Economics
	20	ECO430	International Finance
	21	ECO436	The WTO and Globalisation
	22	ECO441	Labour Economics
	23	ECO443	Health Economics
	24	ECO451	Welfare Economics
	25	ECO460	Mathematical Statistics
	26	ECO472	Economic and Business Forecasting
	27	ECO474	Mathematical Economics
	28	ECO475	Game Theory with Applications in Economics

	29	ECO484	Project Analysis and Evaluation
	30	ECO485	Mathematical PRogramming
	31	ECO486	Energy Economics and Policy
	32	ECO492	Special Topics in Economics

Core Courses

ECO201 / ECO203 - Intermediate Microeconomic Theory (3 Credits)

This course teaches the theory of choice and its application to consumer and producer modelling; the theory of production and cost; output and input markets, their structure, equilibrium and efficiency; and an introduction to general equilibrium analysis.

Prerequisite: ECO101, BUS135

ECO204 - Intermediate Macroeconomic Theory I (3 Credits)

This course introduces the mainstream models in modern macroeconomics-classical models, Keynesian model, consumption and investment analysis, IS-LM models of closed and open economies, dealing with unemployment, inflation and interest rates. It also provides a detailed analysis of the effects of monetary and fiscal policies.

Prerequisite: ECO104, BUS135

ECO328 - International Economics (3 Credits)

This course provides a standard exposition of international trade and payments. Topics include the law of comparative advantage, Factor endowment theory of trade, alternative trade theories and empirical testing, the theory of tariff, other instruments of commercial policy, the economics of free trade versus protection, customs union, the balance of payments, foreign exchange market, etc.

Prerequisite: ECO101, ECO104

ECO350 / ECO415 - Economic Development (3 Credits)

This course is based on the role of public policy in economic development and the political context in which policy decisions are taken. Topics covered include a historical perspective on the evolution of development economics as an academic discipline; the international dimensions of development; macroeconomic stabilisation; financial systems; agriculture and the microeconomics of rural organisations; labour markets and human resource development; environmental degradation; the notion of 'shared growth' and the nexus between democratic governance and development. This course emphasises a blend of theory and evidence, the latter drawn primarily from the experience of Asian economies.

Prerequisite: ECO101, ECO104

ECO348 / ECO349 - Economy of Bangladesh (3 Credits)

This course addresses the socio-economic features and studies of the macro-economic performance of the economy of Bangladesh within the context of socio-political reality; sectoral development and analysis of the sectors in a general equilibrium framework; agriculture, industry, foreign trade and foreign aid in Bangladesh; financial institutions and monetary

management as well as fiscal policy in Bangladesh; technology, human resource development and the long-term performance of Bangladesh.

Prerequisite: ECO328

Elective Courses

ECO244 / ECO245 - Applied Mathematics II (3 Credits)

This course aims to introduce some intermediate-level mathematical concepts to understand their applications. It discusses the application of some of the intermediate-level mathematical principles in Business and Economics. Topics include optimisation, transcendental functions, constrained optimisation, integration, differential and difference equations, financial mathematics, and linear programming and their related application in Economics and Business.

Prerequisite: ECO101, ECO104, BUS135

ECO301 / ECO303 - Intermediate Microeconomic Theory II (3 Credits)

This course is designed to help students analyse microeconomic issues at an advanced level using graphs as well as some mathematical tools developed in some earlier mathematics courses. This course covers the following topics: the theory of consumer and producer behaviour, including duality, factor markets, imperfect markets, oligopoly, game theory, economics of information and uncertainty, welfare economics and applications, and externalities.

Prerequisite: ECO201, BUS135

ECO304 - Intermediate Macroeconomic Theory-II (3 Credits)

This course is designed to help students analyse macroeconomic issues at an advanced level using graphs as well as some mathematical tools developed in earlier mathematics courses. The following topics are covered: macroeconomic models, rational expectations, wage theories, growth theories, open economy, inflation, unemployment and Phillips curve, and monetary and fiscal policies.

Prerequisite: ECO204, BUS135

ECO309 - Urban Economics (3 Credits)

This course explains urban economics, which explains the location choice of firms and households. This further discusses the changes in the size of the cities and towns, the relationships between economic development and urbanisation and the consequences of rapid urbanisation, especially in developing countries, such as poverty, infrastructure, pollution, growth of slums and ghettos, congestion, etc. This course further discusses the spatial structure and economic structure of urban areas and their influences on employment and housing. It further deals with different aspects of the urban government fiscal system, including the economics of intergovernmental grants.

Prerequisite: ECO101, ECO104

ECO315 - Agricultural Economics (3 Credits)

This course introduces agriculture as an industry, economies of agricultural production, farm management, land economics, rural organisation, agricultural credit and finance, agricultural

law, agricultural marketing, agrarian reform, agricultural policy, agricultural prices, and the structure and scope of Bangladesh's agricultural sector.

Prerequisite: ECO101

ECO317 - Money, Banking and Financial Markets (3 Credits)

This course covers the structure and activity of the financial sector of the economy, the role of money in the economy especially its impact on output, employment, and prices, types of financial assets and their uses, interest rates, the role played by financial intermediaries, interest-free and new concepts in banking, review of the financial sector of Bangladesh.

Prerequisite: ECO101, ECO104

ECO329 - Contemporary Issues in Global Economy (3 Credits)

This course analyses in depth selected current issues and policy problems of the international economy, including (but not restricted to) the following: new approaches to the theory of international trade; reform of the international monetary system; role of the General Agreements on Tariffs and Trade and the United Nations Conference on Trade and Development in expanding trade between the developed and developing economies; problems of stabilising international commodity markets; and balance-of-payments problems of selected countries and various trade blocs in the global economy.

Prerequisite: ECO328

ECO354 - Environmental and Natural Resources Economics (3 Credits)

This course highlights the availability of resources, environmental pollution and limits to growth from an economic perspective. Topics covered are the theory of optimal use and depletion of renewable, non-renewable and recyclable resources in the context of water, forest, fisheries, and mineral resources, the theory of property rights regimes such as public, private and common property ownership into resource management, market failure, externality and economics of pollution control, the economics of regional and global pollution, pollution control policies and their implications for efficiency, equity and growth.

Prerequisite: ECO201

ECO360 - Regional Economics (3 Credits)

This course introduces the theory and problems of regional economic developments, including regional accounts, interregional income and trade theory, principles of the location of economic activity, theories of regional growth and public policy for the development of regions.

Prerequisite: ECO101, ECO328

ECO372 - Introduction to Econometrics (3 Credits)

This course deals with econometric models for the estimation of single equation models; assumptions of the OLS estimation technique and the failures; econometric models with heteroskedasticity, autocorrelations, multicollinearity; dummy variables; specification errors; lagged variables; sufficient statistical and computer skills are useful for conducting econometric analysis of business and economic problems.

Prerequisite: BUS135, BUS173

ECO380 - Industrial Organisation (3 Credits)

This course offers a discussion on the theory of organisation of markets and firms, behaviour of firms, functioning of competitive systems and performance of markets, building on microeconomic theory for further investigation of a theoretical framework and empirical aspects of oligopolistic and monopolistically competitive market structures.

Prerequisite: ECO203

ECO406 - History of Economic Thought (3 Credits)

This course aims to study how economic analysis has reached its present state. This course presents the major theoretical and methodological ideas that have shaped and continue to shape contemporary economics, keeping a balance between coverage of ideas, individual contributors, different schools, institutions and methods. It covers contributions from pre-classical, including ancient and medieval, classical, neoclassical, Marxian, Austrians, Keynesians, post-Keynesians, and Chicago schools. In discussing the contributions of different schools, institutions and individuals, the course provides a special treatment of value and distribution.

Prerequisite: ECO101, ECO104

ECO414 - Public Finance (3 Credits)

This course is designed to study the economics of government, e.g., how public choices are made, the basics of taxation and government spending. In the initial stage, this course investigates market failure, the necessity of government, government failure and how government choices are made, theoretical aspects of expenditure, and the economics of the budget. It further looks into tax analysis tools, including tax equity, tax incidence, different taxes, economic effects of taxes, and tax structure and its reforms. The course also studies the techniques of fiscal policy and fiscal policy on inflation, employment and poverty.

Prerequisite: ECO201

ECO417 - Financial Economics (3 Credits)

This course addresses the basic issues of Financial Economics. In this course, the rudiments of intertemporal choice theory and financial markets are discussed. It includes the expected utility theorem, choice under uncertainty, term structure of interest rate, pure exchange economies, risk, arbitrage, the law of one price, capital asset pricing model (CAPM), arbitrage pricing theory, Equilibrium of financial markets and Efficient market hypothesis. The course also discusses a few basic types of financial assets and their valuation techniques, which include bonds, equities and different types of financial derivatives. Overall, this course aims to give students a better understanding of the financial market and provide them with better tools to analyse it.

Prerequisite: ECO244, ECO317

ECO430 - International Finance (3 Credits)

This course teaches the workings of foreign exchange markets and different partial equilibrium theories of exchange rate determination, such as the interest rate parity theory, the purchasing power parity theory, and general equilibrium models of the determination of real and nominal exchange rates, balance of payment economies and accounting, the role of stabilisation policies in open economies, the role of international financial institutions in developed and developing economies; and financial crisis.

Prerequisite: ECO204

ECO436 - The WTO and Globalisation (3 Credits)

This course highlights trade liberalisation, globalisation and growth. It discusses the historical evolution of the multilateral trading system, the World Trade Organisation (WTO) and its introductory issues, market access issues, agreement on textiles and clothing and its background and implementation issues, agriculture in multilateral trade negotiations, anti-dumping, subsidies, safeguards, product standards and trade, trade in services, trade-related intellectual property rights, trade-related investment measures, labour and environmental standards, dispute settlement in the WTO, special and differential treatment for developing countries and least developed countries (LDCs), trade facilitation and government procurement, WTO and Bangladesh.

Prerequisite: ECO328 / INB350

ECO441 - Labour Economics (3 Credits)

This course teaches the economics of manpower (human resource) development, the economics of labour management, labour organisation and regulations. Contents include composition and structure of the labour force, determinants of the labour market – demand, supply and development, wage determination application of macroeconomic theory; unionism, collective choice, types of trade unions, growth of unions, the structure of collective bargaining, strikes, effects on relative wages, unions and inflation, unions and politics.

Prerequisite: ECO203

ECO443 - Health Economics (3 Credits)

The purpose of this course is to provide an introduction to the principal questions addressed in the context of health economics literature and to equip students with the basic tools to undertake health policy analysis and research. Major topics include the demand and supply of health and health care services; information asymmetry as it impinges on the contractual arrangements among consumers, insurers and providers; efficient use of health care resources; measurement of health and economic evaluation using cost-effectiveness and cost-utility analysis. Other topics may include assessment of medical technology and policy issues and analyses in some developed as well as developing countries.

Prerequisite: ECO201

ECO451 - Welfare Economics (3 Credits)

This course offers a discussion on the distinction between normative and positive economics; the first and second fundamental theorem of welfare economics; Hicks-Kaldor-Scitovsky compensation criteria; consumer and producer surplus for measuring welfare change; market failure; theory of second best and its implications for policy reforms; the importance of property rights and Coase theorem; cost-benefit analysis; distribution of income; the relationship between entitlement and welfare; and the extent of inequality in Bangladesh.

Prerequisite: ECO303, ECO304

ECO460 - Mathematical Statistics (3 Credits)

This course is designed to provide students with a solid foundation in statistical methods and their applications in economic analysis. This course covers essential topics such as probability theory, probability distributions, statistical estimation, hypothesis testing, and regression analysis. Students will develop analytical skills to interpret data, make informed decisions, and apply statistical techniques to real-world economic problems. The course emphasises both

theoretical understanding and practical application, equipping students with the quantitative tools necessary for advanced studies and economics research.

Prerequisite: BUS173, BUS235

ECO472 - Economics and Business Forecasting (3 Credits)

This course is designed for students who want to apply the knowledge of applied statistics in forecasting economic and business data. The topics to be covered include elements of forecasting, six considerations in forecasting, graphics of forecasting, forecasting trend, seasonality, and cycles, MA, AR, and ARMA models, forecasting with regression models, evaluating and combining forecasts, unit roots, stochastic trends, ARIMA forecasting models, and smoothing, data mining, and forecasting with macroeconomic data from Bangladesh Economy.

Prerequisite: ECO372

ECO474 - Mathematical Economics (3 Credits)

This course aims to prepare students for higher studies in the field of economics and finance. It discusses some of the advanced topics of mathematics in economics. Topics include trigonometric functions, complex analysis, Linear programming, introduction to mathematical spaces, real analysis, nonlinear programming, fixed point theorem, envelope theorem, and implicit function theorem and their application to Economics.

Prerequisite: ECO244

ECO475 - Game Theory with Applications in Economics (3 Credits)

This course deals with the strategic interaction of economic agents. It focuses on economic modelling of strategic choices in a variety of situations, such as firms in an oligopolistic industry choosing price or quantity, collusive agreements and the incentive to cheat, inflation and unemployment, tariffs and international competition, etc. Topics include zero-sum games, variable-sum games, solution concepts, Nash equilibrium, pure and mixed strategies, repeated games, dominant strategies, sequential games, subgame perfection, and games with incomplete information.

Prerequisite: ECO101, ECO104, ECO203

ECO484 - Project Analysis and Evaluation (3 Credits)

This course deals with project choice, institutional framework, and cost-benefit analysis. It also covers measuring the profitability of a project under different goals, the framework of a project proposal, logical framework analysis, and project monitoring with special reference to the project proposal system used in Bangladesh.

Prerequisite: ECO101, ECO104

ECO485 - Mathematical Programming (3 Credits)

This course deals with mathematical programming models (linear and non-linear models) used in farms, sectors in policy analysis and I-O models. Techniques include linear programming, non-linear programming, multiple goals, and risk models. Students will be required to use computers to build and solve models as part of the requirements.

Prerequisite: ECO244

ECO486 - Energy Economics and Policy (3 Credits)

This course covers the dimensions of the energy problems, static and dynamic criteria for efficient energy resource allocation, OPEC countries, environmental issues in energy development, price control, optimum regulation structure, national security dilemma, conservation, and future policy directions.

Prerequisite: ECO204

ECO492 - Special Topics in Economics (3 Credits)

This is a general topic course to meet the special demand for students, which may change from trimester to trimester depending on the needs of students and the availability of experts.

Prerequisite: None

9. FINANCE (FIN) COURSES

Students majoring in FIN need to complete 6 courses / 18 credits.

Core Courses All Mandatory	1	FIN433	Financial Markets and Institutions
	2	FIN435	Investment Theory
	3	FIN440	Corporate Finance
	4	FIN444	International Financial Management
Elective Courses Any Two	5	FIN340	Working Capital Management
	6	FIN410 / ACT410	Financial Statement Analysis
	7	FIN455	Financial Modelling Using Excel
	8	FIN464	Bank Management
	9	FIN470	Insurance and Risk Management
	10	FIN480	Financial Derivatives

Core Courses

FIN433 - Financial Markets and Institutions (3 Credits)

This course introduces students to the fascinating revolution in the financial markets and institutions of the world. Major topics include operations, mechanics, and structure of financial institutions including banks, insurance companies, investment companies, pension funds, etc., analyses of the wide array of financial instruments that are now available in the global money and capital markets for investing, financing, and managing risk, and discussions on regulations, monetary policy and international financial system. Prior knowledge of introductory macroeconomics will help students understand the material covered.

Prerequisite: FIN254

FIN435 - Investment Theory (3 Credits)

This course examines the investment environment and process that includes identifying objectives and constraints, formulating and implementing strategies, and monitoring and updating the portfolio as needed. Major topics include investment alternatives, securities markets and trading mechanisms, risk and return analysis, modern investment theory, valuation, analysis and management of bonds, common stocks and derivative securities, and investment performance evaluation. Prior knowledge of business statistics will help students understand the material covered.

Prerequisite: FIN254

FIN440 - Corporate Finance (3 Credits)

Examines in detail investment and financing and their interrelatedness. Major topics include financial analysis and planning, valuation, capital budgeting, capital structure, dividend policy, working capital management, mergers and acquisitions, hybrid financing, bankruptcy, multinational financial management, and risk management. Special emphasis is given to the

integration of the concepts of financial management into a total systems approach to business decision-making.

Prerequisite: FIN254

FIN444 - International Financial Management (3 Credits)

Focuses on understanding financial management in an international environment through comprehensive coverage of topics from the area of International Finance. Major topics include international financial environment, foreign exchange markets including currency futures, forwards, options and swaps, foreign exchange risk management, international financing and investing decisions, international working capital management, multinational capital budgeting, international portfolio diversification, etc.

Prerequisite: FIN254, INB372

Elective Courses

FIN340 - Working Capital Management (3 Credits)

This course focuses on the management of various components of current assets and current liabilities. Special emphasis is given to the integration of the concepts into a total systems approach to short-term financial management. Topics include management of cash, accounts receivables, inventories and other current assets, and similarly management of accounts payable, bank loans, other short-term loans and other current liabilities.

Prerequisite: FIN254

FIN410 / ACT410 - Financial Statement Analysis (3 Credits)

This course is listed under the Accounting concentration/major category.

Prerequisite: ACT202, FIN245

FIN455 - Financial Modelling (3 Credits)

The objective of this course is to equip students with the frameworks, tools, and methodologies necessary to build and apply quantitative models for financial decision-making using MS Excel. The course will cover in-depth techniques of financial modelling used in practical scenarios. Modelling and simulation techniques will be done primarily based on MS Excel. The course is vital for students seeking a career in finance, but also for students with broader interests who wish to strengthen their general modelling skills.

Prerequisite: FIN440

FIN464 - Bank Management (3 Credits)

This course provides students with tools and techniques to manage banks. Major topics include operations, mechanics, and structure of banks, performance evaluation of banks, asset-liability management, fund management, bank regulations, international banking, and management of various kinds of risks, such as interest rate risk, price risk, liquidity risk, etc.

Prerequisite: FIN254

FIN470: Insurance and Risk Management (3 Credits)

This course examines the management of non-speculative risks in the business enterprise. Topics include concepts of risk and insurance, risk analysis, treatment of risk control and financing, determination of various strategies to treat risk, analysis of insurance contracts in areas of life, health, property and liability insurance, pricing, etc. Prior knowledge of business statistics will help students understand the material covered.

Prerequisite: FIN435, FIN440

FIN480 - Financial Derivatives (3 Credits)

This course offers an introduction to financial derivative markets. Emphasis is placed on the organisation and role of put and call options markets, futures and forward markets, swaps markets, and their interrelations. Major topics include arbitrage relations, valuation, hedging and speculating with derivatives, implementation of derivatives trading strategies, the perspective of corporate securities as derivatives, the functions of derivatives in securities markets and recent innovations in derivative markets. Prior knowledge of business statistics and introductory calculus will help students understand the material covered.

Prerequisite: FIN435, FIN440

10. HUMAN RESOURCE MANAGEMENT (HRM) COURSES

Students majoring in HRM need to complete 6 courses / 18 credits.

Core Courses All Mandatory	1	HRM340	Training and Development
	2	HRM360	Human Resource Planning
	3	HRM380	Compensation Theory and Practice
	4	HRM450	Labour Management Relations
Elective Courses Any Two	5	HRM370	Managerial Skills Development
	6	HRM410	Industrial Relations
	7	HRM420	Human Resource Analytics
	8	HRM460	International Human Resource Management
	9	HRM470	Negotiations
	10	HRM499	Special topics in Human Resource Management

Core Courses

HRM340 - Training and Development (3 Credits)

This course is designed to provide a good understanding of staff training; members of human resource departments contemplating a training program, or who are involved with on-the-job training, will be of particular interest. The course develops a solid grounding in current training methodology, techniques, and aids. Topics include learning theory, determining training needs, writing objectives, designing training programs using outside resources, and evaluation. The course will be tied to practices regarding organisations in Bangladesh.

Prerequisite: MGT351

HRM360 - Planning and Staffing (3 Credits)

This course introduces students to fundamental concepts of human resource planning and provides them with an understanding of the wide range of staffing activities within both commercial and industrial organisations. This course develops students' abilities to analyse and integrate the complex social, cultural, and organisational factors influencing human resource planning and staffing in general. The course also examines the process of human resource planning, linking human resource planning with strategic planning, job analysis, job design, recruitment, and selection of employees. It will address various issues on job analysis, job designs, etc.

Prerequisite: MGT351

HRM380 - Compensation (3 Credits)

The course focuses on strategies, procedures and problems in evaluating and rewarding employees. Topics include performance measurement methods and integration of performance into the compensation system, the effect of laws and regulations on pay, performance measurement and evaluation, managerial and executive compensation, practices from

comparative perspectives and current pay issues and controversies. The course will also address compensation, along with benefits options practised in Bangladesh.

Prerequisite: MGT351

HRM450: Labour Management Relations (3 Credits)

This course comprehensively analyses industrial and employment relations (IER), exploring theoretical and practical aspects of key processes and practices. It examines the evolving roles of employment relations, management, trade unions, governments, and arbitration tribunals, providing insights into how these roles impact the broader economic and social outcomes of industrial bargaining at various levels. The course also delves into Bangladesh's IER practices, highlights essential areas of labour law, and offers a brief comparative analysis of employment relations across international contexts.

Prerequisite: MGT351

Elective Courses

HRM370 - Leadership Theory and Practice (3 Credits)

This course explores the theoretical nature of leadership. The emphasis is on the application of theories of leadership in political, economic, social, and global contexts. A critical examination of the leadership literature and research is used to develop an appreciation for the contingency and interdisciplinary nature of leadership.

Prerequisite: MGT351

HRM410: Industrial Relations (3 Credits)

This course comprehensively analyses industrial and employment relations (IER), exploring theoretical and practical aspects of key processes and practices. It examines the evolving roles of employment relations, management, trade unions, governments, and arbitration tribunals, providing insights into how these roles impact the broader economic and social outcomes of industrial bargaining at various levels. The course also delves into Bangladesh's IER practices, highlights essential areas of labour law, and offers a brief comparative analysis of employment relations across international contexts.

Prerequisite: MGT351

HRM420 - Human Resource Analytics (3 Credits)

The course aims to introduce analytics in the context of Human Resource Management practices in organisations. It introduces several analytics-based tools for identifying commonly encountered HR issues and basic statistical analyses to evaluate information, along with a discussion on the ethical issues and future trends associated with HR analytics. Through exploring the content and engaging with the learning activities, the course cultivates evidence-based decision-making capability within the context of people management.

Prerequisite: MGT351

HRM460 - International Human Resource Management (3 Credits)

This course introduces the complexities of International Human Resource Management and distinguishes International HR practices from their domestic counterparts. It explains the critical relationship between international HRM and the global strategic management of international

organisations. Focus is given on issues faced by international, multinational and transnational companies: (i) Recruitment, selection, compensation and career management; (ii) Integration of expatriate and local employees into global organisations; (iii) Adjustment of HR environment of the employment relationship (including legal variations in HR practice); and (iv) Use of HR to develop global organisational learning systems. It also considers a comparative analysis of North American, Asian, and European corporations to understand IHRM practices.

Prerequisite: MGT351

HRM470 - Negotiations (3 Credits)

Negotiation and Conflict Management presents negotiation theories, strategies and styles within an employment context. In addition to the theory and exercises presented in class, students practice negotiating with role-playing simulations that cover a range of topics, including difficult situations such as cross-cultural mentoring and an emergency. Other special cases discussed include abrasiveness, dangerousness, racism, sexism, whistle-blowing, and ethics. The course will address conflict resolution as well.

Prerequisite: MGT351

HRM499 - Special topics in Human Resource Management (3 Credits)

This course examines the contemporary or specialised topics related to human resource management. The course is offered based on student demand.

Prerequisite: MGT351

11. INTERNATIONAL BUSINESS (INB) COURSES

Students majoring in INB need to complete 6 courses / 18 credits.

Core Courses All Mandatory	1	MKT382	International Marketing
	2	INB400	International Trade and Finance
	3	INB480	Global Business Strategy
	4	INB490	Cross-Cultural Management
Elective Courses Any Two	5	INB350	International Business Negotiations
	6	INB355	Country Risk Analysis
	7	INB410	International Competitiveness
	8	INB415	Global Fashion Buying and Merchandising
	9	MKT417	Export-Import Management
	10	INB450	Emerging Economies
	11	INB495	International Trade Law

Core Courses

MKT382 - International Marketing (3 Credits)

This course introduces the marketing practices that companies employ to expand internationally. In addition, this course highlights the cultural and environmental considerations firms consider when tailoring their marketing strategies to the international environment.

Prerequisite: MKT202, INB372

INB400 - International Trade and Finance (3 Credits)

This course is designed to provide students with a detailed understanding of the current trend in international trade in the context of economic and financial interactions between countries. This course equips the students with the necessary trade theories, trade policies, and trade instruments to provide more breadth on international trade concepts. Also, this course elaborates on the impacts of Balance of Payment, currency, and exchange rate on international trade.

Prerequisite: INB372

INB480 - Global Business Strategy (3 Credits)

This course provides a study of the development of business strategies in an international context. This unit introduces key theories of international business strategy – those concerning the rationales for international expansion, the choice of foreign market entry strategy, and the challenges multinationals face when implementing their international business strategies. Particular attention will be devoted to the role played by the international business environment and its institutions, evaluating critical strategic issues facing the multinational enterprise and exploring inter-relationships between host government policies and multinational company strategies.

Prerequisite: INB372

INB490 - Cross-Cultural Management (3 Credits)

The course will address differences in attitudes, values, and beliefs across different cultures. The course proceeds further by introducing various theories of culture and their applications in cross-cultural environments. Issues such as business etiquette, nonverbal communication, negotiations, interpersonal communication, time management, employee motivation, and decision-making are discussed in the context of intercultural differences to bring the management aspect into understanding the complexities of conducting global business. There will also be a focus on cultural learning, acculturation, and how organisations can cultivate a global mindset among their workforce.

Prerequisite: INB372

Elective Courses

INB350 - International Business Negotiations (3 Credits)

This course will provide an overview of the theory and practical skills essential for successful negotiation. By the end of this course, students are expected to differentiate between distributive bargaining and integrative negotiation, understand the perceptual, cognitive, and emotional processes that inhibit or facilitate effective negotiation, recognise communication errors, and outline strategies for improving productive communication. The course will also highlight more complex issues such as multiparty negotiations, ethics, and cross-cultural business behaviour.

Prerequisite: INB372

INB355 - Country Risk Analysis (3 Credits)

This course will provide students with a comprehensive introduction to country risk analysis, which is used mainly in international business and finance contexts to understand the feasibility of foreign investment decisions. Rather than focusing on a specific country or region, the course will provide a more general analytical approach to risk analysis that can be applied across various countries. By the end of the course, students will have a strong understanding of different types of country risks, sources of country risk, and ways to manage country risks.

Prerequisite: INB372

INB410 - International Competitiveness (3 Credits)

The course comprises various theories and models for explaining a nation's competitive advantage. Students will have snapshots of traditional theories and models and investigate their weaknesses. Porter's Diamond model will be used to explain why some nations produce specific products/services more efficiently. The patterns of the world competitive scenario will be examined by observing countries that have been at the forefront of international competition. In addition, the course examines the countries that are likely to become more competitive in particular sectors in the future. Moreover, the students will generate a project on a specific country's competitive advantage at the end of the semester.

Prerequisite: INB372

INB415 - Global Fashion Buying and Merchandising (3 Credits)

This course, with an overview of the international fashion business, will guide students to understand the role and responsibility of fashion buyers and merchandisers in the global market. It will focus on professional buying and merchandising methods, including practical knowledge of garment buying. Students will grasp several core concepts of fashion merchandising, including the global marketplace of fashion, the product selection process of a fashion buyer, major methods of import/export, pricing strategies, and the profitability of fashion products.

Prerequisite: INB372

MKT417 - Export Import Management (3 Credits)

This course discusses the operational mechanics of export and import transactions parties, including banks, insurers, shippers, etc., involved in export-import financing, available incentives for export prices, agencies that provide help to exporters and importers, relevant government policies including the regulations of foreign exchange; export promotion methods, and emphasises the cases of Bangladesh.

Prerequisite: INB372

INB450 - Emerging Economies (3 Credits)

Emerging markets have been constantly hogging news headlines. These countries have lifted millions out of poverty by providing jobs and livelihoods and have transformed themselves radically. Emerging economies are not exciting for just cheap labour and bountiful raw materials. They are now looked at seriously as the largest unsaturated markets in the world. The attractiveness of emerging markets lies in the fact that many of these markets are already among the world's largest economies and are poised to be the critical drivers of what happens in the world in the next couple of decades. This course covers the economic development and market structure of various Asian and emerging economies.

Prerequisite: INB372

INB495 - International Trade Law (3 Credits)

This course focuses on the analysis and interaction between the following fundamental concepts, including the historical overview of multilateral trade agreements, the political dynamics of trade, and the free trade and trade barrier dichotomy. Along with international sales and carriage of goods, including INCO Terms and the Vienna Convention (CISG), payment and insurance (marine cargo insurance), dispute resolution in private international trade (conventional civil litigation versus ADR), and harmonisation of international trade laws and practices (critical perspective for future) will be discussed in this course.

Prerequisite: INB372

12. MANAGEMENT (MGT) COURSES

Students majoring in MGT need to complete 6 courses / 18 credits.

Core Courses All Mandatory	1	MGT321	Organisational Behaviour
	2	MGT330	Designing Effective Organisations
	3	HRM370	Managerial Skills Development
	4	MGT410	Organisational Development & Change Management
Elective Courses Any Two	5	MIS320	Digital Enterprise Management
	6	MGT350	Managing Quality
	7	HRM450	Labour Management Relations
	8	HRM470	Negotiations
	9	MGT490	Project Management

Core Courses

MGT321 - Organisational Behaviour (3 Credits)

This course provides a concise, selective and accessible guide to the study of Organisational Behaviour (OB). The underlying theme of this course is the need for organisational effectiveness based on an understanding of OB, the people, resources and the role of management as an integrating activity. The progressive discussions aim to appeal to postgraduate students who wish to enhance their knowledge and understanding of the subject area. It is also hoped that the course may appeal to those aspiring to managerial positions.

Prerequisite: MGT212

MGT330 - Designing Effective Organisations (3 Credits)

This course is designed to make the student understand the functioning of business organisations, and, second, to introduce the basic concepts needed to design, implement and change the organisational structure. It will cover areas of departmentation and structures of the organisation, along with matrix and virtual concepts of organisation design.

Prerequisite: MGT212

HRM370 - Leadership Theory and Practice (3 Credits)

This course explores the theoretical nature of leadership. The emphasis is on the application of theories of leadership in political, economic, social, and global contexts. A critical examination of the leadership literature and research is used to develop an appreciation for the contingency and interdisciplinary nature of leadership.

Prerequisite: MGT351

MGT410 - Organisational Development and Change Management (3 Credits)

This course introduces organisational development, the ability of organisations, large or small, to effectively, economically, and strategically make changes to improve their products. The course

explores the history, major trends, and ethical and professional issues in organisational development while illustrating the OD practitioner's analysis, data gathering, intervention processes and techniques, diagnosis, and final recommended changes through readings, discussion postings, applied exercises, case studies and student research.

Prerequisite: MGT212

Elective Courses

MIS320 - Digital Enterprise Management (3 Credits)

This course is designed to prepare for management roles in the digital age by developing a working knowledge of emerging technologies. Digital Enterprise Management (DEM) will connect through topics of communications, Culture, Information and Technology. Studies in DEM focus on the technologies comprising the Internet and the Web, which are transforming existing companies and providing fertile ground for the creation of new digital enterprises.

Prerequisite: MIS205 / MIS207

MGT350 - Managing Quality (3 Credits)

This course examines the primary tools and methods used to monitor and control quality in organisations and how quality can be improved. Topics such as the historical development of quality management, the seven basic tools for quality improvement, and management strategies for implementing world-class quality improvement strategies are included.

Prerequisite: MGT314

HRM450 - Labour Management Relations (3 Credits)

This course is listed under the Human Resource Management concentration/major category.

Prerequisite: MGT351

HRM470 - Negotiations (3 Credits)

This course is listed under the Human Resource Management concentration/major category.

Prerequisite: MGT351

MGT490 - Project Management (3 Credits)

This course introduces the foundational knowledge for project planning, scheduling, controlling, resource allocation, and performance measurement activities required to complete a project successfully. Various project management techniques are introduced in this course.

Prerequisite: MGT314

13. MANAGEMENT INFORMATION SYSTEMS (MIS) COURSES

Students majoring in MIS need to complete 6 courses / 18 credits.

Core Courses All Mandatory	1	MIS210	Concepts of Computer Programming
	2	MIS310	Database Systems for Business
	3	MIS320	Digital Enterprise Management
	4	MIS470	Systems Analysis and Design
Elective Courses Courses Any Two	5	MIS330 / MKT 330	Digital Marketing
	6	MIS410	Business Intelligence
	7	MIS450	Data Communication and Networking for Business
	8	MIS460	Decision Support Systems
	9	MGT490	Project Management
	10	MIS499	Special Topics in MIS

Core Courses

MIS210 - Concepts of Computer Programming (3 Credits)

This course provides students with the concepts, processes, and tools of systems analysis and systems design, object-oriented methods and tools are utilised with a focus on developing web-based, database-driven systems. Students will be trained in a programming language.

Prerequisite: None

MIS310 - Database Systems for Business (3 Credits)

This course covers fundamentals of database architecture, database management systems, and database systems. Principles and methodologies of database design, and techniques for database application development.

Prerequisite: None

MIS320 - Digital Enterprise Management (3 Credits)

This course is designed to prepare for management roles in the digital age by developing a working knowledge of emerging technologies. Digital Enterprise Management (DEM) will connect through topics of communications, Culture, Information and Technology. Studies in DEM focus on the technologies comprising the Internet and the Web, which are transforming existing companies and providing fertile ground for the creation of new digital enterprises.

Prerequisite: MIS207

MIS470 - Systems Analysis and Design (3 Credits)

Examines techniques required to conduct information systems analysis. Topics include concepts, phases, activities, and roles of SDLC, system feasibility study, cost-benefit analysis of

information systems, proposal evaluation, techniques for analysing and documenting existing and proposed systems, form design, structured analysis, data flow diagrams, data dictionaries, decision tables, state transition diagrams, ER diagrams, and object-oriented techniques, selection of hardware and software; implementation and post-implementation evaluation of systems. This course may deploy a case tool to teach systematic analysis and documentation through hypothetical case situations or a semester-long field project.

Prerequisite: MIS310

Elective Courses

MIS330 / MKT 330 - Digital Marketing (3 Credits)

This course aims to equip students with the skills necessary to develop and implement cutting-edge marketing and business development strategies. This course introduces students to conceptualising, developing, and using marketing in computer-mediated environments (CMES). Students learn about e-business marketing, which represents the skills 21st-century marketers need. This course focuses on creating customer value through CMES and sees marketing as information sharing with modern electronic technologies.

Prerequisite: MKT202

MIS410 - Business Intelligence (3 Credits)

This course is intended to provide an integrative foundation in the field of business intelligence at the operational, tactical, and strategic levels. Topics such as business process analysis and design, data pipeline construction for automation services (data extraction from different sources, data processing and model building, data visualisation and web-based dashboard construction), machine learning algorithms, and trading automation, along with other topics relevant to business intelligence, will be covered in this course.

Prerequisite: BUS173, MIS210

MIS450 - Data Communication and Networking for Business (3 Credits)

This course provides an introduction to the field of network security. Specific topics to be examined include threats and vulnerabilities to network architectures and protocols, Botnets, email security, IP security, Web security, Network attack propagation modelling (traffic analysis, traceback mechanisms), and Network security management techniques such as Firewalls and IDS.

Prerequisite: MIS207

MIS460 - Decision Support System (3 Credits)

This course will look to provide an overview of Decision Support Systems and their types, normative, behavioural theories and cognitive biases in decision making, DSS Architecture, Introduction to DSS development tools, Modeling and decision analysis (preferably by using Excel), Programming concepts (Linear Programming), Review of Database Concept (with Oracle), Overview of OLAP and data mining, Introduction to data warehousing, Group Support System, Artificially Intelligent Decision Support System: tools and applications, discussion of design appropriateness, risk assessment and implementation issues of DSS. The course will provide the students with the opportunity to design a simple decision support system and to evaluate and justify the design.

Prerequisite: MIS310

MGT490 - Project Management (3 Credits)

This course is listed under the Management concentration/major category.

Prerequisite: MGT314

MIS499 - Special Topics in MIS (3 Credits)

This course explores the foundational and advanced concepts of cloud computing architecture, focusing on its business applications, security, and compliance. Students will learn to manage cloud platforms, configure identity access management, and utilise AWS services like EC2, S3, and SageMaker. The curriculum emphasises hands-on experience in lifecycle management, database automation, elastic load balancing, and machine learning model development. By engaging in practical exercises and projects, students will gain proficiency in designing secure, scalable, and efficient cloud-based solutions, preparing them for the dynamic demands of the cloud computing industry.

Prerequisite: MIS205 / MIS207

14. MARKETING (MKT) COURSES

Students majoring in MKT need to complete 6 courses / 18 credits.

Core Courses All Mandatory	1	MKT337	Promotional Management
	2	MKT344	Consumer Behaviour
	3	MKT460	Strategic Marketing
	4	MKT470	Marketing Research
Elective Courses Any Two	5	MKT330 / MIS330	Digital Marketing
	6	MKT355	Agricultural Marketing
	7	MKT382	International Marketing
	8	MKT412	Service Marketing
	9	MKT417	Export-Import Management
	10	MKT445	Sales Management
	11	MKT450	Marketing Channels
	12	MKT465	Brand Management
	13	MKT475	Marketing Analytics

Core Courses

MKT337 - Promotional Management (3 Credits)

This course encompasses various components of a firm's promotional mix, including advertising, sales promotion, public relations, direct marketing, and personal selling. Students will gain foundational knowledge about the importance of promotional management, its place in the marketing mix, and how it has evolved. An emphasis will be placed on the strategic planning involved in creating and executing promotional campaigns.

Prerequisite: MKT202

MKT344 - Consumer Behaviour (3 Credits)

This course enlightens students with insights into understanding consumer behaviours, including searching, purchasing, using, evaluating, and disposing of products and services. This course provides a comprehensive understanding of consumer behaviour by integrating psychological theories. Students will explore concepts such as motivation, personality, perception, attitude formation, learning processes, cultural nuances, and consumer decision-making dynamics. This course will equip students to target customers and position products using diverse tactics effectively.

Prerequisite: MKT202

MKT460 - Strategic Marketing (3 Credits)

Building upon fundamental marketing concepts, this course emphasises the development of market-driven strategies. The course progresses from basic marketing concepts like market segmentation and product positioning to contemporary strategies like digital channels and social media marketing. By completing this course, students will gain advanced skills in developing integrated marketing strategies that generate value for customers and ensure growth for an organisation.

Prerequisite: MKT202

MKT470 - Marketing Research (3 Credits)

This course offers a deep dive into the world of effective market research, going beyond typical methods like surveys and interviews. Students will learn how to set up research projects, define the problem, discover various ways to gather data and master the art of analysing data and presenting findings. The course highlights the importance of market research in management decision-making, ensuring marketers leverage these insights effectively. The course explores qualitative and quantitative research approaches.

Prerequisite: BUS173, MKT202

Elective Courses**MKT330 / MIS330 - Digital Marketing (3 Credits)**

This course is listed under the Management Information Systems concentration/major category.

Prerequisite: MKT202

MKT355 - Agricultural Marketing (3 Credits)

The course covers different topics that play fundamental roles in the agricultural market, including the manufacturing and distribution of agricultural products. Students will acquire knowledge of the marketing systems and market opportunities of major agricultural commodities open to primary producers in the market. This course also guides students in analysing and assessing the global and dynamic market forces that impact the agri-food supply chain, from primary producers to end consumers. It will explore how these forces influence primary producers' strategies in agri-food production and marketing. This module is designed to introduce students to different commodity marketing methods that are highly relevant to Bangladesh's market.

Prerequisite: MKT202

MKT382 - International Marketing (3 Credits)

This course is designed to introduce the marketing practices that companies employ to seek marketing opportunities outside the home country. In addition, this course highlights the cultural and environmental policies and techniques that firms consider while selecting and adapting their marketing strategies to suit the international environment.

Prerequisite: MKT202

MKT412 - Services Marketing (3 Credits)

This course explores the unique challenges service marketers face, such as inventory management, demand-supply synchronisation, service quality consistency, and service

performance management. This course examines strategies employed by service industry leaders from various sectors, such as the hospitality industry, financial planning, airlines, and communication, as well as manufacturing and high-tech industries (both of which depend heavily on services to provide value). The course emphasises understanding the essence of services, applying relevant models, concepts, tactics, and strategies for solving service-related problems, and improving service quality while ensuring customer satisfaction.

Prerequisite: MKT202

MKT417 - Export Import Management (3 Credits)

This course discusses the operational mechanics of export and import transactions involving parties such as banks, insurers, and shippers. It covers export-import financing, available incentives for export prices, agencies that assist exporters and importers, relevant government policies, regulations of foreign exchange, and export promotion methods. The course highlights cases from Bangladesh.

Prerequisite: MKT202

MKT445 - Sales Management (3 Credits)

This course provides the basic foundations for understanding all crucial aspects of selling. The course also offers a thorough and up-to-date integrated overview of the accumulated theory and research evidence relevant to Sales Management. Lastly, the course stresses basic concepts, critical decision areas, and analytical approaches for personal selling and examines the formulation, implementation, evaluation, and control of a strategic sales plan.

Prerequisite: MKT202

MKT450 - Marketing Channels (3 Credits)

This course covers marketing channel decisions that are among management's most important decisions. In this course, students will learn how channel decisions impact a company's marketing strategy. Students will comprehend the influence of channel choices on pricing, sales, and advertising and how channel member capabilities shape product decisions. The course also features channel management challenges, accentuating recent distribution innovations like the Internet and e-commerce.

Prerequisite: MKT202

MKT465 - Brand Management (3 Credits)

This course emphasises branding, the strategic process of organising marketing activities around the introduction, promotion, and optimisation of brand portfolios. In this course, students will learn the significance of building and maintaining brand equity, a vital asset for top-performing companies. They will understand how robust brand strategies lead to financial success, consumer loyalty, and a competitive edge. Given the growing emphasis on branding in the Bangladeshi context, the course blends global and local marketing theories and practices to equip students with essential brand management skills.

Prerequisite: MKT202

MKT475 - Marketing Analytics (3 Credits)

This course introduces students to big data, marketing analytics, and business analytics tools. It focuses on assessing significant business metrics to identify prospects for improving business

performance. The course will enable students to use marketing analytics tools such as Excel, Google Sheets with XL Miner, and SPSS. They will learn to assess and analyse datasets from various consumer databases. Students will be able to view, understand, question, interpret, and visualise data in many ways that reveal relationships, patterns, and trends in the form of maps, globes, reports, and charts. They will learn to answer questions, interpret results, and solve problems by looking at data in a way that is quickly understood and easily shared.

Prerequisite: MKT202

15. SUPPLY CHAIN MANAGEMENT (SCM) COURSES

Students majoring in SCM need to complete 6 courses / 18 credits.

Core Courses All Mandatory	1	SCM310	Logistics and Transportation
	2	SCM320	Demand Planning and Fulfillment
	3	SCM450	Global Procurement and Sourcing
	4	MGT460	Six Sigma and Lean Manufacturing
Elective Courses Any Two	5	SCM360 / MGT360	Services Management
	6	MGT390	Green Supply Chain Management
	7	MGT470	Business Intelligence
	8	MGT490	Project Management

Core Courses

SCM310 - Logistics and Transportation (3 Credits)

This course reflects the growing importance of transport and logistics management within the world of business. A career in transport and logistics could mean working with a specialist provider of logistics and distribution of services, a train operator, a bus or coach company, a consultancy or possibly the armed forces. The course also covers the operational and economic aspects of passenger transport. The course will cover global as well as local contexts in Bangladesh.

Prerequisite: BUS135, BUS173

SCM320 - Demand Planning and Fulfilment (3 Credits)

This course is directed towards understanding the responsibilities in the manufacturing, retail, distribution and services industries. Topics include demand planning/management, inventory management, supply chain management, logistics & operations, sales and marketing, supply planning/management, manufacturing, as well as scheduling and planning.

Prerequisite: BUS135, BUS173

SCM450 - Global Procurement and Sourcing (3 Credits)

This course is designed to develop an understanding of the strategic role that sourcing decisions can play in supply chain management to gain a sustainable competitive advantage in a global environment. It will look at alternative ways in which the upstream supply chain can be successfully configured and coordinated in different contexts, including the strategic role of IT in supporting this.

Prerequisite: MGT314

MGT460 - Six Sigma and Lean Manufacturing (3 Credits)

This course is designed to provide the students with a first step toward the successful implementation of process improvement methods by developing familiarity with the basic concepts and language of Six Sigma and Lean Manufacturing. This course provides an

introduction to the Define-Measure-Analyse-Improve-Control (DMAIC) process improvement cycle and key concepts in lean manufacturing, such as continuous improvement, just-in-time production, 'pull' philosophy, etc.

Prerequisite: BUS173, MGT314

Elective Courses

SCM360 / MGT360 - Services Management (3 Credits)

The course is designed to provide students with an understanding of the analysis, decision-making and implementation issues of managing the operational aspects of a service. In addition, it will cover issues of location, layout, capacity, inventory, distribution and quality assurance. Furthermore, it will effectively address the management of technologies and human resources.

Prerequisite: MGT212, MKT202

MGT390 - Green Supply Chain Management (3 Credits)

The course Green Supply Chain Management explores how to incorporate environmental sustainability into supply chain operations. Key topics include eco-design, green procurement, sustainable logistics, and reverse logistics. It emphasises reducing environmental impact, improving efficiency, and engaging stakeholders. Students will examine how sustainable practices support compliance, reputation, and business performance. Through case studies and real-world examples, the course equips learners with the knowledge and tools needed to design and manage environmentally responsible supply chains that align with corporate and sustainability goals.

Prerequisite: MGT210 / MGT212, MKT202

MGT470 - Business Intelligence (3 Credits)

This course is intended to provide an integrative foundation in the field of business intelligence at the operational, tactical, and strategic levels. Topics such as business process analysis and design, data pipeline construction for automation services (data extraction from different sources, data processing and model building, data visualisation and web-based dashboard construction), machine learning algorithms, and trading automation, along with other topics relevant to business intelligence, will be covered in this course.

Prerequisite: MGT314

MGT490 - Project Management (3 Credits)

This course is listed under the Management concentration/major category.

Prerequisite: MGT314

16. BUS498 - Internship (4 Credits)

An **Internship** is a 4-month/12-week temporary work engagement of a student in an organisation. The aim is to enable students to transition smoothly from their academic life to their professional careers. Interns are assigned under academic supervisors. At the end of the period, students are required to submit a report to the supervisory panel for evaluation.

17. BUS499 - Research Project (4 Credits)

A **Research Project** is a 4-month/12-week research engagement by a student under the supervision of a faculty member. The aim is to test the independent research skills students have acquired during their time at the university. Students can work on independent research or join their supervisor's ongoing research projects. At the end of the period, students are required to submit a dissertation/project report to the research panel for evaluation.

Prerequisite: Students must complete 112 credits to be eligible to enrol in BUS498 or BUS499



Published by
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