UNIVERSITY OF DHAKA

Three Years B.B.S. Pass Course Syllabus for Affiliated 7 Colleges

Effective from the Session: 2017–2018

Subject: Management
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Effective from the Session: 2017–2018

Subject: Management

The Courses of Study for B.B.S. Pass in Management shall extend over a period of three academic years comprising six papers with marks as indicated below:

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Paper</th>
<th>Paper Title</th>
<th>Marks</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>112601</td>
<td>Paper-I</td>
<td>History of the Emergence of Independent Bangladesh</td>
<td>100</td>
<td>4</td>
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<tr>
<td>112603</td>
<td>Paper-II</td>
<td>Introduction to Business</td>
<td>100</td>
<td>4</td>
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<tr>
<td>122601</td>
<td>Paper-III</td>
<td>Fundamentals of Management</td>
<td>100</td>
<td>4</td>
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<tr>
<td>122603</td>
<td>Paper-IV</td>
<td>Human Resource Management</td>
<td>100</td>
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<tr>
<td>132601</td>
<td>Paper-V</td>
<td>Business Communication (In English)</td>
<td>100</td>
<td>4</td>
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<tr>
<td>132603</td>
<td>Paper-VI</td>
<td>Legal Environment of Business</td>
<td>100</td>
<td>4</td>
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<td><strong>Total</strong></td>
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Detailed Syllabus

First Year

<table>
<thead>
<tr>
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Introduction: Scope and description of the emergence of Independent Bangladesh. Writing on this topic.

1. Description of the Country and its People.
   a. Geographical features and their influence.
   b. Ethnic composition.
   c. Language.
   d. Cultural syncretism and religious tolerance.
   e. Distinctive identity of Bangladesh in the context of undivided Bangladesh.

   a. Rise of communalism under the colonial rule, Lahore Resolution 1940.
   b. The proposal of Suhrawardi and Sarat Bose for undivided Bengal: consequences
   c. The creation of Pakistan 1947.
3. **Pakistan: Structure of the State and Disparity.**  
   a. Central and provincial structure.  
   b. Influence of Military and Civil bureaucracy.  
   C. Economics, social and cultural disparity

4. **Language Movement and Quest for Bengali Identity**  
   a. Misrule by Muslim League and Struggle for democratic politics.  
   b. The Language Movement: context and phases.  

   a. Definition of military rules and its characteristics.  
   b. Ayub Khan’s rise to power and characteristics of his rule (Political repression, Basic democracy, Islamisation)  
   c. Fall of Ayub Khan and Yahia Khan’s rule (Abolition of one unit, universal suffrage, the Legal Framework Order)

6. **Rise of Nationalism and the Movement for Self-determination.**  
   a. Resistance against cultural aggression and resurgence of Bengali culture.  
   b. Sheikh Mujibur Rahman and the six point movement  
   c. Reactions: Importance and significance  
   d. The Agartola Case 1968.
7. The mass-upsurge of 1969 and 11 point movement: background, programme and significance.

8. Election of 1970 and the Declaration of Independence by Bangobondhu
   a. Election result and centres refusal to comply
   b. The non co-operation movement, the 7th March, Address, Operation Searchlight
   c. Declaration of Independence by Bangobondhu and his arrest

9. The War of Liberation 1971
   a. Genocide, repression of women, refugees
   b. Formation of Bangladesh government and proclamation of Independence
   c. The spontaneous early resistance and subsequent organized resistance (Mukti Fouz, Mukti Bahini, guerillas and the frontal warfare)
   d. Publicity Campaign in the war of Liberation (Shadhin Bangla Betar Kendra, the Campaigns abroad and formation of public opinion)
   e. Contribution of students, women and the masses (Peoples war)
   f. The role of super powers and the Muslim states in the Liberation war.
   g. The Anti-liberation activities of the occupation army, the Peace Committee, Al-Badar, Al-Shams, Rajakars, pro Pakistan political parties and Pakistani Collaborators, killing of the intellectuals.
   h. Trial of Bangobondhu and reaction of the World Community.
   i. The contribution of India in the Liberation War
   j. Formation of joint command and the Victory
   k. The overall contribution of Bangabondhu in the Independence struggle.

10. The Bangabondhu Regime 1972-1975
    a. Homecoming
    b. Making of the constitution
    c. Reconstruction of the war ravaged country
    d. The murder of Bangabondhu and his family and the ideological turn-around.


3. Different Forms of Business Organizations: Characteristics merits and demerits of sole proprietorship, partnership, company, state enterprise and co-operative society.
4. Joint Stock Company: Definition-features-types-formation-share capital-types of share & debentures-premium-discount- right issue-management and winding up-management pattern of joint stock company in Bangladesh,

5. Institutions for Furtherance of Business : Chamber of Commerce and Industries-EPZ-EPB-Port Authority-BGMEA.


7. E-business.

Books Recommended:

1. Skinner & Invancevice : *Business for 21st Century*
2. Shulka, M.C,: *Management and Organization*

Second Year

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<tr>
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<tbody>
<tr>
<td>122601</td>
<td>III</td>
<td>Fundamentals of Management</td>
<td>100</td>
<td>4</td>
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</table>

1. Introduction: Meaning-Scope-Importance-Principles-Functions, Management a Science or Art? Management as a Profession-Basic Managerial Roles and skills-Managers at different levels of the organization-Management as a career.


4. Leading: Leadership and its importance-Leadership styles-Qualities of a good leader. Direction-Importance and principles of direction-advantages and

5. Controlling: Meaning-Nature-Importance-Control process-Requirements of an effective control system-Control techniques-Budgetary control-Meaning and process of budgetary control.

Books Recommended:
2. S. P. Robbins : Management

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<td>122603</td>
<td>Paper-IV</td>
<td>Human Resource Management</td>
<td>100</td>
<td>4</td>
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</table>

1. **Introduction:** Meaning- Characteristics-Principles and Evolution of HRM- Factors influencing the emergence of the concept- Human Resource Management- Difference between personnel management and HRM- Functions of HRM- The organization of HRM- The role of the human resource department in the HRM- Responsibilities.

2. **Job Analysis and Job Design:** Meaning – Methods and process of job analysis- Job description- Job specification Meaning and techniques/approach of job design- Job characteristics model.

3. **Recruitment and Selection:** Purpose-Role of HR department in recruitment process- Recruitment process- Constraints- Sources and Methods of recruitment- Differences between recruitment and selection- Constraints of the selection process- Selection process- Methods and types of interview- Interview errors- Guidelines for employment interview.


5. **Performance Appraisal:** Processes- Purposes-Methods-Appraisal-Interview- Evaluation-Problems-Improving appraisal.

6. **Compensation Administration:** Compensation terminology-Specific actions to achieve compensation goals- Compensation policies-Factors affecting the wage mix- Wage survey- Methods of wage payment-Incentive wage plans.

7. **Job Evaluation:** Meaning- Differences with job analyses-Objectives-Processes and methods.

8. **Promotion:** Meaning-Objectives-Principles-Types of promotion-Demotion- Transfer-Layoff-Resignation-Termination

Books Recommended:
Third Year

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<tr>
<td>132601</td>
<td>Paper-V</td>
<td>Business Communication (In English)</td>
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1. Introduction: Meaning of Communication and business communication-Scope-Purpose-Process-Principles-Functions-Importance and models of communication-Barriers to effective communication and improvements of communication-Communication Problems in Bangladesh. Types of communication: written-oral-Nonverbal-Downward-UPward-Formal-Informal-Horizontal.


3. Internal Communication: Communication within organization and small groups-Office memos.


6. Technology in Modern Communication: Electronic media in oral and written communication (Telephone-FAX-ISD)-Computer-Internet-E-mail-Multimedia and business related software.

Books Recommended:

1. Raymond V. Lesikar: *Basic Business Communication*, Irwin, Chicago, USA
2. Batty and Kay: *Business Communication System and Application*


**Books Recommended:**

