



# UNIVERSITY OF DHAKA

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

Effective from the Session: 2017–2018

Subject: Management

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

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:

Paper Code	Paper	Paper Title	Marks	Credits
<b>First Year</b>				
112601	Paper-I	History of the Emergence of Independent	100	4
112603	Paper-II	Introduction to Business	100	4
<b>Second Year</b>				
122601	Paper-III	Fundamentals of Management	100	4
122603	Paper-IV	Human Resource Management	100	4
<b>Third Year</b>				
132601	Paper-V	Business Communication (In English)	100	4
132603	Paper-VI	Legal Environment of Business	100	4
		Total =	600	24

### Detailed Syllabus

#### First Year

Paper Code	Paper	Paper Title	Marks	Credits
112601	Paper-I	History of the Emergence of Independent Bangladesh	100	4

**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.

**2. Proposal for Undivided Sovereign Bengal and the Partition of the Sub Continent, 1947.**

- 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.
- c. United front of Haque – Vasani – Suhrawardi: election of 1954, consequences.

**5. Military Rule: The Regimes of Ayub Khan and Yahia Khan (1958-1971)**

- 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 Agortola 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 Bangabondhu**

- a. Election result and centres refusal to comply
- b. The non co-operation movement, the 7<sup>th</sup> March , Address , Operation Searchlight
- c. Declaration of Independence by Bangabondhu 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 Bangabondhu 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.

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- 1. *bxrvi i Äb ivq, evOvj xi BwZnm, †`õ R cvevj nks, Kj KvZv 1402 mij |*
- 2. *mj vn& Dv' b Avntg` I Ab'vb` (m=úw` Z), evsj v`tki gvß msMõgi BwZnm 1947-1971, AvMvgx cKvkbx, XvKv 2002|*
- 3. *mvRj Bmj vg (m=úw` Z), evsj v`tki BwZnm 1704-1971, 3 LÜ, GvkqUK tmvBvU Ae evsj v`k, XvKv 1992|*
- 4. *W. nriab-Ai-iwk`, evsj v`k: ivRbwZ, miKvi I kvmbZvŠK Dbq 1757-2000, vD GR cvevj tKkY, XvKv 2001|*
- 5. *W. nriab-Ai-iwk`, evOvj i ivõPŠ-v I `faxb evsj v`tki Af`q, AvMvgx cKvkbx, XvKv 2003|*
- 6. *W. nriab-Ai-iwk`, e½eÜž Amgvß AvZ#Rrebx cgvv, v` BDvbFvmmU tçñ vj vgtUW, XvKv 2013|*

7. W. ArZdž niB ikejx I W.tgvt ginegi ingvb, evsjv`tki misweanibK Biznm 1773-1972, meV© cKvkb, XvKv 2013|
8. gbyZmni gvgly I RqšlKvri ivq, evsjv`tki mivfj mgvR cūZōvi msMōg, Aemi, XvKv 2006|
9. AvizDi ingvb, Amn`hvM Avf`vj tbi w`b, vj : gvp`h`x`i cūvZ ce,mvvnZ` cKvk, XvKv 1998|
10. W. tgvt ginegi ingvb, evsjv`tki Biznm, 1905-47, Zvgtj w, XvKv 2011|
11. W. tgvt ginegi ingvb, evsjv`tki Biznm, 1947-1971, mgq cKvkb, XvKv 2012|
12. %nq` Avtbrvqi tvrtmb, evsjv`tki `vaxZv h`x`i civkv`i fvgKv, Wvbn cKvkb, XvKv 1982|
13. Avej gjj Ave`j gvnZ, evsjv`k: Rvizi v`oi D`m`e, mvvnZ` cKvk, XvKv 2000|
14. tkL gvRej ingvb, AmgvB AvZiRvex, w` BDvbfvmmū tcth vj vgtUW, XvKv 2012|
15. mivR D`&xb Avntg`, GKvĒti gvp`hy: `vax evsjv`tki Af`q, Bmj vqK dvD`Ūkb, XvKv 2011|
16. RqšlKvri ivq, evsjv`tki ivR%bnZK Biznm, mgy©cKvkb, XvKv 2010|
17. Harun-or-Roshid, *The Foreshadowing of Bangladesh: Bengal Muslim League and Muslim Politics, 1906-1947*, The University Press Limited, Dhaka 2012.
18. Rounaq Jahan, *Pakistan: Failure in National Integration*, The University Press Limited, Dhaka 1977.
19. Talukder Maniruzzaman, *Radical Politics and the Emergence of Bangladesh*, Mowla, Brothers, Dhaka 2003.
20. tgmevn Kvgvj I Ckvbx PmeZx` bvtPvtj i KIK vef`tn, mgKvj xb ivRbnZ I Bjv vgt, DĒiY, XvKv 2008|
21. tgmevn Kvgvj, Avmv` I EbmĒti i MYAfj`vb, weeZĒ, XvKv 1986|

Paper Code	Paper	Paper Title	Marks	Credits
112603	Paper-II	Introduction to Business	100	4

1. Basic Concept: Meaning of business-basic elements-features-branches and their place in economy of Bangladesh-business size-location of business-efficiency of business enterprises-social responsibility of business-society, business and Govt.
2. Business Environment: Definition-components of external and internal environment-international environment-business environment of Bangladesh.
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.
6. Globalization: Argument for and against globalization-related agency-WTO-IMF, SAARC, ASEAN.
7. E-business.

**Books Recommended :**

1. Skinner & Invanvice : *Business for 21<sup>st</sup> Century*
2. Shulka, M.C, : *Management and Organization*

**Second Year**

<b>Paper Code</b>	<b>Paper</b>	<b>Paper Title</b>	<b>Marks</b>	<b>Credits</b>
122601	Paper-III	Fundamentals of Management	100	4

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.
2. Planning : Meaning-Importance-Types-Steps-Factors affecting planning-Planning techniques-Limits to planning-Making planning effective- Decision making process- Nature of managerial decision making-Factors in decision making-Steps in Decision making.
3. Organizing: Meaning-Importance-Types of organization structure-Line organization-Functional organization-Committee-Span of Management-Authority-Delegation of authority-Centralization and decentralization of authority-Co-ordination-meaning-importance-principles and procedure of co-ordination.
4. Leading: Leadership and its importance-Leadership styles-Qualities of a good leader. Direction-Importance and principles of direction-advantages and

disadvantages-Consultative direction- Motivation: meaning-importance-theories of motivation-Financial and non-financial motivation.

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 :**

1. Ricky W. Griffin : *Management*, 5<sup>th</sup> Edition, A.I.B.S. Publisher & Distributors (Regd.) Delhi-110051 (India), 1997
2. S. P. Robbins : *Management*

Paper Code	Paper	Paper Title	Marks	Credits
122603	Paper-IV	Human Resource Management	100	4

1. **Introduction:** Meaning- Characteristics-Principles and Evolution of HRM- Factors influencing the emergence of the concept- Human Resource Management- Deference 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.
4. **Training and Development:** Meaning-Importance-Objectives-Process of training- Types and methods of training- Differences between training and development- Importance of management development- The management development process- Management development methods.
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:**

1. Gray Dessler: Human Resource Management
2. David A. Decenzo and Stephen P. Robbins: Human Resource Management

## Third Year

Paper Code	Paper	Paper Title	Marks	Credits
132601	Paper-V	Business Communication (In English)	100	4

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.
2. Media of Communication: Major media of written communication: Letters-memos-style and structure-Advantages and disadvantages of different media of written communication. Major Media of Oral Communication: speech-Face to face conversation-interviews-meetings-advantages and disadvantages of different media of good communication-Mass communication. Non-verbal communication: Symbols-Gesture-Body Language-Visual communication.
3. Internal Communication: Communication within organization and small groups- Office memos.
4. Report Writing: Types of report-Characteristics and importance of different types of report-Purpose-Scope-Different styles of writing reports-preparation of report.
5. Letter Writing: Drafting business letters-Selecting formats-Characteristics of business letter-Functions of a first middle and last paragraph-Types of letter-official letter-Circular letter-Letter of inquiry-Letter of order-Letter of complaints-Dunning letter-Letter of adjustment-Letters of Banking and Insurance Company.
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*



<b>Paper Code</b>	<b>Paper</b>	<b>Paper Title</b>	<b>Marks</b>	<b>Credits</b>
132603	Paper-VI	Legal Environment of Business	100	4

1. Law of Contract-The Contract Act 1872: Definition of a contract-essential elements-offer and acceptance-consideration-void and avoidable agreements-capacity of parties to contract-free consent-contingent contract-performance of contract-breach of contract and remedies for breach-discharge of a contract-quasi contract.
2. Law of Agency: Types of agency-misrepresentation and frauds by agent-sub-agents-co-agent-agent's rights-personal responsibility of agents-termination of agency.
3. Sale of Goods Act-1930: Definition-essential elements-stipulation of sale-transfer of ownership-conditions and warranties-unpaid seller and his rights-performance of contract of sale.
4. Factories Act-1965: Classification of workers by age-health-hygiene of workers by age-health-hygiene-safety measures and welfare of workers-working hour-employment of young persons and women-leave and holidays.

**Books Recommended :**

1. Sen, A.K.A. : *A Hand Book of Commercial Law*
2. Sen, A.K. & Mitra, J.K. : *Commercial Law and Industrial Law*

