

University of Dhaka



Syllabus for Affiliated 7 Colleges

Department of Management

First Year Syllabus

Effective from the Session: 2017-2018

University of Dhaka

Subject: Management

Syllabus for Four Year BBA Honours Course
Effective from the Session: 2017-2018

Year-wise Papers and marks distribution.

First Year

Paper Code	Paper Title	Marks	Credits
MGT-1001	Introduction to Business	100	4
MGT-1002	Principles of Management	100	4
MGT-1003	Principles of Accounting	100	4
MGT-1004	Principles of Marketing	100	4
MGT-1005	Micro-Economics	100	4
MGT-1006	Principles of Finance	100	4
MGT-1007	History of the Emergence of Independent Bangladesh	100	4
	Viva-Voce	025	1
	Total =	725	29

Detailed Syllabus

Paper Code : MGT-1001	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	INTRODUCTION TO BUSINESS		

1. **Business Concepts-** Meaning of business, its branches and their place in the economy of Bangladesh- Business environment- Business size- Location of business- Efficiency of business enterprises- Social responsibility of business and its implications.
2. **Business Organizations-** Forms of business ownership in Bangladesh- Relative position of each form of ownership: sole proprietorship, partnership, joint-stock company, co-operative and state ownership-Formalities and distinguishing features of each form of ownership-Considerations in the choice of specific forms of ownership.
3. **Development of Joint Stock Companies in Bangladesh-** Phases of development-Types-Domain of operations of each type-Formation of companies -Prospectus rights and obligation of shareholders, directors, and government - Liquidation of a company.
4. **Co-operative Societies in Bangladesh-** Their development, Types (industrial, commercial and service sector societies), The role of each type- Formation- Problems and approaches to overcoming problems.
5. **Institutions for Promotion of Business-** Support services of government institutions,-Chamber of Commerce and Industry and Trade Associations,- Stock Exchanges.
6. **Trade Practices in Bangladesh-**Commercial policy Import procedure-Export procedure-Formalities- problems and measures to overcome the problems.

Books Recommended

1. Steven J. Skinner and John M. Ivancevich, Business for the 21st Century, IWIN, IL,USA
2. Stab and Attner: Introduction to Business

Paper Code : MGT-1002	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	PRINCIPLES OF MANAGEMENT		

1. **Introduction to Management:** Definition of management, Nature, purpose and principles of management- Need for organizations and managers- Managerial responsibility - Types of managers Concept of productivity, effectiveness and efficiency -Managerial and organization performance.
2. **Environment:** Internal and external environment of organizations - Components of external environment - Indirect action environment - International environment- Managing environment.
3. **Planning:** Nature of Planning - Types of planning - Steps in planning - Tools and techniques for planning - The planning process.
4. **Objectives:** Nature of objectives - Management by Objectives (MBO)- The process of MBO -Setting objectives- Benefits and weaknesses of MBO.
5. **Decision Making:** Decision making process- Problem and opportunity finding- Nature of Managerial decision, Making other factors in decision, making- Decision Support Systems.
6. **Organizing:** Organizational structure- Division of work Span of management - Departmentation- Delegation of authority- Centralization and decentralization- Coordination- Committee and group decision making.
7. **Leading:** Human factors in managing - Relevant theories, Creativity and innovation,- Motivation-Leadership.
8. **Controlling:** Meaning and importance of control- Types of control methods- Control process- Requirements for effective controls- Information systems and control.

Books Recommended

1. Harold Koontz and Heingz Weihrich, Management, Mc. Graw-Hill Book Company, New York (USA)
2. James A.F. Stronner and R. Edward Freeman Management, Prentice Hall of India Private Limited, New Delhi,
3. R.W. Griffin, Management, A.I.T.B.S. Publishers and Distributor, New Delhi.

Paper Code : MGT-1003	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	PRINCIPLES OF ACCOUNTING		

1. **Introduction :** Definition and Scope of accounting, Its role and functions, History of accounting, Generally accepted accounting principles, Purpose and nature of accounting information- Users of accounting information. Branches of accounting- Ethical issues and the accounting profession
2. **The Recording Process:** Business transactions, Steps in the recording process, The accounting equation, The account and Types of account, The rules of debit and credit, The journal, The ledger, The trial balance.
3. **The Adjustment Process :** Accounting period, Accrual vs. Cash basis of Accounting, Revenues (income) and expenses, Types of adjusting entries, Preparing and posting of closing entries, Preparing the adjusted trial balance.
4. **Accounting for Merchandising Operations:** Merchandising Operations and Classifying Inventory-Purchases, Sales, Other Use or Loss and Returns of Merchandise Inventory-Periodic and Perpetual Inventory Systems and Journal Entries-Specific Identification Method and Inventory Cost Flow Assumption (FIFO, LIFO and Average Cost).
5. **Rectification of Errors:** Meaning; Types of Errors, Rectification of errors before preparation of trial balance, After preparation of trial balance, After preparation of financial statements and errors detected in the next accounting year.
6. **Worksheet :** Meaning, Objects, Nature, Rules for the preparation of worksheet and preparation of worksheet – 8-column and 10- column.
7. **Preparation of Financial Statements:** Single and multiple-Step income statements. Owner's equity statement, Classified balance sheet.
8. **Control of Cash:** Controlling cash, Internal control. The bank chequing account, Petty Cash, Bank Reconciliation Statement.
9. **Accounting Information Systems and Special Ledgers:** Basic concepts, Principles of accounting Information System, Manual and Computerized Accounting Systems and their effectiveness-The Voucher System-General Ledgers and Subsidiary Ledgers: General Ledger Control Accounts and Subsidiary Ledger Individual Accounts. Special Journals: Advantages of Special Journals-Cash Receipts Journal-Sales Journals- Purchase Journal-Cash Payments Journal and General Journal.

Book Recommended:

1. Weygandt, Jerry J., Paul D. Kimmel, Paul D. and Kieso Donald E, *Accounting Principles*, 9th edition, John Wiley & Sons, Inc.
2. Needles and Anderson, *Principles of Accounting*.
3. American Accounting Association, *A Statement of Basic Accounting Theory (ASOBAT)*.

Paper Code : MGT-1004	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	PRINCIPLES OF MARKETING		

1. **The Field of Marketing:** Nature and scope of marketing- Historical development of marketing - Marketing management and its evolution- Marketing concepts-Role of marketing in the society.
2. **Marketing Systems and the Marketing Environment:** System approach to marketing- External environment of marketing systems- Internal variables of marketing systems.
3. **Market and Buyer's Behavior:** Definition- Market segmentation, Targeting and Positioning-Classification of market- Psychological influences on buyer behavior- Cultural and social-group influences on buyer behavior- Model of buyer behavior.
4. **Elements of Product Planning:** Definition of product - Classification of product - Marketing considerations of product- New product development- Product life cycle- Branding, Packaging and labeling.
5. **Place and Distribution Structure:** Retailing- Wholesaling - Channels of distribution.
6. **Price System:** Pricing objectives and price determination- Methods of setting price.
7. **Promotional Activities:** Promotion Mix- Advertising, sales Promotion, Personal Selling.

Books Recommended

1. Philip Kotler and Gary Armstrong, **Principles of Marketing**, Prentice-Hall Ins. New Jersey (USA)
2. W.J. Stanton, **Fundamentals of Marketing**, Mc Graw- Hill International Book company, New York (USA).

Paper Code : MGT-1005	Marks : 100	Credits : 4	Class Hours : 60
Paper Title :	MICRO-ECONOMICS		

1. **Introduction:** Definition of economics- Microeconomics vs Macroeconomics-Scope of economics- Meaning of economic theory - Some basic concepts: Product, Commodity, Want, Utility, Consumption, Factors of production.
2. **Utility Analysis and Indifference Curve Analysis:** Utility functions- Indifference curves and maps - Budget constraints- Utility Maximization.
3. **Demand:** Law demand- Factors determining demands, Shifts in demand - Demand functions - Deriving demand curves- substitution and income effects - Deriving aggregate demands - Various concepts of demand Elasticity and measurements - Methods of estimating demand functions and demand forecasting.
4. **Supply:** Law of supply and supply function- Determinants of supply - Shifts in supply- Elasticity of supply- Market equilibrium.
5. **Production:** Production functions- Total, Average and marginal products- Law of diminishing marginal physical products- Production squints- Marginal rate of technical substitution (MRTS)- Optimal combination of production function and efficiency criterion.
6. **Cost:** Concepts of Cost- Short-run costs-Relation between short-run costs and production-Long-run costs - Economies and diseconomies of scale-Relation between short-run and long-run costs- Cost function and estimation of cost function.
7. **Markets and Revenue:** Meaning of market-Deferent forms of market-Concepts of total, Average and marginal revenue-Relation between AR and MR curves-Relation between different revenues and elasticity's of demand- Equilibrium of the firm.
8. **Price and Output:** Price and output determination under perfect competition, Monopoly, Monopolistic competition and oligopoly- Profit maximization- Price discrimination - Plant shutdown decision- Barriers to entry.

Books Recommended

1. R.J. Ruffin and P.R Gregory, **Principles of Microeconomics**, Scott Ferguson & Company, Illinois.
2. M.L. Jhingan, **Microeconomics theory**, Vikas Publishig House Pvt. Ltd. New Delhi, India.
3. J.V. Henderson and W Poole, **Principles of Microeconomics** D.C Health & Company, Lexington.
4. Samuelson, **Economics**. McGraw Hill Book co., New York, (USA).

Paper Code: MGT-1006	Marks: 100	Credits: 4	Class Hours: 60
Paper Title	Principles of Finance		

1. **The Role and Environment of Finance:** Finance and Business-The Managerial Finance-Functions-Goal of the Firm-Financial Institutions and Markets.
2. **Financial Statements and Analysis:** The Stockholders' Report-Using Financial Ratios-Liquidity Ratios-Activity Ratios-Debt Ratios-Profitability Ratios-Market Ratios-A Complete Ratio Analysis.
3. **Time Value of Money:** The Role of Time Value in Finance-Single Amounts-Annuities-Mixed Streams-Compounding Interest-Special Applications of Time Value.
4. **Stock Valuation:** Differences between Debt and Equity Capital-Common and Preferred Stock-Common Stock Valuation-Decision Making and Common Stock Value.
5. **Cost of Capital:** Concepts- Significance of Cost of Capital- Specific Cost of Capital: Debt, Preference stock, Equity, Retained Earnings- Weighted average Cost of Capital – Uses of Cost of Capital.
6. **Capital Budgeting Techniques:** Overview of Capital Budgeting Techniques-Payback Period-Net Present Value (NPV)-Internal Rate of Return (IRR)-Comparing NPV and IRR Techniques.
7. **Leverage in Business :** Meaning and Nature- operating Leverage-Financial Leverage – Combined Leverage

Book Recommended:

1. Gitman, Lawrence G, *Principles of Managerial Finance*, 10th edition.
2. Brigham Eugene F, Ehrhardt Michael C, *Financial Management: Theory and Practice*, 11th Edition, South-Western.
3. Arthur J. Keown, John D. Martin, J. William Petty & David F. Scott, Jr. (2005), *Financial Management: Principles and Applications*
4. *Applications*, Tenth Edition, Pearson Prentice Hall. (KMPS)

Paper Code: MGT-1007	Marks: 100	Credits: 4	Class Hours: 60
Paper Title:	History of the Emergence of Independent Bangladesh		

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8/ 1970 Gi bePb, AmnþuM Avþ`vj b I e½eÜž `řaxbZv tNvI Yv

- K) uþePþbi dj v dj Ges Zv tgbt uþtZ tKþ`i A`řKvZ
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- M) e½eÜž `řaxbZv tNvI Yv I tMđZvi

9/ gıþhy 1971

- K) MYnZ`v, brix uþhřZb, kiYv_ř
- L) ersjvř`k miKvi MVb I `řaxbZvi tNvI YvcĪ
- M) `Z:ÜZ`cđ ugK cđZřiva I msMvZ cđZřiva (gıþřdřR, gıþevnıbx, tMııj v I mřđy hy)
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- O) QıĪ, brix I mıaviY gıvđıi Ae`vb (MYhy)
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10/ e½eÜžKL gıřeyıngıřbi kımbKvj, 1972-1975

- K) `ř`k cĪ`veZđ
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- N) mcıııeřti e½eÜžnıZ`v I Av`řkř cĪcıııeZđ

History of the Emergence of Independent Bangladesh

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. Economic , 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 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 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 BwZnvm, t`Ô R cvevj wks, Kj KvZv 1402 mvj |*
- 2. *mvj vn& Dwi`b Avntg` I Ab`vb` (m`úw`Z), evsj v`tki gny` mslMti gi BwZnvm 1947-1971, AvMvgr cKvkbx, XvKv 2002|*
- 3. *mmivRjy Bmj vg (m`úw`Z), evsj v`tki BwZnvm 1704-1971, 3 LÜ, GukqvwUK tmvmbwU Ae evsj v`tk, XvKv 1992|*
- 4. *W. nviab-Ai-iwk`, evsj v`tk: ivRbwmZ, miKvi I kymbZvwŠK Dbqb 1757-2000, wD GR cvevj tKkY, XvKv 2001|*

5. W. nriab-Ai-inik`, evOnij i ivóPŠ-v I `faxb ersj v`tki Af`q, AvMigx cKvkbx, XvKv 2003|
6. W. nriab-Ai-inik`, e%eÜž Amgviß AvZRxebx cJcvŒ, w` BDubFvniŒ tçh`ij ugŒUW, XvKv 2013|
7. W. AvZdž nriB ikejx I W.tgvt gineyi ingvb, ersj v`tki msueambK Biznm 1773-1972, meY`cKvk, XvKv 2013|
8. gLZvimi givj I RqšKgi ivq, ersj v`tki imifj mgvR cŒZövi msMüg, Aemi, XvKv 2006|
9. AvnZDi ingvb, Amn`thvM Av`vj`bi w`b`ij : gY`h`x`i cŒvZ ce`mvinZ` cKvk, XvKv 1998|
10. W. tgvt gineyi ingvb, ersj v`tki Biznm, 1905-47, Zigtj`nc, XvKv 2011|
11. W. tgvt gineyi ingvb, ersj v`tki Biznm, 1947-1971, mgq cKvk, XvKv 2012|
12. %mq` Av`bivqvi tnvmb, ersj v`tki `faxbZv h`x` civkv`i figKv, Wvbn cKvkbx, XvKv 1982|
13. Avej gij Ave`j gY`Z, ersj v`k: RvZitóŒ D`e, mvinZ` cKvk, XvKv 2000|
14. tkL gY`Rej ingvb, Amgviß AvZRxebx, w` BDubFvniŒ tçh`ij ugŒUW, XvKv 2012|
15. imivR D`&xb Avntg`, GKvÉti gY`hy: `faxb ersj v`tki Af`q, Bmj vugK dvD`Ükb, XvKv 2011|
16. RqšKgi ivq, ersj v`tki ivR`wZK Biznm, mY`cKvk, 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. žgmeiv Kivj I Ckvx PmeZi, bŒPv`j i KIK me``n, mgKij`xb ivRbniZ I Bjv ugŒ, D`iY, XvKv 2008|
21. žgmeiv Kivj, Avmiv` I EbmÉti i MYAfyj`vb, meZŒ, XvKv 1986|

University of Dhaka



Syllabus for Affiliated 7 Colleges

Department of Management

Second Year Syllabus

Effective from the Session: 2017-2018

University of Dhaka

Subject: Management

Syllabus for Four-Year BBA Honours Course
Effective from the Session: 2017-2018

Year wise Papers and marks distribution.

Second Year

Paper Code	Paper Title	Marks	Credits
MGT-2001	Human Resource Management	100	4
MGT-2002	Business Communication (In English)	100	4
MGT-2003	Legal Environment of Business	100	4
MGT-2004	Business Statistics	100	4
MGT-2005	Business Mathematics	100	4
MGT-2006	Computer and Information Technology	100	4
MGT-2007	Macro Economics	100	4
	Viva-voce	025	1
	Total =	725	29

Details Syllabus

Paper Code: MGT-2001	Marks: 100	Credits: 4	Class Hours: 60
Paper Title	Human Resource Management		

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. **HRM Policy and Planning:** Meaning-policy areas-Factors influencing the designing- HRM policies- Formulating or revising HRM Policies-Meaning-Importance and process of HRM planning.
4. **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. **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.
6. **Career Development:** Related terms- Differences with training and development-Importance- Career stages- Responsibilities of career development- Special issues in career development- Career development for non-exempt employees- Development of personal career.
7. **Performance Appraisal:** Processes- Purposes-Methods- Appraisal- Interview- Evaluation-Problems-Improving appraisal.
8. **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.
9. **Job Evaluation:** Meaning –Differences with job analyses-Objectives-Processes and methods.
10. **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

Paper Code: MGT-2002	Marks: 100	Credits: 4	Class Hours: 60
Paper Title	Business Communication (In English)		

1. **Introduction:** Meaning of communication and business communication, scope, purposes, processes, principles, functions, importance and models of communication.
2. **Types of Communication:** Written, oral, non-verbal, downward, upward horizontal, mass communication.
3. **Major Media of Written Communication:** Letters, Memos, Reports –Style and Structure, Advantages and Disadvantages of different media.
4. **Major Media of Oral Communication:** Speech-Public Speech – Face to face conversation – Interviews, meetings, advantages and disadvantages of different media.
5. **Non Verbal Communication:** Symbols, gestures, body language, visual communication.
6. **Internal Communication:** Meaning, Importance, Communication within organisation and small groups, media of internal communication style, office memos.
7. **Technology in Modern Communication:** Electronic media in oral and written communication, Telephone, Fax, ISD, Computer, Internet, E-mail, Multimedia and Business related Software.
8. **Communication skills:** Improving skills in non-verbal and verbal communication — Effective listening, reading skills, effective writing –style and techniques, writing techniques, barriers to effective communication and their removal.
9. **Business Report Writing:** Types of report, characteristics and importance of different types, purpose, scope, different styles of writing reports.
10. **Letter Writing:** Types of letter – Circular letter – Letter of inquiry – Letter of complaints – Dunning letter – Letter of adjustment – Letter of order, letters in connection with bank and insurance.
11. **Employment Communication:** Preparing CV or Personal resume, application, Letter — Interviews and joining.

Books Recommended :

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

3. M. Masudur Rahman : Business Communication (Latest Edition)
and Others

Paper Code: MGT-2003	Marks: 100	Credits: 4	Class Hours: 60
Paper Title:	Legal Environment of Business		

1. **The Contract Act, 1872:** Definition of contract–Essentials of contract–Communication, acceptance and revocation of proposals–Contracts, voidable contracts and void agreements–Consignment contracts–Contracts which must be performed–Time and place of performance–Contracts which need not be performed–Breach of contract–Indemnity and guarantee–Bailment–Bailment of pledges–Agency, appointment and authority of agents, sub-agents, revocation of authority, agent’s duty to principal, principal’s duty to agent.
2. **The Sale of Goods Act, 1930:** Formation of the contract–Effects of the contract–Performance of the contract–Rights of unpaid seller against the goods- Suits for breach of the contract.
3. **The Negotiable Instruments Act, 1881:** Promissory notes, bills of exchange and cheques–Negotiations–Payment and interest–Discharge from liability on notes, bills and cheques–Notice of dishonour–Special provisions relating to cheques–Special provisions relating to bills of exchange–Penalties in case of dishonour of certain cheques for insufficiency of funds in the accounts
4. **The Partnership Act, 1932:** The nature of partnership–Relations of partners to one another– Relations of partners to third parties–Incoming and outgoing partners–Dissolution of a firm– Registration of firms.
5. **The Bangladesh Labor Act, 2006:** Important Statutory Definitions: Factory, Worker, Employer, Commercial Establishment, Industrial Establishment; *Summary of major provisions on:* Employment and Conditions of Services, Employment of Adolescent, Provisions of Health, Hygiene, Safety and Welfare Measures, Working hours and leave, Trade Union and Industrial relations, Dispute resolution, Workers’ Participation in Companies’ Profits.
6. **The Arbitration Act, 2001:** Arbitration agreement, Subject matter of arbitration, Different methods of arbitration, Arbitration Tribunal, Arbitral proceedings, Arbitral award, Appeals.
7. **The Trade Marks Act, 2009:** Registration procedures and duration, Effects of registration, Use of trademark.

8. **The Bangladesh Environment Conservation Act, 1995:** Restrictions on manufacture, sale etc. of article is injurious to environment–Remedial measures for injury to ecosystem–Environmental Clearance Certificate.

Books Recommended:

1. The Contract Act, 1872
2. The Sale of Goods Act, 1930
3. The Negotiable Instruments Act, 1881
4. The Trade Marks Act, 2009
5. The Partnership Act, 1932
6. The Bangladesh Labor Act, 2006
7. The Bangladesh Environment Conservation Act, 1995
8. The Arbitration Act, 2001

Paper Code: MGT-2004	Marks: 100	Credits: 4	Class Hours: 60 hrs.
Paper Title:	Business Statistics (In English)		

- 1. Introduction:** Definition, Importance and scope, Limitations, Types of Statistical Methods, Data, Types of data, Sources of data. Classification of data, Organizing data Using data array, Tabulation of data, graphical presentation of data, types of diagrams.
- 2. Measures of Central Tendency:** Objectives of averaging, Requisites of a measure of central Tendency, Measures of Central tendency, Mathematical averages, Geometric mean, Harmonic mean, Averages of position, partition values, Mode, Relationship between mean, median, and mode-comparison between measures of central tendency.
- 3. Measures of dispersion:** Significance of measuring dispersion-classification of measures of dispersion-distance measures-average deviation measures. Measures of Skewness and Kurtosis.
- 4. Correlation and Regression Analysis:** Significance of measuring correlation-Correlation and causation-Methods of correlation Analysis-Spearman's Rank correlation coefficient. Understanding Regression analysis and its advantages-Parameters of Simple linear Regression model-Methods to determine Regression coefficients.
- 5. Forecasting and time series analysis:** Understanding Forecasting-Forecasting Methods-Time series analysis-Time series decomposition Models-Trend projection methods- Quantitative forecasting methods-Measurement of Seasonal effects-Measurement of cyclical variations-Residual Method-Measurement of Irregular variations.
- 6. Index Number:** Understanding index number-types of Index numbers-Characteristics and Uses of index numbers-Methods for construction of Price indexes-Unweighted price indexes-weighted price indexes-Quantity or Volume indexes-Value indexes-Tests of Adequacy of Indexes-Chain Index-Consumer Price indexes.

- 7. Probability and probability distributions:** Concepts of probability-Definition of probability-Combinations of permutations-Rules for probability and algebra of events-Bayes' Theorem-Probability distributions-Expected value and variance of a random variable-Discrete Probability distributions-Continuous probability distribution.
- 8. Sampling and Sampling distributions:** Reasons of Sample Survey-Population parameters and sample statistics-Sampling Methods-Sampling distributions-Sampling distribution of Sample mean-Sampling distribution of sample proportion.
- 9. Hypothesis Testing:** General procedure for Hypothesis Testing-Direction of the Hypothesis Test-Errors in Hypothesis Testing-Hypothesis Testing for Single population mean-Hypothesis Testing for difference between two population means-Hypothesis testing for single population proportion-Hypothesis testing for population mean with small samples-Hypothesis testing based on F-Distribution.

Books Recommended:

1. Bruce L, Bowerman, Richard T.O. Connel, Michael L, Hand : *Business Statistics in Practice*
2. S. P Gupta, M.P Gupta, Business Statistics.

Paper Code: MGT-2005	Marks: 100	Credits: 4	Credit Hours: 60
Paper Title:	Business Mathematics		

1. **Number System:** Introduction, Prime, Rational and Irrational numbers, Even and odd numbers and their properties. Imaginary and complex numbers; sequence, series, divergence of a sequence, sigma notation. Sum of natural numbers.
2. **Indices and Logarithms:** Indices, Laws of indices, positive and fractional indices, Operation with power functions. Introduction, laws of operations, use of logarithm tables, anti-logarithm, exponential series, logarithmic series.
3. **Theory of Sets:** Different types of sets, union, difference intersection, cartesian products, venn diagram, application in business problems.
4. **The Straight Lines, Linear Equations and Inequalities:** Different forms of Equations-Parallel and perpendicular form of Equations-Point of intersection of lines-Interpretation of slope of different business problems and marginal concept analysis, solution of linear equations, solution of simultaneous linear equations. Identities and inequalities and their solutions. Graphical representation of solution sets. Determination of breakeven point having linear relationship among the variables.
5. **Permutations and Combinations:** Fundamental principles of permutations, permutations of things, all different and things, not all different, repeated and circular permutations. Combinations, relationship between permutation and combinations.
6. **Matrices & Determinants:** Introduction, types of matrices, operation on matrices. Solution of simultaneous linear equations. Introduction, properties of determinants, operations on determinants. Expansions of determinants Sarrus diagram and Cramm's rule and use in business. Leon tiff input-output model analysis. Application to business problem.
7. **Differentiation, Integration & Use in Business Problems:** Differentiation of Algebraic functions, transcendental function. Definition of transcendental functions-Geometric interpretation of dy/dx and marginal concept analysis. Introduction, Different rules of integration, Indefinite and Definite integral, calculation of area of irregular curves and figures - Analysis of total concept by integration, Determination of maxima and minima of different functions using differentiation rules. Business problem solution. Conditions of maxima and minima, Test for maxima and minima. Point of inflexion.

Books Recommended:

1. Gordon D. Prichett and John C. Saber, *Mathematics with Application in Management and Economics*, 7th Edition, Irwin, USA.
2. Sanchetti, D. C. and V. K. Kapoor: *Business Mathematics*. Published by S. Chand and company Ltd.
3. Ann J. Hughes, *Applied Mathematics for: Business, Economics and the Social Sciences*, Latest Edition, Irwin, USA.

Paper Code: MGT-2006	Marks: 100	Credits: 4	Class Hours: 60
Paper Title	Computer And Information Technology		

1. **Introduction:** What is computer, uses of computers, computer generation and classifications, number system, computer organization and architecture, basic logic gates and truth tables.
2. **Fundamentals of Computer Hardware:** Input hardware, output hardware, processing hardware, peripheral and storage devices.
3. **Introduction to System Software and Application Software:** Introduction to operating system- Introduction to software development and concepts of programming languages, compilers, interpreters and assembler, program design and flowchart.
4. **Graphical User Interface:** Gaining Proficiency in GUI Operating System, Word Processing using Ms Word: Editing, Formatting, Colors and Styles, Drawing, Tables.
5. **Information Systems in Business:** Why study information systems?-why business need information technology-Fundamental information system concepts-Overview of information system.
6. **Solving Business Problems with Information Systems:** A systems approach to problem solving-Developing information system solutions.
7. **Computer Systems:** End user and enterprise computing.
8. **Information Systems for Business Operations:** Business information Systems-Transaction processing system.
9. **Information Systems for Managerial Decision Support:** Management information and decision support systems-Artificial intelligence technologies in business.
10. **Information Systems for Strategic Advantage:** Fundamentals of strategic advantage-Strategic applications and issues in information technology.
11. **Managing IT:** Enterprise and global management-Managing information resources and technologies-Global information technology management-Planning and implementing change-Planning for business change with it-Implementing business change with it-Security and ethical challenges-Security and control issues in information systems-Ethical and social challenges of information technology.

Book Recommended:

Mustafa Jabber, Computer and Information Technology

Book Reference:

1. Hutchinson and Sawyer, Computers and Information Systems.
2. James O'Brien: Management Information Systems
3. Laudon and Laudon: Management Information Systems.
4. Courter, Office 2000 Mastering.
5. The Complete Reference MS Office 2000

Paper Code: MGT-2007	Marks: 100	Credits: 4	Class Hours: 60
Paper Title	Macro Economics		

1. **Overview of Macroeconomics:** Key concepts of macroeconomics- Aggregate supply and demand.
2. **Measuring Economic Activity:** Gross domestic product- The yardstick of an economy's performance-Details of the national accounts-Beyond the national accounts-Price indexes and inflation.
3. **Consumption and Investment:** consumption and saving-Consumption, income, and saving- National consumption behavior. Investment-the investment demand curve-On to the theory of aggregate demand.
4. **Business Fluctuations and the Theory of Aggregate Demand:** Business fluctuations-business cycle theories. Foundations of aggregate demand-The downward sloping aggregate demand curve-Relative importance of factors influencing demand.
5. **Process of Economic Growth:** Theories of economic growth-The Patterns of growth in Bangladesh.
6. **The Challenge of Economic Development:** Economic growth in poor countries-Aspects of a developing country-Alternative models for development.
7. **Unemployment and the Foundations of aggregate Supply:** The foundations of aggregate supply-Unemployment.
8. **Ensuring Price Stability:** Definition and impact of inflation-Modern Inflation Theory- Dilemmas of anti-inflation policy.
9. **Policies for Growth and Stability:** The economic consequences of the government debt-stabilizing the economy-Economic prospect in the new century.

Book Recommended:

Paul A. Samuelson & William D. Nordhaus, *Economics*, McGraw Hill, 18th Edition.

University of Dhaka



Syllabus for Affiliated 7 Colleges

Department of Management

Third Year Syllabus

Effective from the Session: 2017-2018

University of Dhaka

Subject: Management

**Syllabus for Four-Year BBA Honours Course
Effective from the Session: 2017-2018**

Year-wise Papers and marks

distribution.

Third Year

Paper Code	Paper Title	Marks	Credits
MGT-3001	Operations Management	100	4
MGT-3002	Organizational Behavior	100	4
MGT-3003	Auditing and Taxation in Bangladesh	100	4
MGT-3004	Insurance & Risk Management	100	4
MGT-3005	Company Law	100	4
MGT-3006	Management Accounting (In English)	100	4
MGT-3007	Marketing Management	100	4
	Viva-voce	025	1
	Total =	725	29

Detailed Syllabus

Paper Code: MGT-3001	Marks: 100	Credits: 4	Class Hours: 60 hrs.
Paper Title	OPERATIONS MANAGEMENT		

1. **Operations Management:** Definition – Functions – Transformation process – Lifecycle approach – Relations with other specialties – Historical development.
2. **Operations Strategy:** Corporate strategy – Market analysis – Competitive priorities – Services strategy – Manufacturing strategies – Mass customization.
3. **Product Design and Process Selection:** Product design and development sequence – Origin of the product idea – Process selection – Process automation – Process flow design – Service system design matrix – Service blueprinting.
4. **Capacity:** Location and layout.
5. **Quality Management:** Role – Elements of TQM – Cost – Planning and control tools – SPC.
6. **Inventory Systems:** Definition – Purposes – Types – Costs – Independent versus dependent demand – Basic model types – EOQ – MRP – Purposes – Objectives, and philosophy – Master production schedule – Capacity requirements – Manufacturing resources.
7. **Job Design:** Reengineering and work measurement.
8. **Operating Decisions:** Aggregate planning – Resource planning – Linear programming – Forecasting – Scheduling – Lean systems.
9. **Operations Management in Bangladesh:** Nature of manufacturing and services in Bangladesh with special reference to small and cottage industries, management practices in ready-made garments sector, types and quality of support services available.

Books Recommended:

1. Krajewski and Ritzman : Operations Management
2. Chase and Aquilano : Production and Operations Management
3. Panneerselvan : Production and Operations Management

Paper Code: MGT-3002	Marks: 100	Credits: 4	Class Hours: 60 hrs.
Paper Title:	ORGANIZATIONAL BEHAVIOR		

1. **Introduction and Overview:** Definition-Nature and importance of organizational behavior-Individual behavior and its element-Fundamental element of organizational behavior-Social system.
2. **Causation in behavior:** The stimulus-The organism-The concept of interaction between S and O.
3. **Conflict in Organization:** Industrial conflict-Organizational conflicts at the individual and group level-Organizational reaction to conflicts at the individual and group level-Organizational reaction to conflict-Inter organizational conflict.
4. **General Principles of Personnel Testing:** The use of psychological test in industry-The types of best aptitude tests and achievement tests.
5. **Frustration:** The symptoms of frustration- Dealing with frustration
6. **Motivational Theories:** The classical model-Two factor theory-Equity theory-Multiplicative theory- Maslaw`s need hierarchy-Job satisfaction.
7. **Leadership in Organization:** Leadership traits and characteristics- Personality factors-Situation factors-Interaction of personality and situation factors-Leadership effectiveness-Theories and research.
8. **Management Development and Training:** A system view-The group for organizational effectiveness-Types of training-Evaluation of training Programs.

Books Recommended:

James G. March and : Organization

Herbert A. Simon

W. T. Greenwood : Management and Organization Behavior Theories

Keith Davis : Human Relation at Work: The Dynamics of Organization Behavior

Vikrom Bisen & : Industrial Psychology (New Age International Publishers)
Priya:

J. Tiffin and J. Mc. : Industrial Psychology
Cormick

Paper Code: MGT-3003	Marks: 100	Credits: 4	Class Hours: 60 hrs.
Paper Title:	Auditing and Taxation in Bangladesh		

**Part A:
Auditing**

- 1. Introduction :** Definition- Objectives and advantages of Auditing – Errors and Fraud – Conduct of Audit – Various Classes of Audit – Internal Check – Internal Audit and Control – Audit Testing – Audit Program and Statistical Sampling Techniques.
- 2. Verification and Valuation of Assets and Liabilities:** Principles Governing the Preparation of Profit and Loss Accounts and Balance Sheet – Valuation of Assets and Liabilities Depreciation and Reserves Including Secret Reserve – Interpretation and Criticism of Balance Sheet.
- 3. Appointment of Auditors:** Remuneration and Removal of Auditor. The Qualifications, Rights, Duties and Liabilities of an Auditor Under the Companies Act and other Statutes – Auditor’s Liabilities to Third Parties – Unlawful Acts of Clients- Leading Cases.
- 4. Vouching :** Meaning and importance – Vouching of cash transactions – Vouching of trading transactions.
- 5. The Audit of Limited Companies :** Legal and Accounting Standard Requirement- Investigation Under the Companies Act.
- 6. Audit Reports :** Various types of audit report.

**Part B:
Taxation in Bangladesh**

- 1. Income Tax:** Definition of income and income Tax– Characteristics of Income, total income and total world income, Income year and assessment year.
- 2. Classification of Income:** Assessable and non-assessable income – Classification of assesses – Residential status of an assesses
- 3. Heads of Income:** Income from salary-Income from interest on securities – Income from house property – Income from agriculture - Income from business and profession – Capital gains – Income from other sources.
- 4. Tax Assessment & Recovery :** Assessment procedures, Appeal – Revision – Recovery – Refund and penalties, Income tax authorities,
- 5. Value Added Tax (VAT):** Assessment and payment of tax-valuation accounting – Refunds – Calculation of VAT – Controlling evasion of VAT.

Books Recommended :

1. B. N. Tandon, A Handbook of Practical Auditing, S. Chand and Company Limited, New Delhi, India.
2. Bala, S.K. and Others, Tax Laws with Professional Practice.
4. H.L. Bhatia: *Public Finance*, Vikas Publishing House Pvt. Ltd.
5. GOB (Government of Bangladesh): *Income Tax Manual, Part I–Income Tax Ordinance, 1984 and Income Tax Manual, Part II–Income Tax Rules, 1984.*

Paper Code: MGT-3004	Marks: 100	Credits: 4	Class Hours: 60 hrs.
Paper Title:	INSURANCE AND RISK MANAGEMENT		

1. **Introduction:** Origin and history-Definition-Nature-Scope-Role and social values of insurance –Insurance contracts-Principles-Essentials of and insurance contract.
2. **Life Insurance:** Life insurance contract-Kinds of policies and annuities- Procedure of effecting life assurance-Claims and settlement-Procedures- Premium –Premium plans- Computation of net single premium- Mortality rate Reserve-Calculation of reserve- Surplus and its distribution.
3. **Marine Insurance:** Subject matters-Marine insurance contract-Types and policies- Marine Losses-claims and settlement.
4. **Fire Insurance:** Fire insurance contract – Claims and settlements – Reinsurance.
5. **Miscellaneous Insurance:** Group insurance- Personal insurance Accident Insurance: Automobile insurance.
6. **Risk:** Definition-Classification-Insurance as a device for handling risk- Objectives of risk management –Peril-Hazard.
7. **Insurance Business in Bangladesh:** Present pattern of insurance industry-Jiban Bima Corporation- Sadharan Bima Corporation-Postal Life Insurance –American Life Insurance Company- Other private Insurance Companies.
8. **Insurance for Small Business:** Property insurance-Firect Lessees-Less of income-Burglary and robbery-Employee dishonesty liability insurance- General, auto, professional and workers compensation.
9. **Insurance organization:** Types and selection of insurer’s company- Financial operations-Training and education.

Books Recommended:

1. R. J. Mehr and E commeck, Principles of Insurance, Richard D. Irwin Inc., Homewood, Illinois.
2. H. S. Denengerg, R. D. Ejlers and G. W. Harfman, Risk and Insurance, Rprntice Hall International Inc., Englewood Cliffs, USA.
3. C.A. Klinc, J.J. Melone, H.W. Snider and J.B. Maclean, Life Insurance, McGrae-Hall Book Company, N,J. USA.
4. M. N. Mishara : Insurance Principles and Practices
5. Azizul Haq Chawdhuri : Elements of Insurance

Paper Code: MGT-3005	Marks: 100	Credits: 4	Class Hours: 60 hrs.
Paper Title		Company Law	

1. **Introduction:** Background and evolution of company law in the sub-Continent – The company – Definition – Features and classification of companies – Formation and incorporation of a company – Law and procedures.
2. **Memorandum and Articles of Association.**
3. **Prospectus.**
4. **Share Capital:** Application – Allotment – Types of shares – Debenture – Premium – Discount – Right issue – Convertibility – Alteration of share capital – Bonus share – Share -split.
5. **Share Certificate and Share Warrant:** Definition – Content – Issue – Surrender etc. Membership and maintenance of register etc., transfer and transmission of shares and debentures – Forfeiture of shares.
6. **Company Management and Administration:** Directors – Qualifications – Appointment – Removal managing agent – Duration – Investigation – Remuneration.
7. **Meetings:** Board's meeting – Frequency – Notice – Agenda – Quorum – resolution – General meetings – Types – Law and procedure – Resolutions and minutes.
8. **Borrowing Powers and Methods:** Pledges – Hypothecation – Mortgage – floating charge.
9. **Winding-Up of Companies :** Meaning – Modes – Consequences etc.

Books Recommended:

1. Mofizul Islam : Principles of Commercial Law
2. Arun Kumer Sen : Commercial Law and Industrial Law
and Jitendra Kumar
Mitra
3. M.C. Kuchhal : Mercantile Law
4. Govt. of Bangladesh : Companies Act, 1994

Paper Code: MGT-3006	Marks: 100	Credits: 4	Class Hours: 60 hrs.
Paper Title:	MANAGEMENT ACCOUNTING (In English)		

1. **Introduction:** Definition of management accounting and its relation with financial and cost accounting, management accounting and decision making, importance of ethics, management accounting in service and nonprofit organizations, cost-benefit and behavioral considerations, management process and accounting, planning and control for product life cycles and the value chain, career opportunities in management accounting, changes in business processes and management accounting, management accounting profession.
2. **Cost Concepts and Classifications:** General cost classifications- Cost classifications on financial statements - The flow of cost in a manufacturing company- Cost classifications predicting cost behavior- Cost classifications for decision making.
3. **Absorption and Variable Costing:** Variable and absorption costing, variable vs. Absorption costing: operating income and income statements, absorption costing and performance measurement, comparing inventory costing methods: absorption, variable, & throughput/super-Variable costing, and actual, normal & standard costing; denominator-Level capacity concepts and fixed-cost capacity analysis, choosing a capacity level for different purposes, planning and control of capacity costs.
4. **Cost-Volume-Profit Relationships:** Identifying resources, activities, costs, and cost drivers, variable and fixed costs, CVP analysis: Computing the break-even point (BEP), graphing the BEP, changes in fixed expenses, changes in unit contribution margin, target net profit and an incremental approach, multiple changes in key factors; Additional uses of CVP analysis: Best cost structure, operating leverage, margin of safety, contribution margin and gross margin; nonprofit application of CVP analysis, sales-mix analysis, impact of income taxes.
5. **Relevant Costs for Decision Making:** Management's decision-making process-identifying different costs and benefits- different costs for

different purposes-the incremental analysis approach-types of incremental analysis- Accept an order at a special price-Make or buy-Sell or process further-retain or replace equipment- Eliminate an unprofitable business segment-Allocate limited resources.

6. **Budgeting and Budgetary Control:** Budgets and the organization; potential problems in implementing budgets, planning horizon (strategic plan and long-range planning); types of budgets: master budget (pro forma statements) and continuous budgets (rolling budgets); components of a master budget: operating budget/profit plan (sales budget, purchases budget, cost of goods sold budget, operating expenses budget, budgeted income statement), and financial budget (capital budget, cash budget, budgeted balance sheet); preparing the master budget; activity-based master budgets (functional budgets and activity-based budgets)..
7. **Flexible Budget:** Flexible budget and fixed budget-Characteristics of flexible budget-Advantages of flexible budget-Segregation of semi-variable cost-preparation of flexible budget.
8. **Standard Costing:** Concepts-Standards and budgets-Advantages of standard costing-Analysis of material, labor and overhead variances.

Books Reference:

1. C. T. Horngren, G. L. Sundem, W. O. Stratton, J. Schatzberg, and D. Burgstahler. *Introduction to Management Accounting* (Latest Edition). Upper Saddle River, New Jersey: Prentice Hall.
2. Ray H. Garrison, Eric W. Noreen, and Peter C. Brewer. *Managerial Accounting* (Latest Edition). Boston: McGraw-Hill & Irwin.
3. Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan. *Cost Accounting: A Managerial Emphasis* (Latest Edition). Upper Saddle River, New Jersey: Prentice Hall.

Paper Code: MGT-3007	Marks: 100	Credits: 4	Class Hours: 60 hrs.
Paper Title:	MARKETING MANAGEMENT		

1. **Defining Marketing for the 21st Century:** Definition of marketing management, key customer markets, core concepts of marketing management, marketing management tasks.
2. **Developing Marketing Strategies and Plans:** Phases of value creation and delivery, value chain, core business processes, characteristics of core competencies, holistic marketing, marketing plan, levels of a marketing plan, corporate headquarters' planning activities, corporate culture, SWOT analysis, porter's generic strategies, marketing plan contents.
3. **Analyzing Consumer and Business Markets:** Analyzing consumer markets (consumer behaviour, factors influencing consumer behavior, psychological processes influencing consumer responses to the marketing program, consumers' purchasing decisions, mental accounting)–Analyzing business markets (business market and its difference from consumer market, participates in the business-to-business buying process, business buyers' decision-making, build strong relationships with business customers, buying by institutional buyers and government agencies).
4. **Identifying Market Segments and Targets:** Different levels of market segmentation, divide a market into segments, requirements for effective segmentation, segmenting for business markets, steps in segmentation process, effective segmentation criteria, porter's 5 forces model.
5. **Building Strong Brands: *Creating Brand Equity*:** Brand, the role of branding, brand equity, building, measuring and managing brand equity; *crafting the brand position:* developing and establishing an effective brand positioning in the market, brand differentiation strategies, means of differentiation; *competitive dynamics:* expanding the total market, protecting market share, market challenger strategies, market follower strategies, market nicher strategies, product life cycles.

6. **Setting Product Strategy:** Products, classification of products, differentiating products, product design, factors affecting a good design, building and managing product mix and product lines, combine products to create strong co-brands or ingredient brands; packaging, labeling, warranties, and guarantees as marketing tools.
7. **Designing and Managing Services:** Definition and classification of services, difference of services from goods, new services realities, achieving excellence in services marketing, improving service quality, improving customer support services.
8. **Developing Pricing Strategies and Programs:** Common pricing mistakes, processing and evaluating prices by consumers, setting prices initially for products or services, adapting prices to meet varying circumstances and opportunities, initiating a price change, responding to a competitor's price challenge.

Books Recommended:

1. Philip Kotler and Kevin Keller. *Marketing Management* (Latest Asian Edition). Upper Saddle River, New Jersey: Prentice Hall.
2. Philip Kotler and Kevin Keller. *Framework for Marketing Management* (Latest Edition). Upper Saddle

University of Dhaka



Syllabus for Affiliated 7 Colleges

Department of Management

Fourth Year Syllabus

Effective from the Session: 2017-2018

University of Dhaka

Subject: Management

Syllabus for Four Year BBA Honours Course
Effective from the Session: 2017-2018

Year wise Papers and marks

distribution.

Fourth Year

Paper Code	Paper Title	Marks	Credits
MGT-4001	Human Resources Planning	100	4
MGT-4002	Financial Management (In English)	100	4
MGT-4003	Supply Chain Management	100	4
MGT-4004	Industrial Relations	100	4
MGT-4005	Project Management	100	4
MGT-4006	Bangladesh Economy	100	4
MGT-4007	Entrepreneurship & Small Business	100	4
MGT-4008	Term-Paper (Report Formation- 50 & Viva-voce-50)	100	4
	Viva-voce	025	1
	Total =	825	33

Detailed Syllabus

Paper Code: MGT-4001	Marks: 100	Credits: 4	Class Hours: 60 hrs.
Paper Title	Human Resources Planning		

- 1. Introduction :** Definition, concepts, significance, stages, career concepts, personality and career selection, formulation of career strategy, career appraisals, career choices and personality, life stages- Issues and tasks, categories of life cycles, career management model.
- 2. Constructive Coping of Individual Life Tasks, Characteristics of Successful People.**
- 3. Entry into the organizational career:** Career stages in the organization, tasks of the entry stage, and problems in the management of entry tasks, negative outcomes and avoiding strategies.
- 4. Socialization and Learning to Work:** Concept of socialization, significance, tasks, problems, overcoming techniques, boundary crossing issues of mutual acceptance.
- 5. Development of Career Anchors**
- 6. Mid Career Issues, Problems and Overcoming Strategies.**
- 7. Dual Career Couple, Work-Family Conflict.**
- 8. Managing Human Resource Career and Development:** Systems approach of HR planning and development, HR planning and development basic and temporal models, career planning concept, process and pathing, benefits, career development concept, need for a career development perspective, stages, programs.
- 9. Integrated View of HR Planning and Development:** Concept, issues and development actions.
- 10. Job Stress and Burnout.**

Recommended Texts

1. Jeffery. H Greenhaus and G.A. Callanan, Career Management, Dryden press, 1994.
2. John Arnold, Managing Careers into the 21st Century, Sage Publications, 1997.

Paper Code: MGT- 4002	Marks: 100	Credits: 4	Class Hours: 60 hrs.
Paper Title:	FINANCIAL MANAGEMENT (in English)		

1. **Goals and Functions of Finance:** Meaning of financial management; financial goal, maximize shareholder wealth, maximization of EPS, corporate decisions, importance of financial management, factors influencing financial decisions. Agency problems, dealing with agency problems, principle of financial management, social responsibility, corporate governance.
2. **Risk and Return Analysis:** Risk and return fundamentals, risk of a single asset- Risk of a portfolio, portfolio management, types of risk, CAPM Approach, risk evaluation approaches-Certainty equivalents (CE), Risk-adjusted discounted rates (RADR), CE vs RADR., Probability distribution approach, decision tree approach, behavioral approach for dealing with risk-Sensitivity analysis, simulation.
3. **Theory of Capital Structure:** Introduction to the theory; assumptions and definitions; NI Approach, NOI Approach and traditional approach; Modigliani-Miller (MM) position; Arbitrage process; taxes and capital structure; corporate plus personal taxes; Merton miller's equilibrium; effects of bankruptcy costs, tradeoff model, pecking order theory.
4. **Dividend Policy:** Procedural aspects of paying dividends; types of dividend policies; factors affecting dividend policy; dividend payout irrelevance; arguments for dividend payout mattering; impact of other imperfections; financial signaling; share repurchase; method of repurchase; repurchasing as part of a dividend decision; stock dividends; stock splits.
5. **Capital Market Financing:** Public offering of securities; traditional underwriting, best efforts offering, making a market, shelf registrations, flotation costs, government regulations for issuing securities, SEC review, SEC regulations in the secondary market, selling common stock through a rights issue, value of rights, success of the offering, standby underwriting, oversubscriptions, rights issue vs. Public offering, green shoe provision, financing a fledgling, initial public offerings, information effects of announcing a security issue; types of long-term debt instruments; retirement of bonds; preferred stock and its features; common stock and its features; bond refunding.
6. **Lease Financing:** Definition of lease, types of leases, leasing arrangements, advantages and disadvantages of lease, lease versus purchase decision, leasing in Bangladesh-Problems and prospects.
7. **Valuation:** Concepts in valuation – Valuation of bond, preferred stock and common stock.

8. **Working Capital Management:** Importance, determinants of working capital, policies for financing current assets, operating cycle and cash conversion cycle, estimating working capital requirement.

Books Recommended:

1. **James C. Van Horne.** *Financial Management and Policy* (Latest Edition). Upper Saddle River, New Jersey: Prentice Hall.
2. **James Van Horne** and **John M Wachowicz.** *Fundamentals of Financial Management* (Latest Edition). Upper Saddle River, New Jersey: Prentice Hall.

Paper Code: MGT-4003	Marks: 100	Credits: 4	Class Hours: 60 hrs.
Paper Title	SUPPLY CHAIN MANAGEMENT		

1. **Understanding the Supply Chain:** What is a supply chain?-Historical perspective-The objective of a supply chain-The importance of a supply chain-Decision phases in a supply chain-Process views of a supply chain.
2. **Supply Chain Performance- Achieving Strategic Fit and Scope:** Competitive and supply chain strategies-Achieving strategic fit-Expanding strategic scope-Obstacles to achieving strategic fit.
3. **Supply Chain Drivers and Metrics:** Impellers of supply chain-Drivers of supply chain performance-Framework for structuring drives-Facilities-Inventory-Transportation-Information-Sourcing-Pricing-Obstacles to Achieving Strategic Fit.
4. **Designing Distribution Networks and Applications to e-Business:** The role of distribution in the supply chain-Factors influencing distribution network design-Design options for a distribution network-e-Business and the distribution network. Distributions channels of agricultural product, FMCG Sector and Commodities in Bangladesh-Distribution networks in practice.
5. **Network Design in the Supply Chain:** The role of network design in the supply chain- Factors influencing network design decisions- Framework for network design decisions- Models for facility location design decisions- Models for facility location and capacity allocation- The role of IT in network design-Networking tradition with modernity- Making network design decisions in practice- The impact of uncertainty on network design.
6. **Designing Global Supply Chain Networks:** The impact of globalization on supply chain networks- The off shoring decision: Total cost- Risk management in global supply chains- The basic aspects of evaluating global supply chain design- Evaluating network design decision using decision trees- AM Tires; Evaluation of global supply chain design

decisions under uncertainty- Making global supply chain design decisions under uncertainty in practice- Uncertainty in global supply chain operations.

7. **Aggregate Planning in a Supply Chain:** The role of aggregate planning in a supply chain- The aggregate planning problem- Aggregate Planning strategies- Aggregate planning in excel- The role of IT in aggregate planning- Inventory planning and economic theory aberrations- Implementing aggregate planning in practice.
8. **Logistics In Supply Chain:** Movement within a facility-Incoming and outgoing shipments- Distribution requirements planning (DRP)- Electronic data Interchange (EDI).
9. **Supplier Management:** Choosing suppliers- Supplier audit- Supplier certification, supplier relationships- Supplier partnership, evaluations supplying alternatives.

Books Recommended:

Sunil Chopra, Peter Meindl & D. V. Kalra, Supply Chain Management: Strategy, Planning and Operation, 4th Edition, Pearson Education

Paper Code: MGT-4004	Marks: 100	Credits: 4	Class Hours: 60 hrs.
Paper Title	INDUSTRIAL RELATIONS		

1. **An Overview of Industrial Relations:** Definition-Objectives-Nature of industrial relations model-Factors affecting the patterns of industrial relations- actors in industrial relations.
2. **Trade Union Movement:** Historical analysis-Type of trade union management and leadership in Bangladesh.
3. **Employers and Their Organization:** Employers' styles in dealing with workers- a profile of Bangladeshi employers, objectives and functions of chambers of commerce and industries and industries Bangladesh employers' association.
4. **Collective Bargaining:** Purpose-process-pre-requisite of effective bargaining successful collective bargaining -Collective bargaining agent-Determination of CBA.
5. **Role of Government:** Government role in different areas of industrial relations- Formulation of labour politics- Labour legislation - Interventions in wages issues- Service regulations- Dispute resolution.
6. **Conciliation Service:** Organization and operation subjective and objective conditions of conciliation in Bangladesh. Adjudication machinery: Organization and operation of labour courts - Problems encountered.
7. **Participative Management and Industrial Democracy:** Determinants-german and yugoslavian experiences, experience in Bangladesh.
8. **Bangladesh and ILO:** Objectives, structure and finance of ILO - Impact of ILO on the labour scene of Bangladesh.

Books Recommended:

1. Sloyed G. Reynold : *Labour Economics and Industrial Relation*
2. J.H. Richardson : *An Introduction to the Study of Industrial Relation*
3. R. Hyman : *Industrial Relations*

Paper Code: MGT-4005	Marks: 100	Credits: 4	Class Hours: 60 hrs.
Paper Title	PROJECT MANAGEMENT		

1. **Nature of Project Management:** Definition – Features and types of project – Project life cycle – Elements and functions of project management – Project organization – Traditional management and project management – Qualities, functions and responsibilities of a project manager.
2. **Project Formulation and Appraisal:** Meaning of project formulation and appraisal – Steps in project formulation – Economic, social, financial, technical and managerial appraisal of project – Cost benefit analysis (SCBA – OECD) approach – UNIDO approach – Capital budgeting.
3. **Market and Demand Analysis:** Concept of forecast – Elements of a good forecast – Determinants of Demand – Demand forecasting Steps in market and demand analysis.
4. **Project Risk Analysis:** Definition of risk – Types of project risk – Techniques of measuring risk – Risk management process.
5. **Planning and Scheduling of Projects:** Steps in project planning and scheduling – Gantt chart – PERT – CPM time – Cost trade off – Planning at the national level.
6. **Resource Mobilization:** Procedures for release of funds – Financing projects under ADP.
7. **Project Implementation:** Steps in project implementation – Impediments of project implementation – Guidelines to effective implementation.
8. **Monitoring Valuation and Termination of Projects:** Techniques of monitoring – Precondition of effective monitoring – Methods of evaluation – Deferent status of project termination.
9. **Project Management in Bangladesh:** Procedures of preparation and approval of development projects in Bangladesh – Organization and functions of planning commissions – ECNEC and IMED – Problems of project implementation in Bangladesh – An evaluation of JK project – JMP, and Modhopara Hard Rock Project.

Books Recommended:

1. B.B. Goel : Project Management
2. Jack R. Meredith; : Project Management
and Samuel J.
Mantel Jr.
3. Sky lark Chandha : Managing Project in Bangladesh
4. Prasanna : Projects Planning, Selection and Implementation

Paper Code: MGT-4006	Marks: 100	Credits: 4	Class Hours: 60 hrs.
Paper Title	BANGLADESH ECONOMY		

1. **Introduction:** Characteristics of underdeveloped economy – Obstacles to economic growth (political, international, financial) – Vicious circle.
2. **Economic History of Bangladesh:** Economy of Bangladesh during Mughols, British and Pakistan regimes – Present structure of Bangladesh's economy.
3. **Economic Development:** Concepts of development and underdevelopment – Economic growth and economic development causes of economic backwardness – Methods and processes and determinants of development of Bangladesh.
4. **Resources for Development:** Internal and external resources – Private and public resource – Methods for mobilization of domestic resources – Role of foreign aid – Foreign capital in economic development.
5. **Agricultural Development of Bangladesh:** Modernization – Problems and solutions.
6. **Industrial Development of Bangladesh:** Processes of industrialization – Nationalization of industries – Problems and prospects of nationalized, de-nationalized and private industries – Small and medium industries – Importance of small and cottage industry in the economy.
7. **Economic Planning in Bangladesh:** Short and long – range plans – Population policy and manpower training.
8. **Foreign Trade of Bangladesh :** Export promotion and banking system.

Books Recommended:

1. Khan Azizur : The Economy of Bangladesh
Rahman
2. J. Farland and J.R. : Bangladesh Test Case of Development
Parkinson
3. A. Abdullah : Land Reform and Agrarian Change in Bangladesh
4. M.R. Khan : a) Bangladesh Population during the PEY Plan
b) Population Policy and Prospects for Zero
Population Growth for Bangladesh
5. Nurul Islam : Development Planning in Bangladesh
6. Rehman Sobhan : Foreign Aid Dependence to Self-Reliance
7. Journals : a) Bangladesh Economic Review
b) Political Economy
c) BIDS Reports and Publications
8. First, Second, Third, Fourth and Fifth Five Year Plans Bangladesh
9. Report of the Task Forces on Bangladesh Development Strategies for the 1990s Vol. 1 & 2.

Paper Code: MGT-4007	Marks: 100	Credits: 4	Class Hours: 60 hrs.
Paper Title:	ENTREPRENEURSHIP & Small Business		

1. **Introduction to Entrepreneurship:** Meaning of entrepreneurship, entrepreneur and entrepreneurship-Historical background of the concept of entrepreneurship-Entrepreneurial process-causes for interest in entrepreneurship, climate for entrepreneurship-Establishing entrepreneurship in the organization-Types of entrepreneurship-Classification of entrepreneurs-entrepreneur background and characteristics-common qualities of an entrepreneur-role of entrepreneurs in developing countries like Bangladesh-entrepreneurial careers and education-ethics and social responsibility of entrepreneurs-Need for the study of entrepreneurship-Methods of assessing self entrepreneurial qualities-Theories of Entrepreneurship: Psychological theories, socio-Psychological theories and cultural theories, other theories and models of entrepreneurship.
2. **Entrepreneurial Environment and Business Opportunity Identification:** Analysis of business environment-Political, economic, legal and technical aspects of environment, environmental scanning procedure, SWOT analysis, techniques of environmental analysis.
3. **Entrepreneurial and Small Business:** Definition of small business, its comparison with large business, features of small business, stages of small business development, role of small business, reasons for success and failure of small business.
4. **Planning of Small Business:** Definition, importance, uses and features of a business plan, steps to develop a business plan, pitfalls to avoid in making business plan.
5. **Financing Small Enterprise:** Planning financial needs, using capital in small business, sources of finances for small firms, working capital and request for institutional loan.
6. **Creativity and Marketing Idea:** Sources of new ideas-Innovation and new product development process, production process, production elements and plan, production control process, marketing process and Marketing Plan.
7. **Entrepreneurship and Small Business Development in Bangladesh:** Entrepreneurship development potentiality, need for training and development, problems of organizing entrepreneurship development training, role of SME Foundation, BSCIC and other organization under the entrepreneurship and small business development in Bangladesh-Entrepreneurship Case Analysis. Women Entrepreneurship in Bangladesh.
8. **Business Documents Collection Procedure and Maintenance:** Issuing trade License, collecting TIN Number, VAT registration, Opening Business account with bank and other non-banking financial institutions, collecting association membership, partnership agreement, registration of joint stock

companies, registration of cooperative society, registration of foundation, registration of NGO-IRC, ERC, Opening a L/C, Export Documentations-Import documentations-Insurance-fire-environment-Intellectual Property-Trademarks, Patents, Copyrights and Trade Secrets, and other relevant business documents collection procedure and maintenance.

9. Writing a Business Plan: Assignment for Internal Evaluation (Marks: 20)

Books Recommended:

1. Dr. AHM Habibur Rahman : Entrepreneurship (Latest Edition)
2. Robert D. Hisrich & Others, 6th Edition, McGraw Hill

Paper Code: MGT-4008	Marks: 100	Credits: 4	
Paper Title	Term-Paper (Report Formation- 50 Viva-Voce- 50)		

Exam System: There will be 20 Marks for in-course in each Course and 80 Marks for 04 hours final exam. There will be 08 Questions with a, b, c out of which 05 Questions must be Answers.