

**Course Plan**  
**Bachelor of Business Administration (BBA)**  
**Department of Marketing, University of Barishal**

Year	Course Code	Course Title	Credit Hours
1 <sup>st</sup> Year 1 <sup>st</sup> Semester	MKT-111	Introduction to Business	3.00
	MKT-112	History of the emergence of Bangladesh	4.00
	MKT-113	Business Mathematics-I	3.00
	MKT-114	Basic English for Business	3.00
	MKT-115	Principles of Management	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
1 <sup>st</sup> Year 2 <sup>nd</sup> Semester	MKT-121	Introduction to Sociology and Psychology	3.00
	MKT-122	Business Mathematics-II	3.00
	MKT-123	Business Communication	3.00
	MKT-124	Information and Communications Technology	3.00
	MKT-125	Principles of Accounting	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
2 <sup>nd</sup> year 1 <sup>st</sup> Semester	MKT-211	Legal Aspects of Marketing	3.00
	MKT-212	Microeconomics	3.00
	MKT-213	Business Statistics-I	3.00
	MKT-214	Business and Society	3.00
	MKT-215	Human Resource Management	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
2 <sup>nd</sup> year 2 <sup>nd</sup> Semester	MKT-221	Financial Management	3.00
	MKT-222	Macroeconomics	3.00
	MKT-223	Business Statistics-II	3.00
	MKT-224	Insurance & Risk Management	3.00
	MKT-225	Organizational Behavior	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
3 <sup>rd</sup> Year 1 <sup>st</sup> Semester	MKT-311	Principles of Marketing-I	3.00
	MKT-312	Taxation	3.00
	MKT-313	Entrepreneurship Development and Small Business Management	3.00
	MKT-314	International Business	3.00
	MKT-315	Banking Theory and Practice	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
3 <sup>rd</sup> Year 2 <sup>nd</sup> Semester	MKT-321	Principles of Marketing-II	3.00
	MKT-322	Quantitative Business Analysis	3.00
	MKT-323	Fundamentals of Tourism and Hospitality Management	3.00
	MKT-324	Marketing Information Systems	3.00
	MKT-325	Supply Chain Management	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
4 <sup>th</sup> Year 1 <sup>st</sup> Semester	MKT-411	Agribusiness Marketing	3.00
	MKT-412	Research Methodology	3.00
	MKT-413	Product and Brand Management	3.00
	MKT-414	E-Business	3.00
	MKT-415	Selling and Salesmanship	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
4 <sup>th</sup> Year 2 <sup>nd</sup> Semester	MKT-421	International Marketing	3.00
	MKT-422	Marketing Research	3.00
	MKT-423	Consumer Behavior	3.00
	MKT-424	Advertising and Public Relations	3.00
	MKT-425	Retail Management	3.00
<b>Viva-Voce: 25 Marks</b>			<b>0.75</b>
<b>Internship and Viva-Voce</b>			<b>3.00</b>
<b>Total Credit</b>			<b>130.00</b>

**Course Outlines for the BBA Program  
Department of Marketing  
University of Barisal**

**First Year First Semester**

**Course Code: MKT-111 (Introduction to Business)**

**The Business Enterprise:** Foundation of Business and Economics, Form of Business Ownership, Entrepreneurship, Franchising, and Small Business.

**The Environment of Business:** Social Responsibility and Business Ethics, Business Law and Government, International Business.

**Management and Organization:** Fundamentals of Management, Organization of the Business, Managing Production and Operations.

**Human Resources:** Human Relations and Motivation, Managing Human Resources, Labor Management Relations.

**Marketing:** Marketing Strategy, Product, Price, Distribution, and Promotion.

**Financial Management:** Money and Banking, Financial Management, Investment and Personal Finance, Risk Management and Insurance.

**Accounting and Information Systems:** Accounting Fundamentals, Computers and Management Information Systems.

**Books Recommended:**

1. Steven J. Skinner & John M. Ivancevich, Business for the 21<sup>st</sup> Century, IRWIN.
2. William G. Nickels, James M. McHugh, Susan M. McHugh, Understanding Business, McGraw-Hill Education.
3. Joseph T. Straub, Raymond F. Attner, Introduction to Business, Kent Publishing Company.

## **Course Code: MKT-112 (History of the Emergence of Bangladesh)**

**Introduction to Bangladesh:** i. Geographical Features ii. Ancient Janapadas iii. Ethnic Composition iv. Indigenous Communities v. Religious Process in Bengal vi. General Overview of the Economy, Culture, and Heritage.

**History of Bengal up to the Partition of India:** i. From the Pre-Historic Period to the Guptas ii. Sasanka iii. The Palas and the Senas iv. The Conquest of Bakhtiyar v. The Independent Bengal Sultanate (1338–1538) vi. The Growth of the Nawabs and the Battle of Palashi vii. Initial Resistances to the British Rule viii. The Partition of Bengal in 1905 and the Subsequent Nationalist Movements ix. Politics in Bengal 1937–47 x. The Lahore Resolution 1940 xi. United Bengal Scheme xii. Partition of India in 1947

### **Growth of Opposition, Language Movements & Attempts to Build a Democratic Government:**

i. Pakistan's Early Years; State Formation, Bureaucratic Influence, and Economic, Social, and Cultural Discrimination. ii. Foundation of the Awami League 1949 iii. Language Movement of 1948 and 1952 iv. Election of 1954 and the United Front v. Constitution of 1956.

### **Declaration of Military Rule, The Growth of Bengali Nationalism & Quest for Autonomy:**

i. Military Rule in 1958 and Notable Measures of Ayub Khan ii. The Constitution of 1962 iii. Six Point Programme of the Awami League iv. Agartala Conspiracy Case v. 11 Points Movement vi. Mass Uprising of 1969 and Yahya Khan's Rise to Power vii. the Election of 1970.

**Liberation War of 1971:** i. The 7th March Address of Bangabandhu ii. Non-Cooperation Movement iii. Quest for a Constitutional Solution and Operation Searchlight iv. Declaration of Independence and the Mujibnagar Government v. Sporadic and Organized Resistance (MuktiFauj, MuktiBahini and Guerilla Warfare) vi. Genocide by the Pakistan Army and their local collaborators (Peace Committee, Al-Badr, Al-Shams, RazakarBahini, and Pro-Pakistani Political Parties) vii. The Role of the Muslim World & Superpowers

**The Regime of Bangabandhu (1972–1975):** i. Bangabandhu's Homecoming ii. State Formation iii. Constitution of 1972 and Subsequent Amendments iv. Economic Reconstruction v. Global Recognition of Bangladesh and the Efforts of Bangabandhu vi. The Killing of Bangabandhu and the Ideological Transition

### **Books Recommended:**

1. Abdul Momin Chowdhury and Ranabir Chakravarti (editors), History of Bangladesh, Early Bengal in Regional Perspective Up to C. 1200 CE (Vol. 1)
2. Ahmed Kamal, State Against the Nation: The Decline of the Muslim League in Pre-Independence Bangladesh, 1947–54
3. Sirajul Islam (Ed.), History of Bangladesh, 1704–1971 (3 Volumes)
4. Moudud Ahmed, Bangladesh: Constitutional Quest for Autonomy, 1950–71
5. Muzaffer Ahmed Chaudhuri, Government and Politics in Pakistan
6. Rounaq Jahan, Pakistan: Failure in National Integration
7. Sirajul Islam (Ed.), Banglapedia: national encyclopedia of Bangladesh
8. William Van Schendel, A History of Bangladesh
9. Badruddin Umar, The Emergence of Bangladesh: Class Struggles in East Pakistan (1947–1958)
10. Harun-or-Rashid, The Foreshadowing of Bangladesh
11. A.M.A. Muhit, Bangladesh: Emergence of Nation

12. Abdul Wadud Bhuiyan, Emergence of Bangladesh and the Role of Awami League
13. Lawrence Ziring, The Ayub Khan Era: Politics in Pakistan 1958–1969
14. Milton Kumar Dev, History of Bangladesh 1905–2005

## **Course Code: MKT-113 (Business Mathematics-I)**

**Introduction:** Refreshers on the essential concepts of algebra- Importance of Business Mathematics in Marketing.

**Refresher on the Essential Concepts of algebra:** Real numbers; Variables, equations, and inequalities; Properties of zero, exponents; Solving equations and inequalities; Graphing.

**Set Theory:** Theory of sets, elements, Methods of Describing a set – Types of sets- Operations of sets- Union and Intersection of sets- Complement of a set- Power set, Algebra of sets- Difference of two sets- Partition of a set- Number of Elements in a Finite set – Set Relations- Related problems and Application of set theory.

**Linear Equation and Function:** Definition, slope; Equation of a line: slope-intercept form; Straight-line equation given a point and slope; Straight-line equation from two points; Parallel and perpendicular lines; Lines through the origin; Break-even interpretation.

**Logarithmic functions:** Introduction; The need for logarithms; Rules of logarithms; Common logarithm and natural logarithms; Application of inverse natural logarithms.

**Indices and Surds:** Definition of Indices, Laws of Indices-Positive and Fractional Indices, Operation with Power Functions, Definition of Surds, Similar Surds, Operations on Surds, Root of Mixed Surds.

**Introduction to the mathematics in finance:** Simple interest and the future value; Simple discount: present value; Effect rate: simple interest; Compound interest and the future value; Finding time and interest rate; Compound discount: present value; Effect rate: compound interest; ordinary annuities: present value, future value, sinking fund and amortization; finding time and interest rate.

### **Books Recommended:**

1. Gordon D. Prichett and John C. Saber, Mathematics with Applications in Management and Economics. IRWIN
2. D.C. Sanchati and V.K. Kapoor, Business Mathematics, Sultan Chand & Sons.

## **Course Code: MKT-114 (Basic English for Business)**

**Pronunciation of English:** IPA Symbols and Phonetic Transcription. Grammar Parts of Speech, Content Words-Noun, Verb, Adjective, Adverb, Determiners, and Verb Auxiliaries. Some More Classes of Structure Words: Prepositions, Pronouns, Coordinating Connectives, Forms and Uses of Tenses, Use of Articles, The Basic Sentence Patterns - Phrases, Clauses, Sentences, Transformation of Sentences, Direct and Indirect Speech, Punctuation.

**Communicative English:** [Conversation & Dialogue; Notions & Functions; Introductions: Oneself, Other Persons & Group; Use of Small Talks, etc]

**Paragraph Writing:** Structure, Topic Sentence, Topic Developers, Topic Terminators, Open-ended Paragraph, Closed-ended Paragraph.

**Essay Writing:** Structure, Topic Developers, Topic Terminators, Open-ended Paragraph, Closed-ended Paragraph.

**Essay Writing:** Organization, Guided Essay, Open Essay.

**Reading Comprehension:** Reading Techniques- skimming, Scanning, Inference, etc.; Vocabulary Building- Synonyms, Use of Words in Different Parts of Speech, Summarizing.

**Vocabulary Building:** Drills such as Language Games like Word Meaning, Word Making, etc.

**Listening Comprehension:** Standard TOEFL & IELTS Listening Materials.

**Practice Speaking:** Mock Interview, Dialogue & Conversation (The students will be required to make a formal presentation before the faculty & students)

### **Books Recommended:**

1. Intermediate English Grammar: Raymond Murphy, Cambridge University Press.
2. Oxford Practice Grammar: John Eastwood, Oxford University Press.
3. From Paragraph to Essay: Maurice Imhoof and Herman Hudson Longman.

## **Course Code: MKT-115 (Principles of Management)**

**Meaning and Evolution of Management Thought:** Meaning, Nature, Purpose and Principles, Functions of management, Managerial functions at different organizational management roles, concepts of productivity, effectiveness, and efficiency, Concept of management and administration: Evolution of Management Thought; Scientific management administrative management, Bureaucratic management approach Hawthorn experiment, Theory “X” and theory “Y” System theory.

**Environment, Planning and decision making process in Management:** Internal and External Environment, Components of Internal and external environment: Planning; Meaning, nature of planning types of planning steps of planning, tools and techniques in planning the planning process Management by Objectives(MBO), Strategic Management, Strategic Planning Process; Decision Making; Meaning of Decision Making, types of decision making, Decision making conditions, Decision Making Process, Problems and Opportunities of decision making, Nature of managerial decision making, decision support system.

**Organizing and Managing Human Resources:** Meaning, Organizational structure, Division of work, Span of management, Departmentalization, delegation of authority, centralization and decentralization, coordination, Line and staff function: Managing Human Resources; Concepts of HRM, functions, roles, importance, model.

**Leading and Controlling:** Motivation - meaning, motivation framework, motivation and satisfaction, motivation theories: Leadership- Meaning, Types of power, Leadership behaviors, Leadership Theories, types of Leadership: Controlling; Meaning and importance of controlling, Types of control, Controlling process, Requirements of effective control, Methods of controlling.

### **Books Recommended:**

1. Stoner, Management, Pearson
2. Harold Kontz Heinz Weihrich, “Management”, McGraw-Hill Book Company

## **First Year Second Semester**

### **Course Code: MKT-121 (Introduction to Sociology and Psychology)**

#### **Sociology**

**Introduction:** Definition–Scope and Uses of Sociology–Nature and Importance of Sociology.

**Culture and Society:** The Concepts of Culture–Types of Culture–Elements of Culture–Cultural Diversity–Cultural Integration–Dominant Culture–Ethnocentrism–Cultural Universality.

**Social Stratification and Social Class:** Definition and Types of Social Stratification–Theories of Social Stratification–Definition of Social Class–Nature and Complexity of Social Class.

**Marriage and Family:** Definition–Characteristics and Importance of Marriage–Type of Marriage–Definition of Family–Importance and Functions of Family–Changing Structure of Family–Alternatives of Marriage and Family–Future Prospects of Family.

#### **Psychology**

**Introduction:** Definition–Nature of Psychology–Subject Matter of Psychology–Methods in Psychology–Relationship among Psychology, Sociology, and Physiology- Biological Basis for Human Behavior.

**Motivation:** Definition–The Dynamics of Behavior–Motivated Behavior–Characteristics of Motivated Behavior – Theories of Motivation.

**Emotion:** Definition–Biological Significance of Emotion–Behavioral Measures of Emotion–Theories of Emotion.

**Perception:** Definition of Perception and Illusion–Theories of Illusion–Theories of Perception.

**Learning:** Definition of Learning–Basic Elements of Learning–Types of Learning–Theories of Learning.

**Personality:** Definition of Personality–Developmental Theories of Personality–The Psycho-Analytical Theory of Freud–The Behavioral Theory–The Reinforcement Theory.

#### **Books Recommended:**

1. Maclver & Page, Society: An Introductory Analysis.
2. Alex Inkeles, What is Sociology?
3. T B Bottomore, Sociology.
4. D.J. Lewies, Scientific Principles of Psychology.
5. D.H. Fayer, General Psychology.
6. Clifford T. Morgan, Introduction to Psychology & R. A King.
7. Ernest. R. Hillgard, Introduction to Psychology.



## **Course Code: MKT-122 (Business Mathematics-II)**

**Differential Calculus:** Functions, Limits & Continuity, Concept of Derivative, Rules of Operations, Maxima & Minima, Applications to Business.

**Integral Calculus:** Integration Area determination, Integrals of Logarithmic Functions, Definite Integral, Applications.

**Permutations and Combinations:** Fundamental rules of counting, Permutations, Factorial notation, Permutations of  $n$  different things, Circular Permutations, Permutations of things not all different, Restricted Permutations, Combinations, Restricted combination, Combinations of things not all different.

**Matrices and Determinants:** Meaning, Types of Matrices, Addition, Subtraction, and Multiplication of Matrices, Matrix Operations, Properties of Matrices, Determinants of a Square Matrix. Determinant of order (one, two, three, four), Identity and Inverse of a Matrix, Rank of Matrix, Problems and Applications, Application of Mathematics in Business.

### **Books Recommended:**

1. Gordon D. Prichett and John C. Saber, Mathematics with Applications in Management and Economics. IRWIN.
2. D.C. Sanchati and V.K. Kapoor, Business Mathematics, Sultan Chand & Sons.

## **Course Code: MKT-123 (Business Communication)**

**Introduction:** Role of communication in business, The process of business communication, The Malfunctions of communication, Main forms of business communication, Communication network of the organization. A model of the communication process.

**Fundamentals of Business Writings:** Adaptation and the selection of words, Construction of clear sentences and paragraphs, Qualities of effective correspondence.

**Basic patterns of Business Messages:** Directness in Good news & Neutral message; Indirectness in Bad news situations & Persuasion; Organization of letters and memos.

**Applications to Specific Letter Situations:** Persuasions in Sales writing; Strategy in Job Applications.

**Business Report writing:** Basics of Report writing; The Report Structure; Formal and Informal reports.

**Public speaking and Oral reporting:** Making Formal Speeches; Presentation methods; Audience analysis; Appearance & Physical Action.

**Informal Oral Communication:** Elements of Good Talking, Listening, Nonverbal Communication; Conducting & Participating Meetings.

**Intercultural and International Communication.**

### **Books Recommended:**

1. Lesikar, Raymond V; Pettit, John & Flatley, Marie E; Basic Business Communication; Irwin.

## **Course Code: MKT-124 (Information and Communications Technology)**

### **THEORY**

**Overview:** What is a Computer System? Computer Hardware, Computer Software, Types of Computer Systems, Computing Trends: Connectivity, Online Access, Interactivity, Connectivity, Telecommunicating, Telescoping, and E-mail and Voice Mail, Online Information Access: Examples of Databases, Online Services and Networks, and BBSs (Bulletin Board System), Interactivity: Multimedia Computers, TV/PC “Smart Boxes”, Personal Digital Assistants etc.

**Computer Hardware:** Input Hardware, Processing Hardware, Storage Hardware, Output Hardware.

**Computer Software:** Application Software, Systems Software.

**Information Management:** Management Information System, How does Management make decisions? Types of Information Systems, Developing and implementing a Management Information System.

**Purchasing and Maintaining a Microcomputer System:** Purchasing a System: What to Consider, Maintaining a System, The Environmentally Aware Computer User.

**Social Communication Media:** Facebook, Twitter, Skype, Messenger, Viber, Instagram, Imo, and their applications in personal and Business communication.

### **PRACTICAL**

**Operating Systems:** Windows 2007, Word Processing: Microsoft Word, Spreadsheet Analysis: Microsoft Excel, Presentation: Microsoft PowerPoint, Basic Hardware & Troubleshooting, Internet & E-mail operation.

### **Books Recommended:**

1. Sarah E. Hutchinson & Stacey C. Sawyer, Computers and Information Systems.

## **Course Code: MKT-125 (Principles of Accounting)**

**Accounting in action & Conceptual framework for financial accounting:** Orientation & Purpose and nature of accounting; Language of business; Uses of accounting information; Accounting as an information science; Basic Objectives and Qualitative characteristics of accounting information; Basic elements of financial statements; GAAP – Basic assumptions, principles & constraints.

**Accounting process and cycle:** Double entry recording process and Accounting equation; Effects of transactions on the accounting equation; Steps in accounting cycle; Identification and recording of transactions; Posting to the ledger; Preparation of trial balance.

**Preparation of worksheet & financial statements for merchandise operation:** Unadjusted trial balance and adjustments; A worksheet to prepare financial statements; Recording cost of goods purchased, determining cost of goods on hand; Computing cost of goods sold and gross profit.

**Bank reconciliation statement and plant assets:** The necessity of the statement; Different methods for preparation of the statement; the concept and reasons of depreciation; Different methods of charging depreciation.

### **Books Recommended:**

1. Accounting Principles, Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso, Wiley.

## **Second Year First Semester**

### **Course Code: MKT-211 (Legal Aspects of Marketing)**

#### **Legal Environment and Marketing**

**An Overview:** Meaning of Legal Environment, Rationale for Understanding Legal Environment - The Demand for Legislation, the Demand for Consumer Protection, Law Influencing Marketing Decision, Law against Deceptive Practice.

**Law of Contract:** The Details of Essentials of Law of Contract, Termination, and Breach of Contracts.

**Sale of Goods Act:** Essential Elements, Transfer of Ownership Conditions and Warranties.

**Company Law:** Memorandum of Association - Articles of Association, Registration, Prospectus, and Winding up.

**Other Important Acts:** Agricultural Produce Markets Regulation Act - 1964, Jute Ordinance – 1962, Bangladesh Control of Essential Commodities Act - 1956, Hats and Bazar Ordinance - 1959, Pure Food Ordinance - 1969, Trade Marks Act - 1940, Patent Design Act - 1911, Standards of Weights and Measure Ordinance - 1982, Drug Policy - 1982, The Payment of Wages Act - 1936, The Industrial Relation Ordinance - 1969, The Shops and Establishment Rules 1970, Other Laws, Acts and Ordinances relating to Marketing.

#### **Books Recommended:**

1. Commercial Law, A. K. Sen and J. K. Mitra.
2. A Manual of Mercantile Law, M.C. Shukla.
3. Company Law, Charleworth and Cain.
4. Manual of Company Law (Amendment 1994).
5. Relevant Statutes and Manuals.
6. Labour and Industrial Law- A.A. Khan

## **Course Code: MKT-212 (Microeconomics)**

**Basic Concepts:** Introduction, Basic Problems of Economic Organization, Market and Government in a Modern Economy; Basic Elements of Supply and Demand.

**Microeconomics Supply, Demand & Product Markets:** Supply and Demand in Individual Market; Demand and Consumer Behavior; Production and Business Organization; Analysis of Costs; Supply and Pricing in Competitive Markets; Marginal Revenue and Monopoly; Oligopoly and Monopolistic Competition; Uncertainty and Game Theory in Economic Behavior.

**The Distribution of Incomes, Wages, Rents and Profits:** Incomes and the Pricing of Factors of Production; Wages and the Labor Market; Labor Unions and Collective Bargaining, Land, Natural Resources and Capital.

### **Books Recommended:**

1. Paul A. Samuelson & William D. Nordhaus, Economics, McGraw-Hill.
2. E. Mansfield, Microeconomics: Theory and Applications.
3. Mark Lovewell, Understanding Economics, McGraw-Hill Ryerson
4. P. Wonnacott & R. Wonnacott, An Introduction to Microeconomics, McGraw-Hill.

## **Course Code: MKT-213 (Business Statistics-I)**

**Introduction:** Meaning of Statistics, Users of Statistics, History, Subdivisions within Statistics, Population, Sample, Statistic, Parameter.

**Groping and Displaying Data to Convey Meaning:** Table and Graphs, Data Arranging, Data Array and the Frequency Distribution, Graphing Frequency Distributions.

**Measures of Central Tendency and Dispersion in Frequency Distributions:** A Measure of Central Tendency: The Arithmetic Mean, The Weighted Mean, The Geometric Mean, The Median, The Mode, Dispersion: Useful Measures of Dispersion, Dispersion: Average Deviation Measures, Relative Dispersion: The Coefficient of Variation.

**A Survey of Probability Concepts:** Introduction, Approaches to assigning probabilities: classical, empirical, and subjective; Rules of computing probabilities, Contingency table, Tree diagram, Bayes' Theorem, Principles of counting.

**Discrete Probability Distribution:** Introduction, Random Variables, Binomial probability distribution, Hypergeometric probability distribution, Poisson probability distribution.

**Continuous Probability Distributions:** Introduction, The family of uniform probability distributions, The family of normal probability distributions, The standard normal probability distribution, Finding areas under the normal curve, Normal approximation to the binomial.

**Sampling Methods and the Central Limit Theorem:** Introduction, Sampling methods, sampling error: Sampling distribution of the sample mean; The central limit theorem, Using the sampling distribution of the sample mean.

### **Books Recommended:**

1. Richard I. Levin, David S. Rubin; Statistics for Management,
2. Lind & Mason, Statistics for Management & Economics

## **Course Code: MKT-214 (Business and Society)**

**The Interface of Business and Society:** Business in a Social World, Argument for and Against Social Responsibilities for Business, Social Power and Social Responsibility, A Pluralistic Society, The Business Role and Social Issues, The Managerial Role and Social Issues, Technology and Social Change.

**Business Ideology:** The Development of Business as a Social Institution, The Heritage of Business Ideology, Business Values and Codes of Conduct.

**Business and Its Publics:** The Business Interface with Government, Issues of Government Regulation and Influence, Ownership Claims and Business, Business Employees, and Organized Labor: The Individual and Business.

**Business and the Community:** Business Involvement in Community Activities, Business and the Urban Community, Business, Minorities, and Less Advantaged Persons, The Interface Between Business and Higher Education, Business Involvement with Cultural Affairs and Communication Media, Ecology and Business Responsibility, Controlling Pollution.

**Business In An International World:** The Social Response of Multinational Business, Business Encouragement of International Development, Looking Toward the Future.

### **Books Recommended:**

1. Business and Society: Environment and Responsibility, Keith Davis & Robert L. Blomstrom.



## **Course Code: MKT-215 (Human Resource Management)**

**The Context of the Practice of HRM:** Strategic Implication of a Dynamic HRM Environment, Fundamentals of Human Resource Management, Human Resources Management in a Changing Environment, Understanding Equal Employment Opportunity, Motivating Employees and Designing Jobs, Employee Rights and HR Communications.

**Staffing the Organization:** Human Resource Planning and Job Analysis, Recruiting and the Foundations of Selection, Effective Selection Devices.

**Training and Development:** Socializing, Orienting, and Developing Employees, Managing Careers.

**Appraisal and Pay Systems:** Evaluating Employee Performance, Establishing Rewards and Pay Plans, Employee Benefits.

**Creating a Productive, Safe, and Fair Workplace:** Employee Rights, Safety and Health Programs, Effective FIRM Communications, Labor Relations and Collective Bargaining.

### **Books Recommended:**

1. Decenzo/Robbins, Human Resource Management.
2. Michael J. Jucius, Personnel Management.
3. Edwin B Flippo, Personnel Management
4. Charles J. Coleman, Personnel - An Open System Approach
5. Maurice W. Cuming, The Theory and Practice of Personnel Management

## Second Year Second Semester

### Course Code: MKT-221 (Financial Management)

**Nature of Financial Management:** Scope of Finance Functions, Job of Financial Manager, Financial Goal: Profit Vs. Wealth, Conflict of Goals: Management Vs. Owners, Financial Goal, and Firm's Objective.

**Time Value of Money:** Time Preference for Money, Future of a Lump Sum, Present of a Lump sum, Compound Value of a Stream Payments, Future Value of an Annuity, Future Value of an Uneven Stream, Present Value of a Stream Payments, Present Value of an Annuity, Present Value of an Uneven Stream, Non-Annual Compounding, Continuous Compounding and Discounting.

**Capital Budgeting:** Importance of Investment Decisions, Types of Investment Decisions, Investment Evaluation Criteria, Different Methods of Project Evaluation: BP, ARR, NPV, IRR, PI, Incremental Approach.

**Financial Analysis:** Users of Financial Analysis, Types of Ratios and Their Comparison, Utility of Ratios, Cautions in Using Ratio Analysis, Different Problems of Ratio Analysis.

**Short-Term Financing Sources:** Trade Credit, Short-Term Bank Credit, Obtaining Funds by Using Current Assets.

**Intermediate Term Financing & Leasing:** Uses and Types of Intermediate-Term Debt, Characteristics of Lease Arrangements, Sources of Lease Arrangements, Types of Lease, Reasons for Leasing, Lease Vs. Borrow Purchase Analysis.

**Financial Structure & Leverage:** Characteristics of Debt vs. Equity, Factors to Consider in Planning Methods of Financing, Evaluation of Determining Factors.

**Long-Term Financing Decisions and Investment Banking:** Long-term Financing: the Capital Structure Problem, Decision Criteria for Long-term Financing Decisions, Investment Banking: Function, Origin of Public Issues, Distribution of the Issues.

**Valuation of Cost of Capital:** Measures of Value Component Costs of Debt and Equity Capital, Weighted Average Cost of Capital.

**Introduction to Capital Market:** Shares and Debentures, SEC, Stock Exchange in Bangladesh - Problems and Prospects.

### Books Recommended:

1. Glenn V. Henderson, Jr., Gary L. Trennepohl and James E. Wert. An Introduction to Financial Management,
2. I.M Pandey, Financial Management, , Vikas Publishing House Pvt. Ltd.
3. John Ven Horn, Financial Management
4. Robert W. Johnson & Ronald W. Melicher, Financial Management.

## **Course Code: MKT-222 (Macroeconomics)**

**Fundamental Concepts of Macroeconomics:** Overview of Macroeconomics; Measuring National Output and Income; Consumption and Investment; Fundamentals of Aggregate Supply and Demand; The Multiplier Model; Money and Commercial Banking; Central Banking and Monetary Policy.

**Aggregate Supply and Macroeconomic Policy:** Economic Growth, Business Cycles and Unemployment; The Cost of Inflation; Inflation and Unemployment; Fiscal Policy, Deficits and the Government Debts; Issues in Economic Stabilization; Government and the Economy; Government Taxation and Expenditures; Income Distribution and Struggle Against Poverty.

### **Books Recommended:**

1. Paul A. Samuelson & William D. Nordhaus, McGraw-Hill, Economics.
2. E. Mansfield, Principles of Macroeconomics.
3. Mark Lovewell, Understanding Economics, McGraw-Hill Ryerson

## **Course Code: MKT-223 (Business Statistics-II)**

**Estimation:** Introduction, Point Estimates, Interval Estimates: Basic Concepts, Interval Estimates and Confidence Intervals, Calculating Interval Estimates of the Mean from Large Samples, Interval Estimates Using the t Distribution, Determining the Sample Size in Estimation.

**Testing Hypotheses: One-Sample Tests:** Introduction, Concepts Basic to the Hypothesis-Testing Procedure, Testing Hypotheses.

**Testing Hypothesis: Two-Sample Tests:** Hypothesis Testing for Differences Between Means and Proportions, Test for Differences Between Means, Tests for Differences Between Proportions.

**Chi-Square and Analysis of Variance:** Introduction, Chi-Square as a Test of Independence, Chi-Square as a Test of Goodness of Fit: Testing the Appropriateness of a Distribution, Analysis of Variance, Inferences about a Population Variance, Inferences about Two Population Variances.

**Regression and Correlation:** Introduction, Estimation Using the Regression Line, Correlation Analysis, Making Inferences about Population Parameters, Using Regression and Correlation Analyses: Limitations, Errors, and Caveats.

**Index Numbers:** Defining an Index Number, Unweighted Aggregates Index, Weighted Aggregates Index, Average of Relatives Methods, Quantity and Value Indices, Issues in Construction and Using Index Numbers.

**Time Series and Forecasting:** Introduction, Components of a time series, A Moving average, Weighted moving average, Linear trend, Least squares method, Nonlinear trend, Seasonal variations, Deseasonalized data to forecast, the Durbin-Watson statistics.

### **Books Recommended:**

3. Richard I. Levin, David S. Rubin; Statistics for Management,
4. Lind & Mason, Statistics for Management & Economics.

## **Course Code: MKT-224 (Insurance and Risk Management)**

**Introduction of Insurance:** Origin and History, Definition, Nature, Scope, Role, Social and Economic values of Insurance. Fundamental principles, Insurance Contract.

**Life Assurance:** Contract, Kinds of policies and annuities, Mortality Table, Claims and Settlement, Premium plans, Computation of net premium, Calculations of reserve Surplus and its distribution.

**Marine Insurance:** Contract, Types of Policies, Marine Losses, Claims, and Settlement.

**Fire Insurance** Contract, Claims and Settlement, Reinsurance.

**Miscellaneous Insurance:** Postal Life Insurance; Group Insurance; Accident Insurance; Automobile Insurance.

**Risk Management:** Definition of Risk, Classification of Risk, Insurance as a Device for Handling Risk. Objectives of Risk Management. Fire Hazards, Physical and Moral Hazards, Approaches Towards Risk Prevention. Peril.

**Insurance Business in Bangladesh:** Present pattern of Insurance Business, Jiban Bima Corporation, Sadharan Bima Corporation, American Life Insurance Company, and other Private Insurance Companies of Bangladesh.

### **Books Recommended:**

1. M.N.Misra; Insurance, Principles and Practice.
2. M.K. Ghosh and A.N. Agarwala, Insurance Principles, Practices and Legislation.
3. Denenberg H. S., Ejlers R. D. and Harfman, G.W., Risk and Insurance, Prentice-Hall.

## **Course Code: MKT-225 (Organizational Behavior)**

**Introduction:** Meaning of Organizational Behavior; Historical roots of organizational behavior; Contextual perspective of organizational behavior; Managerial perspective of organizational behavior; Challenges in organization (Managerial, Organizational & Competitive); People in organizations; Types of workplace behaviors.

**Foundation of Individual Behavior:** People in organization, Personality and organization, Perceptions and organization, Types of workplace behavior.

**Management of Diversity:** The nature of diversity in organizations; Cross-cultural differences & similarities; Dimensions of diversity; Managing the multicultural organization.

**Motivation Theories:** The Nature of Motivation, Historical Perspective of motivation, Need theories of Motivation, Some other important needs, The Equity theory, The Expectancy theory, Participation, Learning and Motivation, Reinforcement theory and Learning, Organizational Behavior Modification.

**Job Design, Goal Setting and Reward System:** Designing jobs for individuals and teams; Participation, Empowerment & Motivation; Goal Setting and Motivation; Performance management and reward systems in an organization.

**Group Dynamics:** Concepts, Types of Groups, Stages of group development, Group performance factors, Conflicts in Groups, and Managing Conflicts.

**Leadership:** Nature of Leadership; Early and Behavioral Approaches to Leadership; The LPC theory of Leadership; The Path-Goal Theory of Leadership; Influence-based approaches to Leadership; Types and uses of Power in organizations; Politics & Political Behavior.

**Organizational Culture:** Nature of Organization Culture; Approaches to Describing Organization Culture; Emerging Issues in Organization Culture; Managing Organization Culture.

**Employee Attitude and its Effects:** The nature of employee attitudes, Effects of employee attitude, Changing employee attitudes.

**Interpersonal Behavior:** Conflict in organizations, Sources of conflict, A model of conflict, Assertive behavior, Power & politics.

**Teams and Team Building:** Organizational context for teams, Teamwork, Team building,

**Change Management:** Forces for change in organization; Process for planned organization change; Organizational Development; Resistance to Change; Managing successful organization change and development.

**Stress and Counseling:** Employee stress, Employee counseling, Types of counseling.

### **Books Recommended:**

1. Robbins, Stephen P, Essentials of Organizational Behavior; 5<sup>th</sup> edition; Prentice-Hall of India Private Limited; New Delhi
2. Newstrom, John W. and Davis, Keith; Organizational Behavior-Human Behavior at Work; Ninth Edition; Tata McGraw-Hill Publishing Company Limited; New Delhi.
3. Fred Luthans, Organizational Behavior, McGraw-Hill International Edition.
4. Steven L. McShane & Mary Ann Von Glinow, Organizational Behavior, Irwin McGraw-Hill.

## **Third Year First Semester**

### **Course Code: MKT-311 (Principles of Marketing-I)**

#### **PART-I:**

##### **Understanding Marketing and the Marketing Process:**

Marketing: Managing Profitable Customer Relationships

Company and Marketing Strategy: Partnering to Build Customer Relationships

Marketing in the Digital Age: Making New Customer Connections

#### **PART-II:**

##### **Developing Marketing Opportunities and Strategies:**

The Marketing Environment

Managing Marketing Information

Consumer Markets and Consumer Buyer Behavior

Business Markets and Business Buyer Behavior

Segmentation, Targeting, and Positioning: Building the Right Relationships with the Right Customers.

#### **Books Recommended:**

1. Philip Kotler & Armstrong, Principles of Marketing: (Latest Edition)
2. W.J. Stanton, Fundamentals of Marketing, McGraw-Hill.
3. E. J. McCarthy & W.D, Essentials of Marketing, Perreault, Irwin.

## **Course Code: MKT-312 (Taxation)**

### **Introduction to business taxation and Importance & application of public finance:**

Definition, scope of business tax, importance of income & assessment year; Definition, importance of public finance for undeveloped countries; Objective of business tax, canons of taxation; Types of business tax, features of a good tax; Advantages & disadvantages of direct tax & indirect tax; Tax system of Bangladesh.

**Classification of income and assesses and residential status:** Definition, classification of income according to nature & source; Concept of capital & revenue income; Concept of exempted & tax credit income; Definition, classification of assessee's rules to determine residential status & problem.

**Heads of income & individual status:** Income from salary, income from securities, income from house property; Income from agriculture, income from business and profession; Income from capital gain & income from other sources, problems.

**Value Added Tax:** The concept of VAT; Types of VAT; Advantages of VAT; VAT deducted at source, problem.

### **Books Recommended:**

1. Mahmud, Purohit and Bhattacharjee; Income Tax, (2<sup>nd</sup> Edition)
2. Prof. Bari, Law & practice of income tax in Bangladesh, (2<sup>nd</sup> Edition)
3. Haque & Akkas; Three taxes of Bangladesh, (3<sup>rd</sup> Edition)
4. Income tax ordinance (1984)
5. Government of Bangladesh Publications on VAT.



## **Course Code: MKT-313 (Entrepreneurship Development and Small Business Management)**

**Entrepreneur:** Evolution of the Concept of Entrepreneur; Characteristics of an Entrepreneur; Functions of an Entrepreneur; Types of Entrepreneur.

**Entrepreneurship:** Concept of Entrepreneurship; Growth of Entrepreneurship in Bangladesh; Role of Entrepreneurship in Economic Development.

**Factors Affecting Entrepreneurial Growth:** Environment for Entrepreneurship; Environmental Factors; Economic Factors; Non-Economic Factors; Government Actions.

**Entrepreneurial Motivation:** Motivation; Motivational Theories; Motivating Factors; Achievement Motivation.

**Entrepreneurial Competencies:** Meaning of Entrepreneurial Competence or Trait; Major Entrepreneurial Competencies; Developing Competencies.

**Entrepreneurial Mobility:** Factors Influencing Mobility; Occupational Mobility; Locational Mobility.

**Small Enterprises:** Characteristics; Rationale; Scope, Opportunities for an Entrepreneurial Career, Role of Small Enterprises in Economic Development.

**Project Identification and Selection:** Meaning of Project.. Project Identification, Project Selection, and Formulation of a Project Report. Concept of Project Appraisal, Methods of Project Appraisal, Business Plan.

**Finance of Enterprises:** Financial Planning, Source of Finance, Capital Structure.

**Institutional Support to Entrepreneurs of Bangladesh:** Need for Institutional Support, Financial Institutions of Govt. and Non-Govt. of Bangladesh, Supply and Demand Side Analysis of Support and Assistance of Bangladesh, Govt. Policy and Programs for Small-Scale Enterprises.

**The Business** Meaning, Requisites of a Successful Business, Difference Between Business and Profession, Growth of Small Business, Types of Growth Strategies; Expansion and Diversification, Sickness in Small Business, Magnitude of Industrial Sickness, Causes of and Consequences of Industrial Sickness, Corrective Measures.

**Small Enterprises in International Business:** Export Performance and Trends of Small Enterprises – Major Constraints – Measures to Handle the Constraints.

**Case Study:** Methods of Case Study; Successful Business Case Study of Bangladesh.

### **Books Recommended:**

1. Hisrich and Petter, Entrepreneurship.
2. S.S. Khanka, Entrepreneurial Development.
3. Gupta Dr. C.B. et al., Entrepreneurship and Small Business Management.
4. Rahman. A. H. M. H. et al., Entrepreneurship and Small Enterprise Development in Bangladesh.
5. B.B.R Chittagong University, Entrepreneurship and Management in Bangladesh.

## **Course Code: MKT-314 (International Business)**

**International Business environment:** Globalization process, global market system, pattern of supplier relations in the global business system, difference between global and international business, political system and environment, formulating and implementing political strategies, evolution of legal and political strategies in the internationalization process. Global business environment – social, cultural, economic, political, and ecological factors.

**International business culture:** Concept of culture, behavioral practices affecting international business, and cultural needs in the internationalization process. Ethical dilemmas and social responsibility.

**Economic Environment and government influence:** Classifying economic systems, adapting to foreign economic environments in the internationalization process. Rationales for government intervention, forms of trade control in different countries, objectives and functions of the WTO, IMF, and World Bank. Influence of SAPTA on the Indian subcontinent trade. The trading environment of international trade. Free trade Vs Protection- Tariff and Non-tariff barriers, Trade blocks.

**International Trade Theory:** Mercantilism, absolute advantage, comparative advantage, factor proportions theory, international product life cycle. Why do companies trade internationally? Process of trade.

**Balance of Payment:** Concept, components of BOP, and Disequilibrium in BOP-causes for disequilibrium and methods to correct the disequilibrium in Balance of Payment.

**Foreign Direct Investment:** Meaning of foreign direct investment, the relationship of trade and factor mobility, market-expansion: investment versus trade, resource-acquisition investments, diversification-oriented investment, political motives, buy versus build decision, advantage of FDI.

**Foreign exchange and determination of Exchange Rates:** Terms and definitions, how the foreign exchange market works, convertibility, exchange restrictions, and the use of the foreign-exchange market in the internationalization process. International monetary system, determination of exchange rates.

**Export and import strategies:** Export strategy, export intermediaries, freight forwarders, export financing, import strategies.

**Modes of entry into international business:** Choosing a mode for entry, exporting to foreign markets, international licensing, franchising and their differences, and which is more preferred under what circumstances. Global sourcing, purchasing, and supplier relationships.

### **Books Recommended:**

1. John Daniels, Lee Radebaugh, and Daniel Sullivan, International Business Environment and Operations, Pearson Education.
2. Bhalla, V.K. and S. Shivaramu, International Business Environment and Business, New Delhi, Anmol, 2003.
3. Taggart, James H and McDermott, Michael C: The Essence of International Business; Prentice-Hall of India Private Limited, New Delhi.
4. Francis Cherunilam, International Business Environment, Himalaya Publishing House.

## **Course Code: MKT-315 (Banking Theory and Practice)**

1. Financial system
2. Evolution of the banking business
3. Nature and importance of commercial banking
4. Sources and employment of commercial bank funds
5. Balance sheet of commercial banks
6. Banking systems
7. Credit creation by commercial banks.
8. Banking strategies.
9. Lending process and documentation.
10. Performance evaluation of a commercial bank.
11. Central Banking
12. Credit Control by the Central Bank
13. Monetary policy of the Central Bank
14. Islamic banking and development banking
15. Banking business in Bangladesh
16. The World Bank Group and other international banking institutions.

### **Recommended Books:**

1. Vaish, M C: Money, Banking and International Trade, S C and Company, India, 1996
2. Sethi, T T: Money, Banking and International Trade, S C and Company, India, 1996
3. Shekhar, K C: Banking Theory and Practice, S C and Company, India, 1996
4. Bhole, L M: Financial Institutions and Markets –Structure

## **Third Year Second Semester**

### **Course Code: MKT-321 (Principles of Marketing-II)**

#### **PART-I**

##### **Developing the Marketing Mix:**

Product, Services, and Branding Strategies

New-Product Development and Product Life-Cycle Strategies

Pricing Considerations and Approaches

Pricing Strategies

Marketing Channels and Supply Chain Management

Retailing and Wholesaling

Integrated Marketing Communications Strategy

Advertising, Sales Promotion, and Public Relations

Personal Selling and Direct Marketing

#### **PART-II**

##### **Managing Marketing:**

Creating Competitive Advantage

The Global Marketplace

Marketing and Society: Social Responsibility and Marketing Ethics.

##### **Books Recommended:**

1. Philip Kotler & Gary Armstrong, Principles of Marketing, Prentice Hall. (Latest Edition)
2. W.J. Stanton, Fundamentals of Marketing, McGraw-Hill.
3. E. J. McCarthy & W.D & Perreault, Essentials of Marketing, Irwin.

## **Course Code: MKT-322 (Quantitative Business Analysis)**

**Introduction to Quantitative Analysis:** Introduction, What is Quantitative Analysis?, The quantitative analysis approach, How to develop a quantitative analysis model, The role of computers and spreadsheet models in the quantitative analysis approach, Possible problems in the quantitative analysis approach, Implementation-not just the final step.

**Game Theory:** Introduction, Language of games, The minimax criterion, Pure strategy games, Mixed strategy games, Dominance.

**Forecasting:** Introduction, Types of forecasting, Scatter diagrams, Measures of forecast accuracy, Time series forecasting models, Causal forecasting methods, Monitoring and controlling forecasts, Using the computer to forecast.

**Linear Programming Models: Graphical and Computer Methods;** Introduction, Requirements of a linear programming problem, Formulating LP problems, Graphical solution to an LP problem, Solving linear furniture's LP problem using QM for Windows and Excel, Solving minimizing problems, Four special cases in LP, Sensitivity analysis.

**Linear Programming: The Simplex Method:** Introduction, How to set up the initial simplex solution, Simplex solution procedures, The second simplex tableau, Developing the third tableau, Reviews of procedures for solving LP minimization problems, Surplus and artificial variables, Solving minimization problems, Review of procedures for solving minimization problems, Special cases, Sensitivity analysis with the simplex tableau, The dual, Karmarkar's algorithm.

**Transportation and Assignment Models:** Introduction, Setting up a transportation problem, Developing an initial solution: Northwest corner rule, Stepping-Stone method: Finding a least-cost solution, MODI method, Vogel's approximation method: Another way to find an initial solution, Unbalanced transportation problems, Degeneracy in transportation problems, More than one optimal solution, Maximization transportation problems, Unacceptable or prohibited routes, Facility location analysis, Approach of the assignment model, Unbalanced assignment problems, Maximization assignment problems, Using QM for Windows, Comparison of simplex algorithm and transportation algorithm.

**Project Management:** Introduction, PERT, PERT/Cost, Critical Path Method, and other topics in project management.

**Waiting Lines and Queuing Theory Models:** Introduction, Waiting line costs, Characteristics of a queuing system, Single-channel queuing model with poisson arrivals and exponential service times (M/M/I), Multiple-channel queuing model with poisson arrivals and exponential service times (M/M/m), Constant service time model (M/D/I), Finite population model (M/M/I with Finite Source), Some general operating characteristics relationships, More complex queuing models and the use of simulation.

**Markov Analysis:** Introduction, States and state probabilities, Matrix of transportation probabilities, Predicting future market shares, Markov analysis of machine operations, Equilibrium conditions, Absorbing states and the fundamental matrix: Accounts receivable application.

### **Books Recommended:**

1. Barry Render, Ralph M. Stair Jr. and Michael E. Hanna, Quantitative Analysis for Management.
2. Efraim Turban and Jack R. Fundamentals of Management Science, Meredith & Business Publications, Inc., Texas, USA.

## **Course Code: MKT-323 (Fundamentals of Tourism and Hospitality Management)**

**Basics of Tourism:** Understanding tourism; Tourism Management: its components; approaches to the study of tourism.

**Evolution of Tourism:** Introduction; Great Empires, The Middle Ages, The Renaissance; The industrial revolution and tourism today.

**Organizations that Facilitate Tourism:** Introduction, International organizations, Development organizations, Regional international organizations, National organizations, Regional organizations, State and community organizations.

**Tourism Distribution Process:** Introduction, Travel agents, Internet, Consolidators, The tour wholesaler, Specialty channelers.

**Passenger Transportation:** Different transportation methods.

**Attractions:** Natural Environmental attractions, Manufactured attractions.

**Hospitality and Related Services:** Introduction, Accommodations (the lodging industry), the food service industry.

### **Books Recommended:**

1. Charles R. Goeldner and J.R. Brent Ritchie, John, Tourism- Principles, Practices, Philosophies, Wiley & Sons, Inc., USA.
2. Michael M. Coltman, 1989, Van Nostrand Reinhold, Introduction to Travel & Tourism- An International Approach: New York.

## **Course Code: MKT-324 (Marketing Information Systems)**

**Fundamentals of Marketing Information Systems:** What are marketing information systems? Basic MKIS components, Internal environment, User interfaces, Databases, Application software and Administrative support.

**Marketing Information Systems and Competitive Advantages:** The scope of marketing, Marketing activities, Position and jobs within departments; Using information for competitive advantages-Internal information, external information, Internal environmental monitoring, and competitive advantages-inbound logistics, production operations, outbound logistics, Marketing and Sales, Service.

**External Environmental Scanning and analysis for competitive advantages:** The competitive environment, the technological environment, customers, the economic environment, the political environment, the social/cultural environment.

**Mining the Organization's Internal Data:** Inbound logistics data, Purchasing and accounts payable systems, The receiving systems, The raw material parts inventory systems, Production and operations, Outbound logistics, Monitoring and internal warehousing of finished goods, Shipping and external warehousing sales, Marketing and service, Lead and prospect systems, Quotation systems, Order entry, Sales commissions, Accounts receivable systems, Service.

**External MKIS Data Sources:** Exchanges with business partners, Electronic Data Interchange (EDI), Issues to consider when implementing EDI, Interfaces to existing transaction processing systems, Marketing environment data subscriptions services, Government agencies, Private data vendors, Online data services, Market research projects.

**Decision Support Systems for Marketing:** A brief history of decision support systems, Characteristics of decision support systems, Reporting and inquiry systems, Exception reports, Inquiry systems, Level of aggregation, Advances in graphical displays, Geographic data mining systems, Inquiry centers, Analytical models, Forecast models, Simulation models, Optimization models, Issues in model development, Executive support systems (ESS), Group decision support systems (GDSS).

**Artificial Intelligence in Marketing:** Expert systems, Conditions for applying expert systems, Applications of expert systems in marketing, Expert systems in brand management, Expert systems for reporting, Developing expert systems, Knowledge engineer, Knowledge acquisition, Programming shall, Neural networks, Application of neural networks in marketing and developing neural networks.

**Planning a Marketing Information System:** An overview of the MKIS creation process, Planning technical development, implementation, the MKIS planning process, Securing executive commitment, Establishing the MKIS team, the team leader, team members, executing a marketing audit, environmental analysis, marketing strategies, marketing organizations, marketing systems, marketing productivity, marketing functions, developing organizational goals, determining needs, establishing goals, obtaining management commitment defining macro specifications, developing specifications, modular planning, written documentation and budgeting.

**The MKIS Technical Development Stage:** Creating the MKIS database, developing a data dictionary, developing data files, developing data integrity and access controls, designing a database administrator, defining software requirements, selecting specific applications, developing options, and providing technical support. Defining hardware requirements, hardware configuration, CPU decisions, data storage requirements, Input/output devices, standardization of workstations, allocation of hardware resources, developing communication network, common

challenges in developing a communications network, selecting a network system, developing systems controls, software systems controls, organizational procedural control, systems administrator developing user interface, constructing prototyping, testing systems modules.

**The MKIS Implementation Stage:** Phased implementation, benefits of phased implementation, installation, documentation, User training, task-oriented documentation, trainers, Feedback, Modifications, modifications to correct bugs, modifications to correct system errors, and developing modules.

**Where do we go from here?:** Continued trends in computing, Data collection and dissemination, increased computer power, Intelligent user-friendly software, how marketing will change, micromarketing and customized marketing, interbred competition, tactically differentiated products.

Case studies from each chapter.

**Books Recommended:**

1. Marshal, Kimball P. (1996) Marketing Information Systems-Creating Competitive Advantages in the Information Age, Boyd and Fraser Publishing Company.



## **Course Code: MKT-325 (Supply Chain Management)**

**Integrated Logistics:** Logistics About Logistical Competency, The Logistical Mission, The Logistical Renaissance, Development Profile.

**Logistical Operations Integration:** The Work of Logistics, Integrated Logistics, Operating Objectives, Barriers to Internal Integration, Logistical Performance Cycles, Managing Operational Uncertainty.

**Customer Service:** Customer-Focused Marketing, Customer Service Defined, Basic Service Capability, Increasing Customer Expectations, The Perfect Order, Value-added Service, Customer Satisfaction and Success.

**Supply Chain Relationship:** Channel Structure, The Economics of Distribution, Channel Relationships, Logistical Service Alliances.

**Marketing Channel Structure:** Descriptive Institutional Approach, The Graphic Approach, Commodity Groupings, Functional Treatments, Channel Arrangement Classification.

**Global Logistics:** Logistics in a Global Economy, Views of Global Logistics, Global Operating Levels, The Interlinked Global Economy, The Global Supply Chain.

### **Logistical Resources**

**Information:** Information Functionality and Principles, Information Architecture, Applications of New Information Technologies, Electronic Data Interchange Standards.

**Forecasting:** General Forecast Considerations, The Forecast Process, Forecast Techniques.

**Inventory Strategy:** Inventory Functionality and Principles, Planning the Inventory Resource, Accommodating Uncertainty.

**Inventory Management:** Inventory Management Policies, Management Processes.

**Transportation Infrastructure:** Transport Functionality and Principles, Transport Infrastructure, Suppliers of Transportation Services.

**Transportation Regulation:** Types of Regulation, History of Transportation Regulation, Interstate Deregulation, Intrastate Regulation, Current Regulatory Issues.

**Transportation Management:** Basic Transport Economics and Pricing, Transport Decision Making.

**Warehouse Management:** Storage Functionality and Principles, Developing the Warehouse Resource.

**Material Handling:** Managing the Warehouse Resource, Material Handling.

**Packaging:** Perspectives, Damage Protection, Material-Handling Efficiency/Utility, Channel Integration, Alternative Materials.

### **Logistics System Design**

**Logistics Positioning:** Logistics Reengineering, Reengineering Procedure, Logistics Environmental Assessment, Time-Based Logistics, Alternative Logistics Strategies, Strategic Integration, Logistics Time-Based Control Techniques.

**Integration Theory:** Logistics Location Structure, Warehouse Location Patterns, Transportation Economies, Inventory Economies, Least-Total-Cost Design, Formulating Logistical Strategy.

**Planning and Design Methodology:** Methodology, Problem Definition and Planning, Data

Collection and Analysis, Recommendations and Implementation, Decision Support Systems.

**Planning and Design Techniques:** Logistics, AD Hoc Analysis, Location Applications, Inventory Applications, Transportation Applications, Enterprise Modeling.

**Logistics Administration**

**Organization:** Logistical Organizational Development, Stages of Functional Aggregation, Issues and Challenges, The Management of Alliances.

**Planning, Costing, and Pricing:** Operations Planning, Logistical Design Metrics, Pricing.

**Performance Measurement and Reporting:** Logistical Measurement, Characteristics of an Ideal Measurement System, Levels of Measurement and Information Flow.

**Books Recommended:**

1. Ronald J. Bowersox and David J. Closs, Logistics Management, Tata, McGraw-Hill.
2. Ronald H. Ballou, Business Logistics Management, Prentice-Hall.
3. Sunil Chopra & Peter Meindl, Supply Chain Management –Strategy, Planning and Operation.
4. Philip B. Schary and T. Skjott-Larsen, Managing the Global Supply Chain.
5. Douglas M. Lambert and James R. Stock, Strategic Physical Distribution Management.

## **Fourth Year First Semester**

### **Course Code: MKT-411 (Agribusiness Marketing)**

**Aspects of Agricultural Marketing:** Definition – Evolution - Branches or Areas - Importance and Approaches to the Study of Agricultural Marketing - Market Structure and Product Market Features - Consumption Structure - Basic Problems of Agricultural Marketing - Sub-Systems - Roles Ideal System - Flow of Agricultural Marketing - Scientific Marketing for Farm Products.

**Agricultural Production Theory:** Types of Agricultural Farm and their Advantages and Disadvantages - Agricultural Surplus and Factors Affecting Marketable Surplus - Production Functions and their Analysis - Basic Problems and Factors of Production - Cost Concepts and Diminishing Return.

**Agricultural Market Structure:** Components and Dimensions of Market - Types and Dynamics of Market - Factors Affecting Market and Market Structure - Difference between Agro Product Marketing and Industrial Product - Industrial Income vs. Agricultural Income - Agro-Based Industry - A Promising Sector for Our Economy - Categories and Prospects of Agro Business - Areas and Problems of Agro Business in Bangladesh.

**Agricultural Marketing Function:** Primary Function – Assembling – Processing and Value Addition – Grading & Standardization – Physical Function – Packaging – Storage – Warehousing - Transportation and Types - Development of Physical Function - Exchange Functions – Buying and Selling Functions – Objectives of Buying and Selling - Demand Creation – Different Buying Methods and Types – Facilitative Functions – Risk Taking and Risk Reducing Strategy – Hedging and Future Trading – Financing for Agriculture – Market Information and Its Necessity.

**Marketing Agencies:** Distribution Participants, their Types and Characteristics – Marketing Channels – Middlemen Engaged in Agricultural Marketing in Bangladesh – Experience in Contract Farming and their Merits and Demerits – State and Group Marketing and Their Objectives And Limitations.

**Agricultural Marketing Cost and Pricing:** Distinguish Character of Marketing Costs – Elements of Marketing Costs – Efficiency Dimensions – Factors Affecting Marketing Costs – Factors Affecting Price Decision – Demand & Supply Analysis – Causes of Price Fluctuations and their Effects.

**Cooperative in Agricultural Marketing:** Characteristics – Functions Types – Structure of Cooperative In Bangladesh – Slow Growth of Cooperative in Bangladesh – Cooperation Under Capitalism & Socialism – Need – Practices – Motives – Principles of Cooperation – Collective Farming.

**Agricultural Marketing Dimensions:** Need for Training and Research in Agricultural Marketing – Marketing Extension and Dimensions of Market Statistics – External Views – Methods – Forms and Problems of External Marketing Necessities – Roles – Policies – Control and Participations of Government in Agricultural Marketing in Bangladesh.

**Marketing of Selected Agricultural Products:** Chemical and Organic Fertilizer - Fruits and Vegetables – Poultry and Eggs – Livestock and Meat – Milk and Dairy Products – Tobacco and Tobacco Products – Mushrooms – Tea.

### **Books Recommended:**

1. N.L. Agarwal, Agricultural Marketing, Fourth Edition, Oxford & IBH Publishing Company. Private Limited, New Delhi.
2. Akramul Hoque, Agricultural Marketing in Bangladesh, First Edition, Published by Moinuddin, Gandaria, Dhaka.
3. Anishure Rahman, Agricultural Economics, 2nd Edition, Progothi Publishing Limited.

4. Ramkishen Y. Rural, Agricultural Marketing, 2nd Edition, Jaico Publishing House, Mumbai-400001.
5. Richard L. Kohles, Marketing of Agricultural Products, 9th Edition, Prentice Hall of India Private Limited, New Delhi.

## **Course Code: MKT-412 (Research Methodology)**

**Introduction to Research:** Meaning–Types–Basic and Applied–Steps–Scientific Method–Significance to Managers.

**Research Process and Design:** Problem Identification–Research Proposal–Theoretical Framework–Hypothesis Development–Elements–Types–Ex-post Facts and Experimental–Managerial Considerations.

**Sampling Design:** Nature–Terms–Rational–Process–Types–Probability and Non-probability–Population–Mean and Proportion Estimation–Sample Size Determination–Operational Definition.

**Measurement and Scaling:** Nature–Components and Process–Scales–Nominal–Ordinal–Interval and Ratio–Tests–Validity and Reliability–Testing of Hypotheses–Format–Use of Graphic Aids.

**Data Collection Methods:** Types–Primary and Secondary–Interviewing–Questionnaires–Observation.

**Data Analysis:** Data Editing–Cronbach's Alpha–Descriptive and Inferential Statistics–Software Package–SPSS–Excel.

**Report Writing:** Interpretation–Steps–Types–Layout–Oral Presentation–Mechanisms and Follow-up.

### **Books Recommended:**

1. Uma Sekaran, Research Methods for Managers.
2. C.R. Kothari, Research Methodology.
3. Davis and Cosenza, Business Research for Decision Making.
4. W.G. Zikmund, Business Research Methods.

## **Course Code: MKT-413 (Product and Brand Management)**

**Product Management Process:** Product Decisions and Other Management Functions-Product Life Cycle as a Forecasting Model- Product Evolution.

**Product Positioning:** Dimensions of Product Portfolio- Portfolio Decisions- Organizing for Product Management-Product Planning and Decision.

**Brands and Brand Management and Customer-Based Brand Equity:** What is a brand? Why do brands matter? Can anything be branded? What are the strongest brands?; Branding challenges and opportunities; The brand equity concept; Strategic brand management process: Customer-Based Brand Equity; Customer-based brand equity defined; Making a strong brand: brand knowledge; Sources of brand equity; Building a strong brand: the four steps of brand building; Brand-building implications.

**Brand Positioning and Values and Choosing brand elements:** Identifying and establishing brand positioning; Positioning guidelines: Choosing Brand Elements to Build Brand Equity; Preview of brand elements; Criteria for choosing brand elements; Options and tactics for brand elements.

**Designing Marketing Programs and Communication Programs to Build Brand Equity:** New Perspectives on Marketing; Product Strategy; Pricing Strategy; Channel Strategy; Integrating Marketing Communication to Build Brand Equity; Preview; Information processing model of communications; Overview of marketing communication options; Developing integrated marketing communication programs.

**Leveraging Secondary Brand Knowledge to Build Brand Equity and measuring brand performance:** Conceptualizing the leveraging process; Company; Country of origin and other geographic areas; Co-branding; Licensing; Celebrity endorsement; Sporting, cultural, and other Events; Third-party sources: Measuring and Interpreting Brand Performance; The brand value chain; Designing brand tracking studies; Establishing brand equity management system.

### **Books Recommended:**

1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring, and Managing Brand Equity- Pearson Education.
2. Yoran J. Wind, Product Policy.

## **Course Code: MKT-414 (E-Business)**

**Introduction to E-Business and E-Commerce:** E-Business opportunities, E-Business risks, Difference between E-Business and E-Commerce, E-Commerce defined, Business or Consumer models of e-commerce transactions, E-business defined, How significant is e-commerce investment adoption, Introduction to the B2B and B2C Companies, Management response to e-commerce and e-business.

**E-Commerce Fundamental:** The ecommerce environment, the e-commerce marketplace, Business or Consumer Model? Market Place channel structure, Different types of online intermediaries, and the importance of Multi-Channel Market Place Models. Focus on portals, Types of petals, the importance of search engines, Commercial arrangements for transitions, and Fours on auction.

**E-Business Infrastructure:** What is the Internet? The Internet timeline, just how big is the Internet, internets, and extranets, what is the World Wide Web? Voice over IP (VoIP), how does it work? Internet Standard, Networking standard, The Http Protocol, Uniform resource locator(URL), Domain Names, Web Presentations and data exchange standard, Audio video standard, Focus on who control the Internet, managing e-business infrastructure, managing hardware and software, Internet service providers, managing employee access in the Internet and e-mail, managing e-business applications structure, Focus on the web service and service oriented architecture (SOA), Focus on new access devices, Interactive digital television, the future of the Internet infrastructure.

**E-Environment:** Social factors, factors governing Internet adoption, assessing demand for e-commerce services, Taxation, freedom-reactive legislation, economic and competitive factors. Focus on e-commerce and globalization, the implications of e-commerce for international B2B trading, political factors, Internet governance, e-government, technological innovations, and technology assessment.

**E-Business Strategy:** The imperative for e-business strategy, E-channel strategy, strategy process model for e-business, Strategic analysis, Resource and process analysis, competitive environment analysis, assessing competitive threat, Competitor analysis, strategic objectives, defining vision and mission, how can e-business create business value, strategy definition, strategy implementation, Elements of IS strategy, investment arrival.

**Supply Chain Management:** What is supply chain management? Using technology to support supply chain management, a simple model of a supply chain, what is logistics, Push and Pull Supply chain management, Focus on the supply chain models, options for the restructuring of the supply chain, using e-business to restructure the supply chain, e-commerce system for supply chain management, supply chain management implementation.

**E-Procurement:** What is E-Procurement? Understanding the e-procurement, types of e-procurement drivers of e-procurement, focusing on estimating e-procurement cost saving, Risks and impacts of e-procurement, implementing e-procurement, and the future of e-procurement.

**E-Marketing:** What is e-marketing, marketing defined, e-marketing defined, distinguish between e-marketing, e-commerce, e-business, e-marketing planning, Is a separate e marketing plan required, situation analysis, demand analysis, competitor analysis, intermediary analysis, internal marketing audit, Objective setting, the online revenue contribution, strategy, market and product positioning, target market strategies, Focus on characteristics of new media marketing communications, tactics, product, price, list, people process and physical evidence, focus on online branding, actions, control.

**Customer Relationship Management:** Introduction, marketing applications of CRM, what is e-

CRM, Benefits of e-CRM, Permission marketing, customer profiling, conversation marketing, the online buying process, customer acquisition management, customer retention management, online communities, customer extension, technologies solutions for CRM, types of CRM applications.

**Change Management:** Introduction, the challenge of e-business transformation, different types of change in business, planning change, human resource requirements, staff retention, focus of knowledge management, what is knowledge? Risk management.

**Analysis and Design:** Introduction, analysis for e-business, workflow management, process modeling, process mapping, task analysis and task decomposition, process dependence, data modeling, focus on user-centered design, web accessibility, focus on security design for e-business, managing computer viruses, e-mail management, Hacking, phishing.

**Implementation and Maintenance:** Introduction, alternative for acquiring e-business system, development of web-based content and service, Focus on HTML, JavaScript, Testing, changeover, principle of performance management and improvement.

**Books Recommended:**

1. Dave Chaffey, E-Business and Ecommerce Management, Pearson.
2. Deitel, E-business and e-commerce for managers, Pearson.
3. Hanson & Kalyanam, E-Commerce and Web Marketing.
4. P.T. Joseph, E-Commerce
5. R. Fletcher, J. Bell and R. McNaughton, International E-Business Marketing.



## **Course Code: MKT-415 (Selling and Salesmanship)**

**Personal Selling Basics:** The Role of Personal Selling- Attitude toward Selling-Benefits of Selling-Selling Links the Company to Its Customers-Selling Offers: an Attractive Career Learning to Sell; The Job of Personal Selling: Traits and Tasks-The Professional Salesperson-Characteristics Obligation of Salespeople-Duties and Tasks Differ.

**Special Types of Selling:** Selling to Organizational Buyers-Features of Buying and Selling. Nature of Organizational Buyers-Value Analysis-Securing and Opening Organizational Sales Interviews-Selling to a Group. Selling to Ultimate Consumers, Duties of Retail Salespeople, Sales Personality, Information Needed by Retail Salespeople, Steps in Retail Selling, Post-Sale Behavior, Building Sound Customer Relationships, The Problem of Returned Goods, Techniques of Self-Management.

**Knowledge about Product, Price, and Distribution:** Company Background- the Industry, Company Features, Product Knowledge-Product Research-Terms of Sale-Product Attributes Company Support of the Product-Distribution System-Wholesalers-Retailers- Salespeople and the Distribution System-The Salesperson's Roles.

**Propelling Activities:** Prospecting for Customers-Techniques for Prospecting-Buying Influences-Need and Use of Prospect Information-Types of Prospect Information-Sources of Prospect Information, Intents of groups' and entire territory. Planning the Sales Presentation-Steps in Selling-The Preapproach-Five Buying Decisions Adopting, Prospects' Point of View-Planning for First 'No'-Canned Presentation and Story Plan.

**The Selling Process:** Securing and Opening the Sales Interview-Securing an Interview- The Approach-Selling is Solving Buyer's Problems-The First Moment of the Interview Common First Call Difficulties.

Delivering the Sales Presentation-The Advantage-Proof-Action Technique-Mechanics of Delivering the Presentation-Difficulties in Sales Presentation-Selling Against Strong Competition.

Demonstration-Psychological Value of Demonstrating-When and What to Demonstrate, Necessity of Advance Preparation-Principles of Effective Demonstration-Demonstration Instructions- Showmanship in Demonstration.

Answering Objectives-Art of Frictionless Disagreement- Coping with Prospect Hostility, Why Prospects Offer Opposition-Attitude Toward Objections-Excuses Versus Objections Principles of Handling Objections-When to Handle Objections- Preventing Objections.

Closing the Sale-Prospects Attitude Toward Close-When to Close the Sale-Techniques of Closing Sale- Post-Sale Activities.

**Basic Selling Responsibilities:** Building Sound Customer Relationships-Importance and Scheduling Calls-Building Repeat Business-Increasing Volume of Accounts-Inactive Accounts-Securing Customer Support-Influencing Customer's Merchandising Policies - Meeting with Customers-Dealing with Customer Complaints-Cancellation and Returned Goods-Regaining Lost Customers-Handling Credit and Collection Problems-Building goodwill.

Self-Management-Essentials-Techniques for Routing Scheduling-Telephone as Time Saver Record Keeping-Self-Evaluation. Legal, Ethical and Social Responsibilities-Legal responsibilities -Law Affecting Salesperson-Applying the Laws; Ethical Responsibilities Improving the Ethics of Salespeople-Social Responsibilities.

**Sales Promotion:** Managing Sales Promotion - Activities, Objectives, Relationship with Other Marketing Mix Elements, Factors Influencing the Use and Form of Sales Promotion, Evaluation; Sales Promotion to Consumers - POP, Coupons, Premiums, Sampling, Contests and Sweepstakes, Consumer Deals, Advertising Specialties, Packaging. Sales Promotion to

Dealers and Sales Personnel - Trade Deals and Allowances, Cooperative Advertising, Contests, Sales Meetings, Sales Brochures, Trade Shows, and Exhibits.

**Books Recommended:**

1. Charles A. Kirkpatrick and Frederick A. Russ, Effective Selling, South-Western Publishing Co., Ohio.
2. Norman Govoni, Robert Eng & Morton Galper, Promotional Management.  
Still, Richard R., Edward W. Cundiff and Norman A.P. Govoni, Sales Management - Decisions, Strategies & Cases, Prentice-Hall Inc.

## **Fourth Year Second Semester**

### **Course Code: MKT-421 (International Marketing)**

**An Overview:** Scope and Challenges of International Marketing, The Dynamic Environment of International Trade.

**The Cultural Environment of Global Markets:** Geography and History, The Foundations of Cultural Understanding, Cultural Dynamics in Assessing Global Markets, Business Customs in Global Marketing. The Political Environment, International Legal Environment.

**Assessing Global Market Opportunities:** International Marketing Research, Emerging Markets, Multinational Marketing Regions, and Market Groups.

**Developing Global Marketing Strategies:** Global Marketing Management, Global Product Strategies, Marketing Industrial Products and Services, International Distribution Systems and Logistics, Global Promotion and Selling, Pricing for International Markets.

**Implementing Global Marketing Strategies:** Negotiating with International Customers, Partners, and Regulators.

#### **Books Recommended:**

1. Philip R. Cateora, Richard D., International Marketing, Irwin. Inc.
2. Warren J Keogan, Multinational Marketing Management.
3. S. J. Palwoda, International Marketing.
4. David S R Loigton, International Marketing Test and Case.

## **Course Code: MKT-422 (Marketing Research)**

**Introduction to Marketing Research:** The Nature of Marketing Research, A Classification of Marketing Research, The Role of Marketing Research in MIS and DSS, Marketing Research Suppliers, Selecting a Research Supplier, Marketing Research Process.

**Defining the Marketing Research Problem and Developing an Approach:** The Process of Defining the Problem, Developing an Approach to the Problem, Environmental Context of the Problem, Management Decision Problem and Marketing Research Problem, Defining the Marketing Research Problem, Components of the Approach.

**Research Design:** Exploratory, Descriptive, and Causal Research; Relationships among Exploratory, Descriptive, and Causal Research; Potential Sources of Error, Budgeting and Scheduling the Project, Marketing Research Proposal.

**Exploratory Research Design: Secondary Data:** Primary Versus Secondary Data, Criteria for Evaluating Secondary Data, Classification of Secondary Data, Qualitative Research: Rationale for Using Qualitative Research, A Classification of Qualitative Research Procedures, Focus Group Interviews, Depth Interviews, Projective Techniques.

**Descriptive Research Design: Survey and Observation:** Survey Methods: Telephone, Personal and Mail Methods; A Comparative Evaluation of Survey Methods, Selection of Survey Methods(s), Observation Methods: Observation Methods Classified by Mode of Administration, A Comparative Evaluation of Observation Methods, A Comparison of Survey and Observation Methods.

**Causal Research Design:** Experimentation: Concept of Causality, Conditions for Causality, Validity in Experimentation, Extraneous Variables, Controlling Extraneous Variables, A Classification of Experimental Designs: Pre-experimental Designs, True Experimental Designs, Quasi-Experimental Designs, Statistical Designs; Laboratory versus Field Experiments, Limitations of Experimentation.

**Measurement and Scaling: Comparative Scaling:** Measurement and Scaling, Primary Scales of Measurement, Comparative Scaling Techniques and Verbal Protocols, Noncomparative Scaling Techniques: Continuous Rating Scale, Itemized Rating Scale, Noncomparative Itemized Rating Scale Decisions, Multi-item Scales, Scale Evaluation: Measurement Accuracy, Reliability and Validity; Relationship between Reliability and Validity, Generalizability and Choosing a Scaling Technique.

**Questionnaire and Form Design: Questionnaire Design Process:** Overcoming Inability to Answer, Overcoming Unwillingness to Answer, Choosing Question Structure, Choosing Question Wording, Determining the Order of Questions; Form and Layout, Reproduction of the Questionnaire, Pretesting; and Observational Forms.

**Sampling:** Design and Procedures: The Sampling Design Process, A Classification of Sampling Techniques, Nonprobability Sampling Techniques and Probability Sampling Techniques, Choosing Nonprobability versus Probability Sampling, Uses of Nonprobability and Probability Sampling, Final and Initial Sample Size Determination: The Sampling Distribution, Statistical Approach to Determining Sample Size, The Confidence Interval Approach, Multiple Characteristics and Parameters, Adjusting the Statistically Determined Sample Size.

**Field Work:** The Nature of Field Work, Field Work and Data Collection Process, Selecting Field Workers, Training Field Workers, Supervising Field Workers, Validating Field Work, and Evaluating Field Workers.

**Data Preparation:** The Data Preparation Process, Questionnaire Checking, Editing, Coding, Transcribing, Data Cleaning, Statistically Adjusting the Data, and Selecting a Data Analysis Strategy.

**Frequency Distribution, Cross Tabulation and Hypothesis Testing:** Statistics Associated with Frequency Distribution, Introduction to Hypothesis Testing, A General Procedure for Hypothesis Testing, Statistics Associated with Cross-tabulation, Cross Tabulation in Practice, Hypothesis Testing Related to Differences, Parametric and Non-parametric Tests.

**Analysis of Variance and Covariance:** Relationship among Techniques, One-Way Analysis of Variance (ANOVA), Statistics Associated with One-Way ANOVA, Conducting One-Way ANOVA, Illustrative Applications of One-Way ANOVA, Assumptions in ANOVA, Analysis of Covariance ANCOVA, Issues in Interpretation, Repeated Measures ANOVA, Nonmetric Analysis of Variance, Multivariate Analysis of Variance.

**Correlation and Regression:** Product-Moment Correlation, Partial Correlation, Nonmetric Correlation, Regression Analysis, Bivariate Regression.

**Introduction to Multivariate Analysis:** Multiple Regression, Discriminant Analysis, Factor Analysis, Cluster Analysis, Multidimensional Scaling and Conjoint Analysis.

**Report Preparation and Presentation:** Importance of the Report and Presentation, The Report Preparation and Presentation Process, Oral Presentation, Reading the Research Report, Research Follow-up.

**International Marketing Research** Marketing Research in International Context, A Framework for International Marketing Research.

**Ethics in Marketing Research:** Importance of Ethics in Marketing Research, Stakeholders in Marketing Research, Guidelines for Ethical Decision Making, An Ethical Framework, Ethics and the Marketing Research Process.

**Books Recommended:**

1. Naresh K. Malhotra, Marketing Research, Prentice Hall Inc.
2. Herper W. Boyd, R. Westfall and Stanley F. Stasen: Marketing Research: Text and Cases
3. Churchill A. Gilbert JR, Marketing Research: Theoretical Foundation.

## **Course Code: MKT-423 (Consumer Behavior)**

**Introduction:** Consumer Decision Making, An Overview of Consumer Behavior, Psychological, Sociological, Anthropological and Economic Concepts Pertinent to Consumption, Theories and Models, Building, Role of Theory, Criteria of Sound Theory in Consumer Behavior, How Models are Constructed, Different Models of Consumer Behavior.

### **Environmental Influence:**

**Culture:** Components of Culture, Useful Concepts of Cultural Analysis, Cross-Cultural Research and Multinational Marketing Subcultures.

**Social Organization and Reference Groups:** Socialization, Reference Group Norms and Conformity, Social Change, How Social Trends Will Affect Consumption.

**Social Class:** Social Stratification, Research Models of Social Class, Social Class and Buying Behavior.

**Family:** Influences on Family Decision-Making, Using Family Concepts in Marketing.

### **Individual Influences:**

**Learning:** Learning Theory, Behavior Modification in Psychology and Marketing Retention, Advertising Message, Habit Formation, and Brand Loyalty.

**Perception:** Theories of Perception, Model of Perception, Factors Determining Perception, and Features of Perception Affecting Consumer Behavior.

**Motivation and Personality:** Motivation Theory, Motivation Research Methods, The Concept of Personality.

**Attitudes:** Influence of Attitudes, Attitude Organization, Three Component Attitude Models, Fluctuations of Attitudes, How Attitudes are Measured, Attitudes Change, Cognitive Dissonance Theory, Multi-attribute Theory.

**Consumer Purchasing Process and Consumer Decision Process.**

### **Books Recommended:**

1. Harold W. Berkmen and Christopher C; Consumer Behavior (Concept and Strategies), Gilson & Kent Publishing Company.
2. Harold H. Kassringian and Thomas S. Robertson & Scott Forceman and Company.
3. Leon J. Schiffman & Loslie Layer, Consumer Behavior, Pearson.

## **Course Code: MKT-424 (Advertising and Public Relations)**

**Basic Values and Function:** Evolution – Social and Economic Aspect – Communication – Ethics and Truth – Non-product Advertising.

**Preparing and Producing Advertisement:** Background for Creation of Advertisement – Framework for Creating Advertisement – Advertising Appeals – Copy Writing – Slogans and Identification Marks – Preparing Layout – Reproducing.

**Advertising Media:** Selection of Media – Newspaper – Magazine Radio and Television – Direct Mail – Other Media.

**Testing Advertising Effectiveness:** Rationale of Testing – Opinion and Attitude Testing – Recognition and Recall Test – Controlled Experiments in the Field.

**Advertising Organization:** Agency – Department – Budget.

**Public Relations:** Definition of Public Relations – Functions – Major Decisions in Public Relations Objectives of Public Relations – Public Opinion – Ethics – Ethics in the Society – Ethics in the Business – Public Relations Writing – Public Relations and the Interest – Publicity and Media – Social Responsibility of Public Relations in the Community.

### **Books Recommended:**

1. C.H. Sandage and Vernon Fryburger, Advertising Theory and Practice.
2. C.J. Dirksen and Arthur Kroeger, Advertising Principles and Problems.
3. James D. Scott, Advertising Principles and Practices.
4. Fraser P. Seitel, The Practices of Public Relations.

## **Course Code: MKT-425 (Retail Management)**

**Introduction:** What is Retailing? The Evolution of Retail Management. Theories of Retail Change.

**Classifying Retail Institutions:** Retail Institutions Categorized by Ownership, Retail Strategy Mix, Non-Store Sales, Service vs. Product Retailing.

**The Retailing Macro and Micro Environment:** Environmental Complexity, Environmental Turbulence, Determine Relevant Macro and Micro Environmental Influences, Monitor Macro and Micro Environment, Forecast Changes in the Environment, Develop a Scanning System, Develop Strategic Responses, Competitive Audit.

**Buyer Behavior:** A Consumer Behavior Model, Household/Buyer Characteristics, Importance of Store Attributes, The Consumer Decision Process, Store Choice, In-Store Information Processing, Purchase, Post-Decision Behavior.

**Market Segmentation:** Understanding Market Segmentation, The Segmentation Process, Retailing Mix Strategy For Market Segments.

**Store Location Decisions:** Determine Needed Location Characteristics, Determine the Area in Which to Locate, Select the Site, Monitor and Adapt.

**Merchandise Planning and Management and Handling:** The Merchandise Buying and Handling Process, Basic Decisions.

**Pricing Decisions:** Formulate Pricing Objectives, Determine Pricing Strategy and Tactic, The Dimension of Retail Pricing, Perception and Grocers' Reactions, Prepare for Normal Price Adjustments, Monitor and Adapt.

**Advertising, Personal Selling, and Sales Promotions Decisions:** Determine Advertising Objectives, Planning-Advertising Strategy, and Formulate Advertising. Appropriation and Allocation Sales-Force Strategy, The Personal Selling Process, Sales Promotion Strategy.

**Atmosphere and Layout Decisions:** Define Atmosphere Requirements, Design Store Exterior, Design Store Interior, Devise interior Display, Monitor and Adapt.

**The Retail Control Process:** The Control Process, The Retailing Audit, Retailing Audit Problem.

**Retailing in the Future:** Demographic Trends, Lifestyles of the 21st Century, Consumerism, Technological Change.

### **Books Recommended:**

1. Danny R. Arnold, Louis M. Capella, Garry D. Smith, Strategic Retail Management.
2. Michael Levy and Barton A Weitz, Retailing Management.