

Bachelor of Business Administration

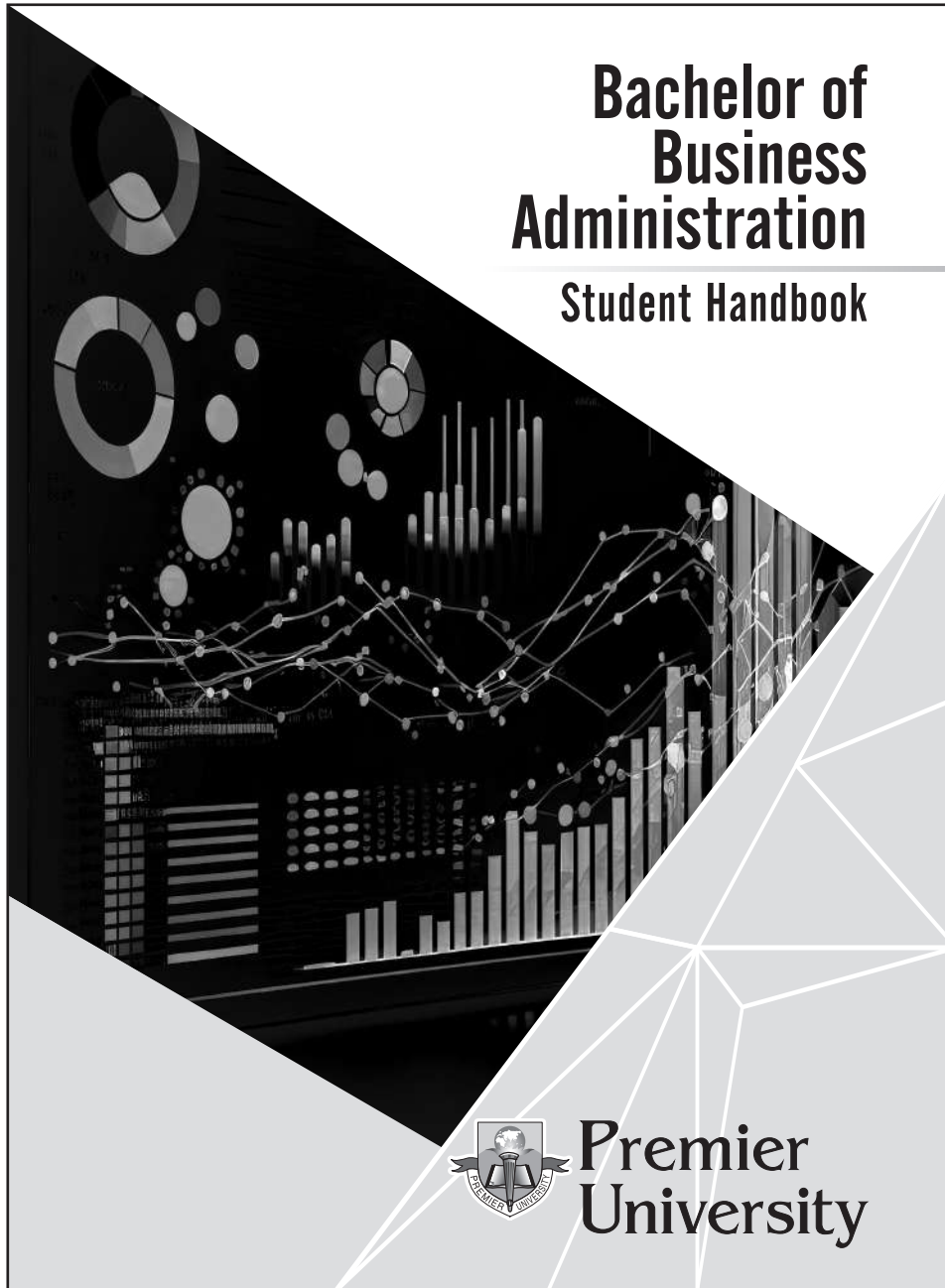
Student Handbook



Premier
University

Bachelor of Business Administration

Student Handbook



Premier
University

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Contents

General Guidelines for the Students of Premier University	
1. PREFACE	7
2. NOTICE	7
3. HOW TO NAVIGATE THE HANDBOOK	7
4. UNIVERSITY OVERVIEW	7-10
Background	7-8
Genesis	8
BAETE & Washington Accord Accreditation	8
Permanent Charter	8
Vision of the University	8
Mission of the University	9
Core Values of the University	9
Strategic Pillars of the University	9-10
5. FACULTIES AND DEPARTMENTS	10
6. PROGRAMS	11-12
Undergraduate Programs	11
Graduate Programs	11
Other Programs (Diploma & Certificate Courses)	12
7. STUDENT LIFE	12-23
7.1 The Campus	12
7.2 The Faculty	12-13
7.3 Quality Education	13
7.4 Classrooms	13
7.5 Lab Facilities	13-14
7.6 Library	14
7.7 Premier University Academic Information System (PUAIS)	14-15
7.8 Registrar's Office	15
7.9 Office of the Controller of Examinations	15
7.10 Accounts Office	15
7.11 Student Affairs & Student Welfare Office	16
7.12 Premier University Website (www.puc.ac.bd)	16
7.13 IT Office	16-17
7.14 Co-Curricular & Extra-Curricular Activities	17-22

Contents

7.15 Sports Facilities	22-23
7.16 Central Auditorium, Premier University	23
7.17 Advancing Impact-Driven Research & Innovation	23
8. GENERAL ACADEMICS	24-43
8.1 Student Admission Guidelines	24-26
8.2 Duration of Program	26-27
8.3 Course Levels	27
8.4 Assignment of Credits	27
8.5 Classification of Courses	28-29
8.6 Medium of Instruction and Examinations	29
8.7 Credit Transfer	30
8.8 Academic Calendar	31
8.9 Course Offering	31
8.10 Student Adviser	31-32
8.11 Attendance Policy	32
8.12 General Rules Regarding Enrollment	32-33
8.13 Registration Procedure for New Students	33
8.14 Course Enrollment for Existing Students (Second and Subsequent Terms)	33-34
8.15 Course Types, Load, and Sequence	34-35
8.16 Enrollment Deadline	35
8.17 Add, Drop, and Section Change (Course)	36
8.18 Conditions for Taking Recourse	36
8.19 Conditions for Taking Retakes	36
8.20 Appearing in Examination	36-37
8.21 The Grading System	37-38
8.22 Calculation of CGPA	38-39
8.23 Grades Review Procedure	39
8.24 Measures for Helping Academically Weak Students	39-40
8.25 Exam Policies and Procedures	40-41
8.26 Unauthorized Absence or Semester Drop	41
8.27 Striking Off the Names	41
8.28 Progression Rules for Premier University Undergraduate Programs	41-43
8.29 Fees	43

Contents

9. STUDENT CODE OF CONDUCT AND DISCIPLINARY PROCEDURES	43-54
9.1 General Guidelines for Student Code of Conduct	43
9.2 Related Bodies to Ensure Disciplinary Rules	43
9.3 Prohibited Misconduct and Activities	44-48
9.4 Further Regulations	48
9.5 Students' Grievances	48-49
9.6 Authorities and Punishments	49-51
9.7 Disciplinary Hearings	51
9.8 Investigation Procedure	51-52
9.9 Review of Decision	52
9.10 Amendment	52
9.11 Other Related Bodies	52-54
Department of Business Administration	
1. Title of the Academic Program	55
2. Name of the University	55
3. Vision of the University	55
4. Mission of the University	55
5. Name of the Program Offering Entity	55
6. Vision of the Program Offering Entity	55
7. Mission of the Program Offering Entity	56
8. Objectives of the Program Offering Entity	56
9. Goals of the Program Offering Entity	56
10. Name of the Degree	56
11. Description of the Program	57-58
12. Graduate Attributes	58-59
13. Program Educational Objectives [PEOs]	59
14. Program Learning Outcomes [PLOs]	60
15. Structure of the Curriculum	61-66
a) Duration of the Program	61
b) Admission Requirements	61-62
c) Total Minimum Credit Requirements to Complete the Program	62
d) Total Class Weeks in a Year/Semester	62
e) Minimum CGPA Requirement for Graduation	62

Contents

f) Maximum Academic Years for Completion	62
g) Course Coding	62
h) Category of Courses	63-66
16. Year/Level/Semester/Term-wise Distribution of Courses	66-72
16.1 Year and Semester-wise Course Names of the Program	66-69
16.2 Major/Minor Courses	69-72
17. Course Outline	72-127
17.1 General Education Courses	72-79
17.2 Core Courses	79-90
17.3 Major Courses: Management	91-94
17.4 Major Courses: Accounting	95-99
17.5 Major Courses: Finance	99-103
17.6 Major Courses: Marketing	103-107
17.7 Major Courses: Human Resource Management	108-111
17.8 Minor Courses: Management	111-114
17.9 Minor Courses: Accounting	114-117
17.10 Minor Courses: Finance	117-120
17.11 Minor Courses: Marketing	120-123
17.12 Minor Courses: Human Resource Management	123-125
17.13 Capstone Courses	125-127
18. Viva Voce and Project Work/Internship	127-128
19. Weekly Schedule of a Course (Sample)	128-130
20. Assessment Strategy and Marks Distribution	131
20.1 Assessment Strategy	131
20.2 Marks Distribution	131
20.3 Make-up Procedure	131
21. Grading/Evaluation	131-134

1. PREFACE

Welcome to Premier University (PU). This Undergraduate Handbook contains essential information regarding students' life, academic policies, available services, and resources. It is the responsibility of every undergraduate student to thoroughly read this document and adhere to its guidelines throughout their academic journey. Ignorance of the rules or any provision in this Handbook will not be accepted as an excuse for any breach of or non-compliance with the rules. For further clarifications, students should consult their assigned academic Adviser or the Registrar's Office.

2. NOTICE

This Handbook outlines the university's rules, policies, and resources applicable to all undergraduate students. Premier University reserves the right to update this document as necessary.

3. HOW TO NAVIGATE THE HANDBOOK

- **The Student and Campus Life section** includes details about extracurricular activities, facilities, student services, and campus resources.
- **The Academic section** covers courses, degree requirements, grading, and graduation policies.
- **The Code of Conduct and Disciplinary Procedures section** outlines expected behavior, the consequences of violations, and the process for ensuring a fair and respectful academic environment.

4. UNIVERSITY OVERVIEW

Background

Since ancient times, education has been recognized as a fundamental factor in improving human conditions within a social setting. Greek thinkers such as Socrates, Plato, and Aristotle acknowledged the crucial role of education in society. Plato, in particular, developed a comprehensive educational framework for his ideal state, recognizing that a philosopher-king must have adequate education to govern effectively.

Education has always played a vital role in economic and social development. Modern economists, including Theodore Schultz, Gary Becker, and Amartya Sen, have emphasized the significance of human capital in driving economic growth. Studies conducted by the World Bank further highlight that investment in human capital through education which significantly contributes to national development.

Higher education is essential in transforming individuals into skilled human capital. Societies that invest in education and skill development can compete successfully in today's global market. The experiences of Japan, South Korea, Hong Kong, Singapore, Malaysia, and China illustrate how education, when combined with workforce efficiency, fosters economic prosperity.

Genesis

Recognizing the importance of education, the Chattogram City Corporation envisioned establishing a university in Chattogram that would provide quality education at an affordable cost. In 1998, a Needs Assessment Study was conducted, leading to the submission of a project proposal for Premier University to the Ministry of Education in May 2001. The government approved the proposal under the Private University Act, 1992 (Amended in 1998), and the University Grants Commission (UGC) approved its curricula. Premier University officially commenced its academic programs on January 21, 2002.

Premier University is approved by the Government of the People's Republic of Bangladesh, and its curricula and programs are approved by the University Grants Commission (UGC). The President of the People's Republic of Bangladesh serves as the Chancellor of Premier University.

BAETE and Washington Accord Accreditation

The Electrical and Electronic Engineering (EEE) Department at Premier University is accredited by the Board of Accreditation for Engineering and Technical Education (BAETE) under the Institution of Engineers, Bangladesh (IEB). Additionally, the EEE program is recognized under the Washington Accord, ensuring its international accreditation.

Permanent Charter

On December 29, 2021, the Ministry of Education granted Premier University a Permanent Charter, recognizing it as a distinguished university in Bangladesh. This distinction reflects the university's commitment to quality, education and research.

Vision of the University

The vision of Premier University is to become a leading academia in the country and beyond for quality education, research and innovations in higher education.

Mission of the University

Mission 1: Premier University aims to provide higher education to students.

Mission 2: Premier University aims to educate the students through the best possible methods of learning.

Mission 3: The higher education Premier University provides will not only disseminate knowledge but also generate an urge among students to create new knowledge, skills and technology.

Mission 4: One of the aims of Premier University is to participate in the endeavor of the state of Bangladesh in transforming it into a great seat of learning.

Mission 5: Premier University is also committed to disseminating and creating scientific, technological, engineering and humanitarian knowledge and skills related to new emerging industrial revolutions.

Core Values of the University

Premier University is built upon core values that define its academic culture:

- **Excellence:** Commitment to high educational standards, research, and innovation.
- **Integrity:** Upholding ethical conduct, transparency, and accountability.
- **Innovation:** Encouraging creativity, critical thinking, and technological advancements.
- **Social Responsibility:** Fostering leadership, sustainable development, and community engagement.

Strategic Pillars of the University

Premier University has established five foundational pillars to drive its mission and vision:

- **Program Expansion:** Expanding academic offerings, including M.Phil. and Ph.D. programs, to strengthen research and innovation.
- **Infrastructure Enhancement:** Investing in modern facilities, laboratories, and digital resources to support academic excellence.
- **Industry Integration & Collaborative Synergy:** Strengthening partnerships with industries, academic institutions, and research organizations to enhance practical learning and research impact.
- **Curriculum, Teaching & Learning:** Advancing curriculum development and pedagogical approaches to uphold educational excellence.
- **Student-Centric Approach:** Prioritizing student engagement, well-being, and holistic development.

Additionally, **Impact-Driven Research** remains a key focus at Premier University, ensuring that research efforts address real-world challenges and contribute to societal progress. The university also focuses on publishing research journals in both print and online versions, organizing research seminars to disseminate outcomes, and fostering collaboration among faculty and students to create solutions for contemporary issues. These initiatives contribute significantly to advancing the university's position as a leader in higher education and research.

5. FACULTIES AND DEPARTMENTS

There are six faculties under which departmental programs are carried out. The faculties and their respective departments are as follows:

Faculty of Business Studies

- Department of Business Administration
(Accounting Discipline, Finance Discipline, Human Resource Management Discipline, Management Discipline and Marketing Discipline)

Faculty of Engineering

- Department of Computer Science and Engineering (CSE)
- Department of Electrical and Electronic Engineering (EEE)
- Department of Architecture

Faculty of Arts

- Department of English Language and Literature
- Department of Fashion Design and Technology
- Department of Bangla Language and Literature

Faculty of Law

- Department of Law

Faculty of Social Science

- Department of Economics
- Department of Sociology and Sustainable Development

Faculty of Science

- Department of Mathematics
- Department of Public Health
- Department of Chemistry

6. PROGRAMS

The following undergraduate and postgraduate programs are offered under different departments:

Undergraduate Programs

- Bachelor of Business Administration (BBA);
(Accounting Discipline, Finance Discipline, Human Resource Management Discipline, Management Discipline and Marketing Discipline)
- Bachelor of Science in Computer Science and Engineering (CSE);
- Bachelor of Arts (Hons.) in English;
- Bachelor of Laws (LL.B. (Hons.);
- Bachelor of Social Science (Hons.) in Economics;
- Bachelor of Science in Electrical and Electronic Engineering (EEE);
- Bachelor of Architecture;
- Bachelor of Science (Hons.) in Mathematics;
- Bachelor of Science (Hons.) in Chemistry;
- Bachelor of Social Science (Hons.) in Sociology and Sustainable Development;
- Bachelor of Arts (Hons.) in Bengali Language and Literature;
- Bachelor of Arts in Fashion Design and Technology.

Graduate Programs

- Master of Business Administration;
(Accounting Discipline, Finance Discipline, Human Resource Management Discipline, Management Discipline, Marketing Discipline and Supply Chain Management Discipline)
- Master of Arts in English (Major in EL & TESOL);
- Master of Social Science in Economics;
(Specialization in Banking and Finance & Development Studies)
- Master of Laws (LL.M.);
- Master of Science in Mathematics;
- Master of Public Health;
- Master of Science in Computer Science and Engineering;
- Master of Science in Sociology and Sustainable Development;
- Master of Science in Molecular Biology & Bio-Info.

Other Programs (Diploma & Certificate Courses)

- CISCO Certified Network Associates (CCNA);
- Postgraduate Diploma in Library and Information Science (PGDLIS);
- IoT & Data Analytics;
- Amazon Web Service (AWS) Cloud Foundations;
- Japanese and Chinese Language Course.

In future, Premier University will expand its activities and offer degrees, diplomas, certification programs and other educational services to expand knowledge.

7. STUDENT LIFE

7.1 The Campus

Premier University, located in the heart of Chattogram, operates across multiple campuses, each designed to provide a modern and student-friendly learning environment. Strategically positioned near key transportation hubs such as Chattogram Zero Point, the railway station, and the central bus depot, all campuses are easily accessible within 5 to 10 minutes from these locations. The university offers high-quality infrastructure, including air-conditioned and multimedia-equipped classrooms, well-structured laboratories, modern computer facilities, and enriched libraries to support academic and research activities. With dedicated academic buildings, seminar halls, research centers, and recreational spaces, Premier University ensures a comprehensive educational experience. Its commitment to excellence is reflected in its state-of-the-art facilities, fostering an engaging and innovative learning atmosphere for students.

7.2 The Faculty

The teaching staff at Premier University consists of highly qualified full-time faculty members with strong academic backgrounds in their respective fields. In addition to its dedicated faculty, the university invites adjunct professors from other universities, leading business organizations, government institutions, research bodies, and various industries to enhance the learning experience. Senior executives from multinational corporations and international banks are occasionally invited to deliver lectures, providing students with valuable insights into real-world corporate environments. Furthermore, Premier University invites experts from diverse sectors, including industrial professionals, judicial service officers, doctors, architects, national designers, and foreign language experts, to contribute their expertise as guest faculty. The university also welcomes visiting professors from foreign

universities, fostering a global perspective in its academic programs. It is to be noted that US Department of State has been consistently providing Native America Language Felloes to the Department of English since 2012.

7.3 Quality Education

Since its inception, Premier University has been dedicated to providing quality education. The university's commitment to excellence is reflected in its highly qualified faculty, supportive administration, and vast array of learning resources. Premier University equips students to tackle global challenges, with an open credit system that offers greater flexibility for those pursuing higher studies abroad. Many of its alumni hold prominent positions at prestigious universities both regionally and internationally, including institutions in the USA, the European Union, the UK, and the Asia-Pacific region. The university places a strong emphasis on fostering creative learning, encouraging innovation and critical thinking in its students.

7.4 Classrooms

The classrooms at Premier University are designed to provide a modern and comfortable learning environment, ensuring an interactive and engaging academic experience for students. Each classroom is fully air-conditioned and equipped with multimedia projectors, high-quality sound systems, and advanced teaching aids, allowing faculty members to deliver lectures effectively. To support digital and remote learning, the classrooms are also outfitted with high-speed internet connectivity, video conferencing facilities, and smart classroom technology, making them well-suited for conducting online and hybrid classes. The university prioritizes a student-friendly atmosphere, ensuring spacious seating arrangements, proper lighting, and ventilation to enhance concentration and learning efficiency. With these state-of-the-art facilities, Premier University fosters an innovative and technology-driven educational environment that meets global academic standards.

7.5 Lab Facilities

Premier University offers a range of state-of-the-art laboratories designed to provide hands-on practical experience across various disciplines. The university features advanced computer labs with over 500 high-performance computers, each highly configured with external GPUs, managed by professional system administrators and lab assistants. These labs allow students to engage in supervised coursework and independent assignments, enhancing their technical skills.

In addition to the computer labs, the university boasts specialized laboratories such as the Electrical Circuit Lab, Electronics Lab, Machine Lab, Electric Power Lab,

Communication Engineering Lab, IoT & Microprocessor Lab, Programmable Logic Control (PLC) Lab, and Control System Lab. These labs are equipped with modern instruments and cutting-edge technology to support experimental learning and research.

Premier University also houses specialized labs dedicated to emerging fields, including an Artificial Intelligence Lab, Software Development Lab, Programming Lab, and Networking Lab. These well-equipped facilities ensure that students gain the practical skills necessary for academic excellence and professional development, preparing them for success in a rapidly evolving technological landscape.

7.6 Library

Premier University has a central library supported by four departmental libraries, located across three separate academic buildings, to meet the needs of students, faculty, and staff. These libraries house a comprehensive collection of books, research journals, periodicals, archival materials, and e-resources spanning various fields of knowledge. Equipped with up-to-date technology and professionally skilled staff, the libraries offer a wide range of services, including book lending, research assistance, reference and bibliographical services, and information literacy programs. As an integral part of the university, they are designed to support academic research and curriculum requirements. The libraries are fully automated and subscribe to world-renowned e-resources, including IEEE Xplore Digital Library, JSTOR, Wiley Online Library, Oxford University Press, Cambridge University Press, Emerald Insight, and many others through LiCoB and the UGC Digital Library Consortium. Additionally, the library maintains an institutional repository for archiving the university's research output. Users can access over 40,000 online journals and more than 100,000 e-books. The library also subscribes to all major local and national newspapers. Currently, it holds approximately 30,000 printed books for readers.

7.7 Premier University Academic Information System (PUAIS)

Premier University utilizes the Premier University Academic Information System (PUAIS), a comprehensive, automated platform designed to streamline and integrate all academic activities. PAUIS automates key tasks such as course enrollment, tuition fee payments, grading, and convocation applications, enhancing efficiency and reducing errors. The system provides students with real-time access to course details, schedules, and examination results, while faculty members can securely manage grades, course resources, and academic activities remotely. The platform

also ensures efficient student information management through an advanced IT-based database, with dedicated staff ensuring data confidentiality, accuracy, and accessibility. PUAIS is maintained by the university's IT office, ensuring smooth operation and data integrity, with backup and disaster recovery procedures in place.

7.8 Registrar's Office

The Office of the Registrar is responsible for maintaining the accuracy, confidentiality, and security of academic records of all the students while upholding academic integrity. It facilitates course enrollment, manages class schedules, and ensures proper record-keeping of students' academic progress. The office also verifies enrollment and graduation status, develops and implements academic policies, and collaborates with external partners. By providing essential academic services and reports to students, faculty, and administrative staff, the Office of the Registrar plays a vital role in ensuring a seamless academic experience.

7.9 Office of the Controller of Examinations

The Office of the Controller of Examinations is responsible for managing and overseeing all examination-related activities with accuracy and integrity. It ensures the smooth planning and management of examinations, processes and publishes results, and handles grade correction requests. The office safeguards examination scripts, issues transcripts and certificates, and verifies student grades for both internal and external purposes. Additionally, it archives photocopies of academic records and organizes the Convocation Ceremony. Committed to maintaining academic standards, the office plays a crucial role in upholding the credibility and fairness of the university's examination system.

7.10 Accounts Office

The Accounts Office provides essential financial services to students, ensuring a smooth and transparent payment process. It assists with tuition fee calculations, payment systems, and managing late fines for any semester. Students can obtain detailed statements of their accounts, including outstanding amounts, transaction history, and payment details through the PUAIS. The office also issues payment slips, provides information on depository banks and payment options, and addresses account-related inquiries. With a commitment to accuracy and efficiency, the Accounts Office helps students stay informed and manages their financial responsibilities with ease.

7.11 Student Affairs & Student Welfare Office

The Student Affairs & Student Welfare Office is a dedicated support center focused on students' academic, emotional, financial, and personal well-being. It provides well-being advice, academic support through peer mentoring and guidance for students on probation, and scholarship assistance. The office also offers financial aid guidance, including poor fund & other scholarships, and other financial support for students facing economic hardships. Students can access counseling services, mental health advisory support, and crisis intervention for issues such as harassment, bullying, and academic distress. Additionally, it provides emotional and health-related assistance, representation in disciplinary cases, campus support, and facilitates communication with guardians. The office strives to ensure that every student has the necessary support to succeed and thrive.

7.12 Premier University Website (www.puc.ac.bd)

Premier University has a dynamic and resourceful website (www.puc.ac.bd) designed to serve students, faculty, staff, and general visitors. The website provides comprehensive information about all academic programs offered by the university, including admission schedules, eligibility criteria, and admission test results.

Each academic department has a dedicated section where students can find the latest news, notices, and event updates at a glance. Faculty members also have personalized panels to update their profiles with relevant academic and research information. The website offers easy access to details about scholarships for meritorious students and financial aid opportunities for those in need.

Additionally, the site features a dedicated section showcasing recent university activities, such as programming contests, research initiatives, seminars, industrial training, and co-curricular events. A link to the Premier University Digital Library is also available, allowing users to search for books, journals, and other academic resources.

The Premier University website serves as a central hub for academic and administrative support, ensuring seamless communication and accessibility for all stakeholders.

7.13 IT Office

Students will receive comprehensive IT support from the IT Office, including access to browsing PCs in libraries and high-speed internet in computer labs. They can

utilize PUAIS support for academic needs, multimedia and internet facilities in classrooms, and an efficient ID card management system. Additionally, the IT Helpdesk offers assistance with technical issues, ensuring smooth digital access for students. Security is also a priority, with CCTV monitoring enhancing campus safety.

7.14 Co-Curricular & Extra-Curricular Activities

Premier University ensures opportunities for broadening the experience of both students and staff through active participation in a wide array of sports, music, drama, visual arts, and other cultural activities. These opportunities allow students to develop talents outside of their academic pursuits, encouraging well-rounded personal growth and leadership. As a result, students at Premier University are enthusiastically involved in various extra-curricular activities, honing various skills that prepare them for future success.

7.14.1 Active Participation in Clubs

Students participate in the following clubs, gaining invaluable experiences that nurture their creativity, critical thinking, teamwork, and communication skills:

I. Premier University Debating Society (PUDS)

Premier University Debating Society (PUDS) is a prestigious platform dedicated to fostering critical thinking, argumentation, and public speaking skills among students. The club organizes national and international debate competitions, workshops on logic and rhetoric, and training sessions to enhance analytical reasoning. By joining PUDS, students gain exposure to intellectually stimulating discussions, develop confidence in public speaking, and improve their leadership and teamwork skills. Members get the opportunity to represent the university in renowned debate championships, both nationally and globally, earning accolades and recognition. Over the years, PUDS has won numerous awards, including Champion of the Bangladesh Inter-University Debate Championship, Best Speaker Award at the Asian Parliamentary Debate Championship, and Top Finalist Positions in the World Universities Debating Championship (WUDC) and various national circuits. PUDS continues its legacy of excellence, empowering students to excel in communication and persuasive discourse.

II. Premier University Cultural Club

The Premier University Cultural Club is a dynamic platform for students to explore and showcase their talents in music, dance, drama, and other cultural

arts. It actively organizes cultural events, drama productions, dance performances, and musical shows, providing opportunities for students to express their creativity. By joining, students can develop their artistic skills, boost confidence, and engage in collaborative performances. Over the years, members have excelled in various national and regional cultural festivals, winning numerous awards and recognition for their outstanding performances. With a strong legacy of artistic excellence, the club continues to celebrate diversity and creativity, making Premier University a hub of cultural brilliance.

III. Premier University Language Club

The Premier University Language Club is dedicated to enhancing students' linguistic skills through interactive learning and creative expression. It organizes language proficiency workshops, creative writing sessions, and language exchange programs, helping students refine their communication abilities in multiple languages. The club provides a platform for students to improve their fluency, expand their vocabulary, and develop strong writing skills. Over the years, its members have achieved remarkable success in regional language and writing competitions, earning numerous accolades and recognition. By fostering a love for languages and literature, the club continues to inspire students to excel in linguistic and creative pursuits.

IV. Premier University Robotics Club

The Premier University Robotics Club is a hub for innovation, where students engage in cutting-edge robotics and automation projects. The club conducts hands-on robotics projects, participates in robotics challenges, and hosts workshops on automation and AI, equipping students with practical skills in robotics engineering. Over the years, its teams have achieved remarkable success in both national and international robotics competitions, earning accolades for their innovative designs and automation systems. By fostering creativity and technological advancement, the club continues to inspire students to push the boundaries of robotics and AI, shaping the future of intelligent systems.

V. Debate club of LAW

The Debate Club of Law, Premier University, established in 2006, is a platform dedicated to enhancing critical thinking, articulate advocacy, and legal reasoning among law students. The club aims to cultivate analytical skills, develop persuasive argumentation, and foster informed discourse, preparing students for successful legal careers. It regularly organizes law debates, public

speaking contests, workshops, and seminars, encouraging intellectual curiosity and reasoned debate. With a vision to empower future legal professionals, the club equips students with the confidence and competence to contribute meaningfully to the legal landscape, ensuring they excel in advocacy, logical reasoning, and teamwork.

VI. Premier University Computer Club

The Computer Club at Premier University, established in 2015, serves as a dynamic hub for students to network, collaborate, and dive deep into tech-related projects, enhancing the campus's technological ecosystem. Through student-led groups focused on IoT, Embedded Systems, Deep Neural Research, DevOps, Linux-Based Networking, and Mobile/Game Development, the club fosters hands-on learning, collaboration, and skill development. These initiatives are complemented by career-oriented programs like Career Counseling & Placement and Emotional Intelligence, which help students prepare for the professional world by offering guidance on job opportunities, interview preparation, and soft skills development. The club also actively connects students with industry professionals, organizing workshops and seminars that bridge the gap between academia and industry demands. Participation in competitive events like ICPC/NCPC, Hackathons, Ideathons, gaming contests, seminars, and workshops further enhances students' problem-solving abilities and practical knowledge, making them more marketable to employers. The club has achieved remarkable success in prestigious competitions, including qualifying for the ICPC Asia West Continent Championship 2022, ranking 52nd in the ICPC Dhaka Regional Contest 2022, securing 2nd place in the Ada Lovelace National Girls' Programming Contest 2020, and winning the 14th Inter University Programming Contest 2020. These accomplishments, along with top positions in IIT Techfest Bombay, NASA Space Apps Challenge, and MIST Tech Fest, have earned the club national recognition. Through its comprehensive approach, the club not only builds technical expertise but also ensures that students are well-equipped for a successful career in the tech industry.

VII. Premier University Economics Forum (PUEF)

PUEF is organized into five wings: Education and Communication, Culture and Society, Debate Club, Sports and Recreation, and Community and Service. Members of PUEF actively arrange seminars, workshops, debates, sports events, national day celebrations, and community welfare programs, all of which help students prepare for successful careers. Members of the PUEF

actively engage in co-curricular activities to enhance their academic and professional growth. These experiences help students develop analytical, problem-solving, and critical-thinking skills while also fostering leadership abilities and professional networking. Meanwhile, PUEF members have earned national and international recognition through prestigious competitions and programs, including the Economics Olympiad, National Economic Fest, Community Role Model Badge Winner in SLDW (Student Leadership Development Workshop), National IQ Olympiad, Newspaper Olympiad, Chatgaiya Idea Contest, Bangabandhu Innovation Fair, International Academic Research Competition, and many more.

VIII. DELL Language & Literary Society

The DELL Language & Literary Society at Premier University is a creative hub for students passionate about language, literature, and creative expression. The society organizes events like literary discussions, poetry readings, creative writing workshops, and language games, providing students with opportunities to enhance their writing skills and explore diverse literary forms. By joining, students can develop their literary talents, engage in intellectual conversations, and connect with fellow enthusiasts. The society also hosts monthly seminars on language trends, writing techniques and academic research in both linguistic and literary arena, helping members refine their communication and research abilities. Through these activities, DELL fosters a love for literature and promotes creativity within the university community.

IX. Premier University Mooting Society

The Premier University Mooting Society, inaugurated in 2024, serves as a vital academic platform for law students, focusing on legal advocacy, jurisprudential understanding, and professional development. Through simulated moot court proceedings, legal workshops, and structured training, the society cultivates scholarly rigor and practical proficiency in legal argumentation and brief writing. It aims to equip students with the essential skills for distinguished legal careers, including critical analysis, persuasive advocacy, and legal research. With a view to becoming a leading mooting institution, the society is committed to fostering future legal professionals and upholding exemplary legal standards, contributing to the evolution of legal education.

X. Premier University Business Entrepreneurs Club

The Business Entrepreneurs Club (BEC) at Premier University is a dynamic

platform dedicated to nurturing entrepreneurial mindsets and business leadership. The club actively organizes business idea competitions, startup incubation programs, skill development workshops, and networking sessions with industry leaders, equipping students with real-world business acumen. It also conducts seminars on market trends, investment strategies, and business model development, preparing members to navigate the corporate and entrepreneurial world. Over the years, BEC members have excelled in national and international business case competitions, startup pitch events, and entrepreneurial summits, consistently securing top positions. Several student-led startups have emerged from the club, significantly contributing to the entrepreneurial ecosystem and inspiring future innovators.

XI. IEEE Premier University Students' Branch

The IEEE Premier University Students' Branch is a prominent platform for students passionate about technology and engineering, actively participating in regional and international IEEE competitions, conferences, and technical events. The branch has earned recognition for its innovative projects and leadership, with members playing key roles in organizing workshops, hackathons, and technical seminars that have garnered accolades at various levels. The branch regularly organizes workshops, seminars, and hackathons on emerging technologies such as AI, IoT, and robotics, fostering hands-on learning and innovation. It also promotes collaboration on research projects, connects students with industry leaders, and develops leadership skills through student-driven initiatives. By offering these opportunities, the branch prepares its members for successful careers in technology and engineering, empowering them to become the next generation of tech leaders.

XII. PUC Fashion Designers' Club

The PUC Fashion Designers' Club at Premier University is a creative platform for students interested in the art of fashion design and styling. The club organizes a variety of events, including fashion shows, design competitions, workshops, and styling sessions, providing students with opportunities to showcase their talent and gain hands-on experience in the fashion industry. It fosters creativity and innovation, allowing members to explore the latest trends, design techniques, and fashion business strategies. Through collaborations with industry professionals, the club offers valuable insights into the fashion world and helps students develop the skills necessary for a successful career in fashion design. Over time, the club has gained recognition for its outstanding fashion events and creative contributions, making it a hub for aspiring fashion designers.

XIII. The Math Club

The Math Club and the Co-curricular Club in our Mathematics Department actively organize and participate in a diverse range of academic, co-curricular, and extra-curricular activities—such as Olympiads, research festivals, indoor and outdoor games, seasonal celebrations, and community work. By joining these clubs, students not only contribute as volunteers but also gain valuable opportunities to enhance their leadership, communication, social, and time management skills. Additionally, participants earn certificates upon completion, recognizing their contributions and achievements. With a strong record of successful events and notable accolades, these clubs are an ideal platform for students to grow both academically and personally.

XIV. Premier University Business Sports Club

The Business Sports Club of the Faculty of Business Studies of Premier University is dedicated to promoting sports and physical activities among students, fostering teamwork, leadership, and a healthy competitive spirit. The club organizes various sports events, including cricket, football, badminton, chess, and other exciting games, providing students with opportunities to showcase their skills and engage in recreational activities. Regular tournaments and friendly matches create a vibrant sports culture within the faculty. With a commitment to expanding its activities, the club plans to introduce more sports events in the future, ensuring an inclusive and dynamic platform for students to stay active and connected.

XV. Premier University Business Career Club

The Business Career Club of the Faculty of Business Studies of Premier University is committed to equipping students with the skills, knowledge, and networking opportunities essential for a successful career. The club actively organizes seminars, workshops, and career fairs, bringing industry experts, corporate leaders, and alumni to share insights and experiences. These events help students develop professional skills, explore career opportunities, and build valuable connections with potential employers. By fostering an environment of learning and growth, the club prepares students to navigate the competitive job market with confidence and competence, ensuring a strong foundation for their future careers.

7.15 Sports Facilities

To ensure the all-round growth of students, Premier University has formed a Central Sports Body, called the PU Sports Development Committee, which organizes various

various sports such as cricket, football, and indoor games for students year-round on campus. Students have successfully participated and won national and international awards in cricket and football events held in Dhaka, Chattogram, and India.

7.16 Central Auditorium, Premier University

The Central Auditorium at the Wasa Campus of Premier University is a modern, fully equipped venue with a 500-seat capacity, designed to accommodate academic seminars, conferences, workshops, and cultural events. It features a high-quality audiovisual system, advanced acoustics, a spacious stage, and multimedia support, ensuring an engaging experience for presenters and attendees alike. Additionally, it is fully air-conditioned and well-lit, providing a comfortable and professional setting for various university events.

7.17 Advancing Impact-Driven Research & Innovation

Premier University is dedicated to fostering a robust research culture that emphasizes Impact-Driven Research, ensuring that scholarly efforts address real-world challenges and contribute to societal progress. Actively promoting interdisciplinary research, the university encourages collaboration among faculty, students, and industry experts to develop innovative solutions for contemporary issues. To disseminate research outcomes effectively, Premier University publishes research journals in both print and online versions and actively distributes them to various universities, industries, and organizations to enhance academic exchange and industry collaboration. The university also supports faculty and students in publishing in national and international journals and conferences, fostering a broader academic impact. Additionally, the university and its departments regularly organize academic research seminars and workshops, providing a platform for researchers to share their findings, exchange ideas, and engage in intellectual discussions that advance knowledge across disciplines. Committed to expanding Faculty and Student Research Collaboration, the university creates opportunities for students to engage in faculty-led projects and participate in interdisciplinary and cross-institutional research initiatives.

Furthermore, Premier University aims to strengthen industry partnerships and innovation-driven engagements, fostering collaborations with industries, government agencies, and research institutions to facilitate technology transfer, patent development, and the commercialization of research outcomes. Recognizing the importance of impactful research, faculty and students have achieved notable milestones, earning prestigious awards such as Best Researcher, Best Paper Presenter, and Best Reviewer in international and national forums. With a vision to enhance academic excellence, uphold research ethics, and deepen industry collaboration, Premier University continues to solidify its position as a leading institution in higher education and research, driving innovation and making meaningful contributions to global and national development.

8. GENERAL ACADEMICS

8.1 Student Admission Guidelines

Each department's admission committee will oversee its own admission process. Students will be admitted to the first semester of an academic year for their respective programs. The schedule for admission tests and other essential requirements will be made available in advance through the university website and newspaper announcements.

A. Undergraduate Program

Candidates seeking admission into Level-1 / Year 1 must meet the following requirements:

i. Minimum Academic Qualifications:

- A minimum GPA of 2.5 (or second division) in either S.S.C. and H.S.C. examinations (or their equivalent), or at least one GPA of 2.00 with an aggregate GPA of 6.00 in S.S.C. and H.S.C.
- For G.C.E. candidates:
 - "O" Level: Minimum of five (5) subjects
 - "A" Level: Minimum of two (2) subjects
 - At least four (4) B Grades (GPA 4.00) and three (3) C Grades (GPA 3.50) based on a grading scale of A=5, B=4, C=3.5, D=2, E=1.

ii. Special Considerations:

- Sons/daughters of freedom fighters are eligible for admission with an aggregate GPA of 5.00 in S.S.C. and H.S.C.
- Equivalent performance under other educational systems (e.g., American High School Diploma, IB, etc.) will also be accepted.
- A combined SAT score of 1100 is accepted in lieu of the admission test for high school graduates from any system.
- Credit transfers from comparable educational institutions may be considered after admission.
- Students must pass an admission test to secure admission at PU.

iii. Degree Equivalence and Foreign Qualifications:

- Any issue or confusion regarding the degree or diploma obtained from home or abroad will be referred to the Degree Equivalence Committee of PU for resolution.
- Foreign degree holders must submit an equivalence certificate issued by the Ministry of Education at the time of admission.

B. Graduate Program

- All requirements applicable to the undergraduate program.
- A minimum GPA of 2.00 in the undergraduate program.
- Any issue regarding the equivalence of degrees or diplomas will be handled by the Degree Equivalence Committee of PU.

C. International Students

Premier University accepts applications from foreign nationals year-round for undergraduate and graduate programs. Applicants must submit the prescribed application form via the university website and appear for an admission test (written, viva, or both).

Eligibility Criteria:

- Undergraduate: Minimum CGPA of 2.5 on a 5.0 scale.
- Graduate: Minimum CGPA of 2.5 on a 4.0 scale.
- Academic qualifications must be approved by the University Grants Commission (UGC) of Bangladesh.
- English proficiency is required (TOEFL/IELTS or equivalent).
- A valid student visa and proof of financial solvency are mandatory.

Fees and Scholarships:

- International students are required to pay double the fees of domestic students, covering tuition, registration, and administrative costs.
- Merit- and need-based free studentships are available.

Credit Transfers and Withdrawals:

- Credit transfers from recognized institutions are accepted, with at least 50% of credits to be completed at Premier University.
- Withdrawals require a formal application, but tuition refunds are not applicable.

For inquiries, contact:

☎ +8801313044515-17

✉ foreign_admission@puc.ac.bd

D. Application Procedure

A candidate must apply for the written admission test within the specified time limit using the prescribed application form, available at the Premier University

Information Desk upon payment. Admission-related information can be obtained from the Information Office, Premier University Buildings: 1/A O.R. Nizam Road, Prabartak Circle, Panchlaish, Chattogram and 541, O.R.Nizam Road, GEC Circle, Chattogram.

The Admission Committee of Premier University evaluates each applicant based on the following criteria:

- A completed application form for admission
- Official transcripts of academic records
- Payment of a non-refundable application fee
- Test scores from the admission test administered by Premier University
- Performance in the interview

8.2 Duration of Program

All programs at Premier University (PU) follow a bi-semester system, consisting of two academic terms per year:

- **Term I (Spring Semester)** – Begins in March
- **Term II (Fall Semester)** – Begins in September

Each term has a minimum duration of **24 weeks**, allocated as follows:

A. Term I (Spring Semester)

- **Classes:** 14 weeks
- **Mid-Term Examination (Generally after 50% of the term duration):** 1 week
- **Preparatory Leave for Final Examination:** 1 week
- **Term Final Examination Period:** 3 weeks
- **Publication of Results:** 2 weeks
- **Inter-Term Break:** 1 week
- **Course Enrollment and Result Correction:** 2 weeks
- **Total Duration:** 24 weeks

B. Term II (Fall Semester)

- **Classes:** 14 weeks
- **Mid-Term Examination (Generally after 50% of the term duration):** 1 week
- **Preparatory Leave for Final Examination:** 1 week
- **Term Final Examination Period:** 3 weeks
- **Publication of Results:** 2 weeks

- **Inter-Term Break:** 1 week
- **Course Enrollment and Result Correction:** 2 weeks
- **Total Duration:** 24 weeks

C. Ramadan, Puja, and Other Vacations Throughout the Academic Year

- **Total Duration:** 4 weeks

Overall Academic Year Duration

- **Total:** 52 weeks

Students admitted to PU must complete their **undergraduate program within seven (7) years (while eight (8) years** for the B.Arch. program) from the date of first enrollment.

Students admitted to **Master's degree programs** must complete their program within **three (3) years** from the date of enrollment.

8.3 Course Levels

The four-year undergraduate programs (B.Sc (Hons.), BSS (Hons.), B.Sc. (Eng.), BBA, LL.B. (Hons.), and BA (Hons.)) consist of Level-1, Level-2, Level-3, and Level-4 classes. The five-year B.Arch. program includes Level-1, Level-2, Level-3, Level-4, and Level-5 classes. Students are admitted into the Level-1 class of their respective programs.

8.4 Assignment of Credits

A semester consists of 14 calendar weeks of instructional time. Students take courses each semester, with assigned credits that count toward their degree. A "credit hour" means for lecture, tutorial/ counselling sessions, seminar 1-hour face to face teaching per week for 14 weeks. For lab, studio or clinical work 1.5-hour face to face teaching per week for 14 weeks is equivalent to 1 credit. In case of industrial/workplace learning 2 hours per week for 14 is equivalent to 1 credit.

- Contact hour (teacher- student interaction):** One (1) credit hour means that the course meets for 50 minutes in a class each week; Three (3) credits mean that the class will meet twice a week for 75 minutes in each session. The tutorial/counselling sessions/lab/workshop sessions meet for 75-150 minutes each week. Two (2) credit courses mean that the course meets once every week for 100 minutes in each class.

- B. Notional hour means the estimated learning time taken by an 'average' student to achieve the specified learning outcomes of a program or a course. They are, therefore, not a precise measure but instead provide students with an indication of the amount of teacher- student interaction (face to face, blended and online), self-study and degree of commitment expected from them in attaining the defined learning outcomes.

The Calculation of the hours

The calculation of notional hours is based on class contact time and self-learning time of a student in addition to the class contact time.

Learning-Teaching Activities	Notional Hours for 1 Credit
Lecture, Tutorial, Seminar	40
Lab, Studio, or Clinical Work	60
Industrial/Workplace Learning	80

The contact hours of teaching loads shall be counted according to the following guidelines

SL. No	Nature of the course	Contact Period (in a term)	No. of Credit
1	Theory courses	1 hour per week	1.00
2	i) Laboratory Courses	2 hours per week	1.00
	ii) Design Studio (for B. Arch.)	2 hours per week for level 1 1.5 hours per week for level -2,3, and 4 1.25 hours per week for level-5	1.00
3	Project and Thesis	2 hours per week	1.00
4	Field work	According to the requirement of the departments	1.00
5	Industrial Training / Internship	3-12 weeks (varies depends on department)	0.5-3.00 (varies depends on department)

Credits are also assigned to Seminar, projects, fieldwork and thesis work taken by the students. The number of credits assigned to such work varies from one discipline to another.

8.5 Classification of Courses

Undergraduate curricula include the following types of courses:

A) Core Courses

Core courses are the essential courses within a specific program that all students must complete. Each program designates certain courses as core requirements, ensuring that every student gain fundamental knowledge and skills in their field of study. Completing all required core courses is mandatory for graduation

B) Prerequisite Courses

Some core courses are designated as prerequisites for other courses, meaning they must be completed before students can enroll in those subsequent courses. These prerequisite courses provide foundational knowledge essential for advanced subjects.

C) General Education Courses

General Education (GED) courses at the honors level provide students with knowledge beyond their core subject areas, covering humanities, social sciences, natural sciences, and mathematics. These courses enhance critical thinking, communication, and analytical skills, fostering a well-rounded academic foundation. By integrating multidisciplinary learning, GED courses prepare students to adapt to diverse challenges and become socially responsible professionals.

D) Elective Courses

In addition to core courses, based on approval of the department, students can choose from a set of **elective courses**. The number of required electives varies by program.

E) Capstone Course

A capstone course is a core course designed for students nearing graduation, providing an opportunity to integrate their learning and apply their knowledge to address real-world challenges within their discipline or profession. These courses are structured to enhance problem-solving, critical thinking, and practical application of acquired skills.

8.6 Medium of Instruction and Examinations

English is the medium of instruction and examination for all academic programs at PU. Each course emphasizes the intellectual development of students and incorporates various teaching methods to enhance their proficiency in the subject.

8.7 Credit Transfer

A student may apply for the transfer of credits earned from a similar course or degree at another university or institution. The Equivalence Committee of the respective department or program, or the Admission Committee of Premier University, will determine the acceptance of transferred credits. The decision will be made on a case-by-case basis, considering the quality and academic standards of the institution or program.

Students approved for credit transfer must pay a Credit Transfer Fee in addition to all applicable fees as per the prevailing university regulations.

Required Documentation for Credit Transfer:

- A completed application form, available at the respective program office.
- An official transcript from the previous university or institution.
- The complete syllabus of the courses requested for transfer.
- A prospectus or relevant documents from the previous institution outlining the academic system, grading system, and course descriptions (or course outlines, if available).
- Any additional documents required by PU authorities at any time.

Courses with content similar to or equivalent to those at PU may be considered for transfer. Non-equivalent courses may be transferred as elective courses, subject to approval by the Credit Transfer Committee. The total transferred credits must not exceed 50% of the total credits required for a degree at PU. For Bangladeshi institutions, credit transfer is only considered if the institution is approved by the UGC.

Premier University will not include transferred courses in its transcripts, nor will it incorporate their grades into CGPA calculations. Only the total number of transferred credit hours will be recorded as "transfer credit hours." CGPA will be calculated based solely on courses completed at Premier University. Students must retain transcripts from their previous institution to verify transferred credits.

Note: A student already admitted to one department may transfer to another department by paying only the tuition fees. Accepted credits will be transferred to the new department, while non-transferable courses will be listed as non-credit courses on the transcript.

8.8 Academic Calendar

Before the end of the calendar year (preferably by November), the Head of the Department (HoD) will propose an academic schedule for all academic levels to the Vice Chancellor for approval, through the Dean of the respective Faculty. The academic schedules of all departments (for both Undergraduate and Master's programs) will be compiled, published along with the yearly holiday list, and announced before the commencement of the classes.

8.9 Course Offering

The courses to be offered in a particular term are announced and published in the Course Catalog, along with the tentative Term Schedule, before the end of the previous term. Respective departments may arrange to offer one or more prerequisite or core courses in any term, depending on the number of students who dropped or failed the course in the previous term. Each course is conducted by a course teacher who is responsible for maintaining the expected standard of the course and for assessing student performance.

For a course with a strength necessitating two or more parallel classes or sections, one of the course teachers or another member of the teaching staff from the department will be designated as the course coordinator. He/she will have full responsibility for coordinating the work of the other department members involved in that course.

Courses will not be offered if there are fewer than 10 students in any regular or recourse class. In such cases, students will be offered substitute courses for the non-offered course. The respective department can also designate course instructors who will instruct students for the non-offered courses.

8.10 Student Adviser

Academic advising is an integral part of Premier University's academic policy, ensuring students' overall development through continuous guidance and support. Each student is assigned an Academic Adviser (a designated faculty member) at the beginning of their academic journey at PU. The adviser serves as the primary contact for academic matters and overall progress, meeting with students at least twice per term to assess performance, recommend courses (including prerequisites), and provide guidance on academic decisions.

New students are automatically advised on their first-semester courses during admission. However, those with credit transfers or course exemptions must obtain

their adviser's name from the Chairman's Office/Department Office, contact them, and complete the advising process. Before enrollment, students are expected to review Academic Rules, the Semester Calendar, Advising Rules, the Program Course Sequence, and the semester's class schedule. The adviser confirms course enrollment and notifies students if they have not followed enrollment rules correctly.

If a student encounters issues with registration, enrollment, or advising, they must contact their adviser. Students are encouraged to reach out to their adviser for academic or other concerns throughout their time at PU.

8.11 Attendance Policy

Attendance in class is mandatory for all undergraduate students at Premier University. Additionally, students must meet the following criteria for assessments: at least 50% attendance for the midterm examination and an overall at least 60% attendance requirement for the final examination.

In cases where students are unable to attend classes due to major circumstances beyond their control, the Head of Department, in consultation with the concern authority, will make arrangements to consider exceptions.

8.12 General Rules Regarding Enrollment

Every regular student who wants to study must register for courses before the beginning of the classes each term. Starting from July 2014, all students at Premier University must select and enroll in courses using the PUAIS (Premier University Academic Information System) with the following rules:

- a. Students must select and enroll in their courses within 10 working days of the result publication of the previous semester.
- b. Course enrollment for a semester is conducted according to the previously published academic calendar.
- c. Students cannot enroll after the scheduled date of enrollment mentioned in the academic calendar, except by special permission from the Chairman.
- d. To avoid paying a late fee, students must pay their tuition fees within the scheduled period (i.e., 45 days from the beginning of their first class).
- e. Course enrollment for a semester is conducted according to the academic calendar. It starts immediately before the commencement of classes and continues up to the second week of classes.

- f. Credit Transfer students are provided with the opportunity to register in advance on specific registration days meant for new students.
- g. Mere attendance does not constitute registration in a class or enrollment in a course.
- h. Changes to courses can only be made through the processing of an official enrollment form.
- i. Total fees for each semester can also be paid in one installment in advance. A student will not be registered online until fees are paid according to the schedule given above and will not receive an admit card for examinations.
- j. Newly admitted students (including Credit Transfer Students) can pay applicable fees in two installments only in their first semester. Admission notices will declare such dates (the first one is immediate, and the next one is usually within 11 weeks from the commencement of classes).
- k. Students may not drop a course merely by stopping attending classes. Dropping of courses will not be possible after the mid-term examination without written permission from the Chairman.

8.13 Registration Procedure for New Students

1. **Fee Payment & ID Number:** As part of the admission procedure, a new student must pay the necessary fees and obtain an ID number from the Accounts Office.
2. **Registration Form:** After completing the admission procedure, the Admission Office will provide a registration form.
3. **Form Submission:** The student must fill out the registration form and submit it to the Registrar's Office with the necessary documents.
4. **Academic Adviser Assignment:** After completing the admission procedure, it is the responsibility of the department to assign an academic adviser to the new student.
5. **Profile Creation & Enrollment:** The student must create a profile in the PUAIS and enroll in the advised courses.
6. **Enrollment Form:** The enrollment form will then be printed and signed by both the student and the adviser.

8.14 Course Enrollment for Existing Students (Second and Subsequent Terms)

- a) The date, time, and venue of enrollment will be announced in advance by the

concerned department office, and signed by the respective Chairman. All students seeking enrollment must remain present according to the schedule.

b) A student will meet with their academic Adviser to select courses as per their term status and the four-year course distribution chart provided in the syllabus of the respective department.

c) Students will then enroll themselves in the selected courses, and the enrollment form will be printed shortly after the course entry.

d) Both the academic adviser and the student will sign the enrollment form.

e) The signed enrollment form will be sent to the Accounts Office and/or the office of the Controller of Examinations (CoE) for verification.

f) After verification, the signed forms will be returned to the department and ready for distribution to facilitate the payment of tuition fees.

g) Any changes in enrollment, such as withdrawing or changing courses, should again be made online through academic advisers within 7 days from the last date of course enrollment.

h) A student will be allowed to register for courses up to one week after the start of classes if they have a convincing reason. This time may be extended further up to midterm if the Chairman gives written permission.

i) A student will not be allowed to register for any course after the midterm period has elapsed. However, this may be relaxed for students completing Level 5 Term-II for B. Arch and Level 4 Term-II for others, with recommendations from the Adviser and the Head of the Department.

j) No students will be allowed to register for advanced courses if they have not completed their prerequisite courses.

k) A student should register for their failed course in the immediate next semester.

l) Students registering for next term's courses for the first time will be given priority over students who are registering for a course for a second or subsequent time.

m) Departments will ensure that students taking courses in higher levels must complete the courses in lower levels.

8.15 Course Types, Load, and Sequence

For enrollment purposes, courses are divided into four types: Regular, Recourse, Retake, and Drop.

- A Regular course is one in which no payment has been made previously or is a fresh course.

- Recourse indicates courses that students take again or repeat in their entirety.
- Retake includes only appearing for the final examination, leaving the continuous assessment marks intact.
- Drop means cancelled courses after enrollment.

The course sequence and load vary from program to program, and students are advised to consult their respective program curriculum. A student must follow the course sequence stipulated in the program curriculum. They must pass all prerequisite courses to be eligible to enroll in higher-level courses required for a given program.

For undergraduate courses, the normal course load (regular and recourse) per term is a maximum of 21 credits for Arts, Business, and Law faculties. The maximum course load for students in the Engineering and Science faculties is 25 credits, including regular and recourses. In addition to this load, students may register for up to 6 more credits for retakes.

The total load, including regular, recourse, and retake, should not exceed 31 credits for Engineering and Science faculties and 27 credits for other faculties. In special cases, final semester students can register for 6 more credits in all programs.

A student may take a reduced course load under extenuating circumstances, but only with the approval of their Adviser. Taking a reduced load in the first year is strongly discouraged, except for Credit Transfer Students. A student may take additional courses beyond the normal load only if their CGPA is 3.0 or above and the departmental head approves it based on the recommendation of the academic adviser.

8.16 Enrollment Deadline

The enrollment schedule, along with dates and venue, will be announced in advance. Students must enroll in courses before the commencement of each semester, and no late enrollment will be accepted after one week of classes. Late enrollment after this date will not be accepted unless the student submits a written appeal to the concerned Head of the Department through their Adviser and can document extenuating circumstances, such as medical problems (physically incapacitated and unable to attend) or other academic commitments that precluded enrolling before the last date of enrollment.

8.17 Add, Drop, and Section Change (Course)

An undergraduate/graduate student may withdraw from one or more courses, add one or more courses, or change sections with the permission of the Academic Adviser within 7 days of course enrollment, following the Semester Calendar for exact deadlines. A student must have a convincing reason to add/drop a course or change sections.

A student will be allowed to withdraw from a course(s) before the Midterm Examination of any given term. In exceptional cases (e.g., serious illness of students, death of parents), students may be allowed to withdraw from a course after the Midterm Examination with the recommendation of their Adviser and Chairman. Such requests should be supported by a medical certificate from a registered medical practitioner.

8.18 Conditions for Taking Recourse

A student who receives an F grade in a course will be required to repeat the course if they scored below 40% in continuous assessment. The grade received in Recourse will replace the original grade (F). The transcript will show the best grade earned in Recourse and will be counted in GPA or CGPA computation.

A student may recourse one or more courses for grade improvement, and the best grade earned will be counted for CGPA calculation.

8.19 Conditions for Taking Retakes

A student who receives an F grade in a course may retake the course if they scored 40% or above in continuous assessment.

A student may retake one or more courses for grade improvement, and the best grade earned will be counted for CGPA calculation. Courses with less than a 'B' grade or below 60 marks (i.e., 'B-' or lower) will be allowed to register for Retake. A course cannot be retaken more than twice.

8.20 Appearing in Examination

No student will be allowed to appear in the Midterm or Final examinations without clearing their dues with the university. Students must present their ID cards for the mid-term examination and both their ID cards and admit cards for the final examination. They are required to collect their admit cards at least two days before the final examination begins. Admit cards will only be issued to students who have cleared their accounts.

For any other examination, it is mandatory for students to wear their university ID cards.

8.21 The Grading System

The performance of a student in a given course is evaluated based on a scheme of continuous assessment and summative assessment (semester final examination). For theory courses, continuous assessment is conducted through class attendance, class performance, quizzes, homework/assignments/presentations/viva, case studies/reports, class tests, and mid-term examinations. Summative assessment is carried out through the semester final examination, which evaluates the student's overall understanding of the course content, critical thinking, and problem-solving abilities. This comprehensive evaluation ensures that students are assessed on both their ongoing progress and their cumulative knowledge at the end of the semester. Numerical scores earned by a student in tests, exams, assignments etc. are cumulated and converted to letter grades at the end of the semester.

The assessment in laboratory/sessional courses is based on observation of a particular student's work during class, presentation, viva-voce during laboratory hours, project and quizzes. For architecture students, assessments in design sessional will be done through the evaluation of several projects assigned throughout the term. Numerical scores earned by a students in tests, exams, assignments etc. are cumulated and converted to letter grades at the end of the semester.

Each course has a certain number of credits, which describe its corresponding weight. A letter grade with a specified number of grade points is awarded for each course in which a student is registered. Letter grades and corresponding grade points will be awarded according to the provisions shown below:

Marks Range	Letter Grade	Grade Points
80% and above	A+ (A Plus)	4.00
75% to less than 80%	A (A Regular)	3.75
70% to less than 75%	A- (A Minus)	3.50
65% to less than 70%	B+ (B Plus)	3.25
60% to less than 65%	B (B Regular)	3.00
55% to less than 60%	B- (B Minus)	2.75
50% to less than 55%	C+ (C Plus)	2.50
45% to less than 50%	C (C Regular)	2.25
40% to less than 45%	D	2.00
Less than 40%	F	0.00

The courses in which a student has earned a 'D' or a higher grade will be counted as credits earned by him/her. Any course in which a student has obtained an 'F' grade will not be counted towards earned credits or GPA calculation. A student who obtains an 'F' grade in a core course will have to recourse or retake that particular course. However, if a student gets an 'F' in an optional course, he/she may choose to recourse or retake the course or take a substitute course if available.

If a student obtains a grade lower than 'B' in a particular course, he/she will be allowed to retake the course only twice for the purpose of grade improvement, by forgoing the earlier grade. If a student obtains a 'B' or a better grade in any course, he/she will not be allowed to retake the course for the purpose of grade improvement. In that case, the student may take recourse.

Note: A student who fails to attend the final examination will be considered as having obtained an 'F' grade.

8.22 Calculation of CGPA

Grade Point Average (GPA) is the weighted average of the grade points obtained in all the courses passed/completed by a student. The Cumulative Grade Point Average (CGPA) is computed after each semester to determine the academic standing of the student in the program. The following four-step procedure is used to calculate the CGPA of a student:

1. **Grade points earned in each course** will be computed by multiplying the credit hours of that course by the grade points obtained in that course.
2. **Total grade points** will be determined by summing the grade points of all courses (calculated in Step 1).
3. **Total credits** will be determined by summing the credits of all courses taken.
4. **CGPA will be calculated** by dividing the total grade points (Step 2) by the total credits (Step 3).

For example, if a student passes/completes five courses in a semester with credits C_1 , C_2 , C_3 , C_4 , and C_5 , and his/her grade points in these courses are G_1 , G_2 , G_3 , G_4 , and G_5 respectively, then:

$$\text{CGPA} = \frac{\sum(\text{Credit of the courses passed} \times \text{grade points earned})}{\sum(\text{Credit of all courses attempted})} = \frac{\sum C_i G_i}{\sum C_i}$$

Numerical Example:

Suppose a student has completed eight courses in a term and obtained the following grades:

Course	Credits, Ci	Grade	Grade Points, Gi	Ci * Gi
CSE 100	2.00	A+	4.00	8.000
EEE 163	3.00	A+	4.00	12.000
EEE 164	1.50	A	3.75	5.625
MATH 141	3.00	B	3.00	9.000
ME 160	1.50	A-	3.50	5.250
ME 165	3.00	A+	4.00	12.000
PHY 109	4.00	A	3.75	15.000
PHY 102	1.50	A-	3.50	5.250
Total	19.50			72.125

The CGPA is then calculated as:

$$\text{CGPA} = \frac{72.125}{19.50} = 3.70$$

Note: If the third digit after the decimal point is greater than '0', the value will be rounded to the second digit after the decimal. For example, **2.990** will be counted as **2.99**, while **2.991** will be rounded to **3.00** in CGPA calculation.

8.23 Grades Review Procedure

Grading of all courses will be conducted objectively and impartially. If a student suspects discrimination, they may seek redress through an appropriate grievance procedure. The student must submit a written notification to the Department Head within 10 working days of the result's publication. The Department Head, along with the examination committee members, will review the matter and work toward a reasonable solution at the departmental level. The head of the department may also provide a written recommendation to both the student and the faculty member following the review.

8.24 Measures for Helping Academically Weak Students

The following provisions will be made, as far as possible, to assist academically weak students in completing their studies within the maximum allowable period of seven years for Engineering, Sciences, Humanities, and Social Sciences while eight years for Architecture:

1. Students whose Cumulative GPA (CGPA) falls below 2.00 at the end of a term may be allowed to take a reduced course load of no more than four courses in the next term.
2. To address academic deficiencies, some basic and core courses may be offered to help academically weak students partially compensate for their reduced workload during Regular Terms. If course loads are provided at that time, opportunities for tutorial sessions/counselling sessions should also be arranged to ensure additional academic support for students according to the decision of the concerned department.

Academically weak students will be identified based on the following criteria:

1. A Term GPA falling 2.20 points below that of the previous term.
2. A Cumulative GPA (CGPA) below 2.20.
3. The total earned credits falling below 15 times the number of terms attended.

8.25 Exam Policies and Procedures

1. **Reporting Time:** Students must report to the assigned exam hall/room at least 15 minutes before the exam starts. If a student arrives more than 30 minutes late, they will not be allowed to take the exam. The exam duration will not be extended to compensate for late arrivals.
2. **Identity Verification:** Students must check in with the invigilator by presenting their University ID card. Admit cards will be checked during Final Examinations.
3. **Personal Belongings:** All personal belongings must be left in designated areas. Under no circumstances may these items be brought into the exam hall or kept with the examinee.
4. **Exam Duration Confirmation:** Students should confirm their start and finish time with the invigilator and may request to be advised of the remaining time.
5. **Exit Restrictions:** No student will be allowed to leave the exam hall/room within the first and last hour of the exam, except in case of an emergency.
6. **Prohibited Devices:** The following electronic and telecommunications devices are not allowed in the exam hall:
 - o Cellular phones
 - o Pagers
 - o MP3 players
 - o Programmable or graphing calculators

- o Personal digital assistants (PDAs)
 - o Tablets
 - o Smartwatches
 - o Personal computers
7. Permitted Items: Students may bring non-programmable calculators, pens, pencils, erasers, and non-programmable clocks/watches. The invigilator may inspect these items.
 8. Use of Notes and Aids: Unless explicitly permitted by the course instructor, students may not bring prepared notes such as crib/cue sheets, word lists, or memory aids into the exam hall. Any aid must be pre-approved; otherwise, it will not be allowed.
 9. Use of Books: Unless the exam is explicitly open-book, books are not allowed in the exam hall.

8.26 Unauthorized Absence or Semester Drop

A student may be granted a leave of absence or semester drop for a period of up to two consecutive semesters or one academic year, subject to the student meeting academic requirements. This arrangement does not apply to students who have received academic probation, been expelled from the university on disciplinary grounds, or been excluded on academic grounds. The decision to grant leave of absence will rest with the Vice-Chancellor through the concerned Head of the Department. A student granted leave of absence must enroll in the semester immediately following the expiry of the leave period.

8.27 Striking Off the Names

A student's name may be struck off from the university rolls under the following conditions:

1. **Voluntary Withdrawal:** If a student voluntarily withdraws after clearing all university fees and dues.
2. **Failure to Graduate:** If a student fails to meet the required credit completion or CGPA requirements within the maximum allowed time.

8.28 Progression Rules for Premier University Undergraduate Programs

The following progression rules outline the academic standards and requirements that students must meet to continue their studies at Premier University. These rules ensure students maintain satisfactory academic progress and adhere to the university's policies.

1. General Progression Rule (GPA)

- **Students must maintain a minimum Cumulative Grade Point Average (CGPA) of 2.00** to remain in good academic standing.
- **Term GPA Monitoring:** Students whose Term GPA falls **2.20 points below their previous term's GPA** will be flagged for academic review.
- **Academic Probation:** Students with a CGPA below **2.20** will be placed on academic probation and required to meet with their academic adviser to develop a remediation plan.

2. Subject Progression Rule

- **Prerequisite Compliance:** Students must pass all prerequisite courses before enrolling in advanced-level courses. Failure to do so will block enrollment for subsequent courses.
- **Grade Requirements:**
 - A minimum grade of **D (40%)** is required to pass a course.
 - Courses with an **F grade** must be taken as retake or recourse (see **Retake/Recourse Rules** below).
- **Sequential Enrollment:** Students must follow the course sequence outlined in their program curriculum. Deviations require approval from the academic adviser and department head.

3. Maximum Study Time Progression Rule

- **Undergraduate Programs:**
 - All programs (except B.Arch) must be completed within **7 years** from the date of first enrollment.
 - **B.Arch Program:** Must be completed within **8 years**.
- Students exceeding these limits will face **automatic dismissal** unless granted an extension by the Vice-Chancellor under exceptional circumstances.

4. Retake/Recourse Rules

- **Recourse:**
 - Required for **F grades** if continuous assessment marks are **below 40%**.
 - The best grade from recourse replaces the original grade in CGPA calculations.

- **Retake:**
 - o Allowed for **F grades** with continuous assessment marks of **40% or above**.
 - o Students may retake courses with grades below **B (60%)** up to **twice** for grade improvement.
 - o The best grade is counted toward CGPA.
- **Advising:** Academic advisers provide personalized guidance, course planning, and progress tracking.

8.29 Fees

The university follows a structured payment system for different departments, ensuring transparency and consistency in tuition fees. However, the university reserves the right to review and modify the fee structure as necessary.

9. STUDENT CODE OF CONDUCT AND DISCIPLINARY PROCEDURES

9.1 General Guidelines for Student Code of Conduct

A student shall conform to a high standard of discipline and shall conduct themselves, both within and outside the university, in a manner befitting to a student of a university of national importance. They shall show due courtesy and consideration to the employees and guards of the university and Halls of Residence, display good neighborliness towards fellow students and teachers, and pay due attention and courtesy to visitors.

Upon admission to Premier University (PU), a student accepts the mission of the university and is subject to the following principles:

- All human beings are endowed by their Creator with certain rights, and no student, faculty member, staff, or university authority may infringe upon the rights of fellow members of PUC.
- The goal of PUC is the advancement of knowledge, which cannot occur without a safe and comfortable learning environment. All persons working at and attending PUC are responsible for creating and maintaining such an environment.

9.2 Related Bodies to Ensure Disciplinary Rules

Premier University has constituted a Proctorial Body, recognizing that discipline is the most essential and important element for the development of the institution. This Proctorial Body assists the Disciplinary Committee in exercising its power related to disciplinary actions as outlined in this document.

9.3 Prohibited Misconduct and Activities

Premier University does not accept the following types of misconduct and criminal activities within its premises:

9.3.1 Academic Dishonesty/Plagiarism

- a) Using unfair means during examinations by any method or means.
- b) Assisting other students in adopting unfair means during examinations.
- c) Plagiarism: Reproducing another's work as one's own.
- d) Preparing work for others to be submitted as their own.
- e) Cheating in any form.
- f) Using scientific or educational data without proper acknowledgment and declaring it as one's own research.
- g) Fabrication or falsification of any event or information.

9.3.2 Classroom Discipline

Students are expected to maintain respectful and decorous behavior towards students, staff, and faculty while in the classroom and on university premises. Classroom indiscipline includes:

- a) Interrupting learning through inappropriate talking.
- b) Use of mobile phones.
- c) Being late to the class.
- d) Use of rude words or behavior.
- e) Loud talking or disruptive behavior in hallways during classes and exams.

9.3.3 Violence/Physical Abuse

Premier University is committed to ensuring the safety and well-being of all its members and maintaining an environment free from violence. Acts of physical abuse/violence include but are not limited to:

- a) Physical abuse or violence, such as beating, punching, or kicking.
- b) Direct threats of violence, either verbal, written, or via electronic messages.
- c) Intimidation, either verbal, written, or via electronic messages.
- d) Deliberate obstruction or interference with any person's right to attend or participate in university functions.
- e) Reckless behavior that endangers any person.
- f) Misrepresentation, misinformation, force, or coercion to solicit support or participation in subversive activities.

g) Any conduct, expression, or language deemed improper when interacting with faculty members, university officials, and staff.

9.3.4 Dangers to Health and Safety

- a) Smoking inside the campus or classrooms.
- b) Use, production, distribution, sale, possession, or storage of drugs, including but not limited to alcohol, marijuana, stimulants, and narcotics.
- c) Entering the campus under the influence of intoxicants.
- d) Possession of weapons, firearms, knives, or clubs.
- e) Possession or use of explosives, including bombs, cocktails, or chemicals.
- f) Unauthorized use of fireworks.

9.3.5 Damage to Property

- a) Willful or malicious damage to university property.
- b) Setting fire to university property.
- c) Reckless behavior causing damage to university or personal property.
- d) Tampering with or damaging university equipment, security devices, or property.
- e) Walking on lawns, crossing boundary walls, or damaging gardens and flowers.

9.3.6 Disobedience to Lawful Authority

- a) Disobedience or resistance to university authorities.
- b) Trespassing or unauthorized presence.
- c) Refusal to show an ID card when requested by university officers or security personnel.
- d) Non-compliance with university parking rules.

9.3.7 Deception

- a) Furnishing false information to the university.
- b) Misuse, alteration, or forgery of university documents or records.
- c) Forging signatures of university officials or faculty.
- d) Submitting false certificates or documents.
- e) Committing financial fraud or embezzlement.

9.3.8 Theft

- a) Misappropriation of university funds or property.
- b) Possessing or transporting stolen university property.

- c) Aiding or abetting theft of university property.
- d) Misappropriation of funds by student organizations.
- e) Stealing or damaging library books, lab equipment, or other university assets.

9.3.9 Tarnishing University Image/Unlawful Association

- a) Engaging in behavior that damages the university's reputation.
- b) Associating with groups banned by the government or involved in illegal activities.
- c) Propagating hate messages or extremist ideologies.

9.3.10 Rules on Promotional Activities on Campus

- a) Unauthorized promotional activities, including banners, posters, or stalls, require prior approval from university authorities.
- b) Clubs and academic departments must seek approval before engaging in sponsorship negotiations.
- c) Writing or posting unauthorized posters on campus walls is prohibited.

9.3.11 Social Misconduct/Harassment

- a) Using abusive or vulgar language.
- b) Teasing or annoying others.
- c) Sexual harassment in any form.
- d) Uploading indecent images or comments on social media.

9.3.12 Cyber-Crime

Misuse of email, blogs, social media, or mobile phones for fraud, identity theft, harassment, pornography, subversive activities, hacking, or cyberbullying is strictly prohibited.

9.3.13 Disorder and Disorderly Behavior

- a) Rioting or inciting riots.
- b) Illegal strikes and agitations.
- c) Breach of university rules and policies.

9.3.14 Free Expression and Disruption

The university supports freedom of expression but does not tolerate disruptions that interfere with normal academic operations.

9.3.15 Intolerance

All students are expected to be respectful regardless of gender, race, religion, political affiliation, or social status.

9.3.16 Misuse of ID

Lending or forging an ID card will result in disciplinary action.

9.3.17 Subversive Activities

Any act threatening national security or public safety is considered subversive.

9.3.18 Unauthorized Recording

Recording, storing, or distributing images, videos, or audio without consent is prohibited.

9.3.19 Agitation

Group representation, whether verbal, written, or in any other form, is strictly forbidden and is considered an act of agitation.

9.3.20 Ragging and Bullying

Ragging and bullying can include: intimidation, humiliation, ridicule, and physical threats; exercise of power over another through negative behavior; insulting, abusing, disparaging, or intimidating behavior or words.

Cyber Bullying is "the use of electronic communication to bully a person." It falls under this policy if the bullying is between students and occurs on the university premises or adversely affects the safety of students while in university.

9.3.21 Political and Non-Political Involvements and Activities

Premier University has a strict policy of non-association and non-involvement in political activities inside the campus and the classrooms. Whatever political views an individual(s) may have, he/she shall not bring them onto the campus or class or within 20 yards of the boundary of the campus premises of the University. No student can use the name of this university with any political party. The Authority shall have the right to expel students not complying with this rule. For every non-political activity, written permission must be taken from the Disciplinary Committee.

9.3.22 Other Misconducts

a) Walking, gathering, or roaming in the University premises without justified causes at night after office hours.

- b) Any other acts that disturb the normalcy or peace of the campus.
- c) Any act of indiscipline or disturbances in various activities of the University or any function, ceremony, etc., held on campus.
- d) Making false allegations, and character assassinations of teachers, officers, and employees.
- e) Any other act or omission to be deemed improper by the authority concerned.

9.4 Further Regulations

9.4.1 Compliance with Campus Security

The security of Premier University students, faculty, staff, and physical property is of utmost importance. Students must comply with instructions from security or administrative staff regarding campus security. Failure to do so will be considered a disruption.

Students may be required to submit to a search of their person or possessions while on campus. Failure to comply with a search order will be considered a disruption or disobedience.

9.4.2 Proper Use of Student IDs

Students must wear their own ID cards at all times on campus. Without an ID, students may not enter the campus or use university facilities. It is the student's sole responsibility to maintain possession and care of their ID.

- a) **Loss or Theft:** Lost or stolen ID cards must be reported to the Administration immediately. A fee must be paid for replacement. The new ID will be issued within a reasonable timeframe upon receipt of payment.
- b) **Forgotten IDs:** If a student forgets their ID, they may be issued a temporary ID upon payment of a fine.
- c) **Do Not Share:** Students may not lend or share their ID with anyone. Doing so will result in disciplinary action for both the original student and the recipient.
- d) **Do Not Use When Unauthorized:** If a student is not registered for a particular term or is barred from campus for disciplinary reasons, they may not use their ID, even if it grants access. Special permission must be obtained from the authorities for campus entry.

9.5 Students' Grievances

The university authorities shall hear student grievances for possible redress. A student may submit a grievance in writing through their batch advisor.

In cases involving violations of the Code of Conduct or disciplinary rules, written allegations must be submitted to the Proctorial Body. Batch advisors may also report violations to the Proctorial Body through the head of the relevant department.

9.6 Authorities and Punishments

The Proctorial Body, Eve Teasing and Sexual Harassment Prevention Committee, Anti-Drug Awareness Committee, and Anti-Drug Committee shall monitor their respective matters under the Disciplinary Committee. The Proctorial Body shall work closely with other authorities in all disciplinary matters.

If a student violates any rule, law, or prohibition, the Disciplinary Committee may impose the following punishments:

- a) A fine of up to 2,00,000 BDT
- b) Blacklisting (preventing further admission, appointments, or privileges at the university)
- c) Suspension from classes or campus
- d) Expulsion
- e) Rustication
- f) Withdrawal or cancellation of medals, degrees, or certificates
- g) Disqualification from admission to this or any other university/institution
- h) Legal or police action
- i) Expulsion from university hostels
- j) Banning access to university premises, library, hostel, sports fields, departments, etc.
- k) Withdrawal of fellowships, scholarships, or other university-provided benefits
- l) Any other punishment deemed appropriate by the Disciplinary Committee

Before imposing any punishment, the university will issue a written show-cause notice to allow the student to present a defense. If the student fails to respond, a decision will be made within a reasonable time and posted on the department's notice board.

All punishments require written approval from the Disciplinary Committee and will be reported to the Syndicate.

9.6.1 The Disciplinary Committee

The Disciplinary Committee consists of:

- A Chairperson from the Board of Trustees (BoT)
- The Vice-Chancellor
- Deans of all faculties
- One Department Chairperson (nominated by the Syndicate)
- The Registrar
- The Proctor (serving as the Member Secretary)

9.6.2 The Proctor's Office

The Proctorial Office is responsible for enforcing university rules and regulations. It investigates complaints and takes necessary action, ranging from counseling to official warnings or referral to the Disciplinary Committee, depending on the severity of the violation. The Proctorial Body consists of the Proctor and Assistant Proctors, appointed by the university administration. The Proctor and Assistant Proctors report directly to the Vice-Chancellor.

9.6.2.1 The Responsibility of the Proctorial Body

The responsibilities of the Proctorial Body may include:

- a) Maintaining a peaceful environment inside and the adjacent areas of the university premises;
- b) Ensuring the personal safety of students, teachers, and employees of the university;
- c) Safeguarding the assets of the university;
- d) Assisting in resolving non-academic disputes among students, faculty, or administration;
- e) Controlling unauthorized access to the university premises;
- f) Ensuring that the Code of Conduct for Premier University students is properly followed within the university campus and taking appropriate steps to ensure compliance;
- g) Taking cognizance of any breach of the students' Code of Conduct and suggesting immediate disciplinary action in such cases;
- h) Deciding the quantum of punishment to be imposed on the accused students;
- i) Monitoring discipline within the student community in classrooms, exam halls, libraries, canteens, common rooms, study rooms, and inside and outside the campus;
- j) Conducting inquiries into incidents relating to violations of disciplinary rules;
- k) Supervising the investigation of any alleged breach of the students' Code of Conduct. This may involve interviewing the erring student(s) and other necessary students, conveying the information to the reporting authority, the Chairperson of

the respective department, the guardians of the involved students, and the law enforcement agency (if required). A written record of the entire proceeding shall be kept in the Proctorial office.

9.6.2.2 Scope and Jurisdiction of the Office of Proctor and Assistant Proctors

- a) The jurisdiction of the Proctor and the Assistant Proctors shall extend to the whole university;
- b) Ordinarily, during university hours, the Proctor or one Assistant Proctor shall be available to maintain and oversee order and discipline among the students;
- c) During university hours, the Assistant Proctors from various faculties and departments shall be entrusted with the duty of ensuring discipline in their respective faculties and departments;
- d) The Proctor and the Assistant Proctors shall investigate and submit a written report to the Disciplinary Committee in cases of violations of disciplinary rules;
- e) The Proctorial Body shall maintain liaison with all other committees related to disciplinary matters of the university;
- f) The Proctorial Body shall protect confidentiality at all stages regarding its investigation;
- g) Cases shall only be referred to the law enforcement agencies upon taking approval from the Vice Chancellor when they constitute a criminal offence. In such cases, and in other appropriate situations, the university will not prevent the disclosure of confidential information when necessary for the discharge of duties or as required by law.

9.7 Disciplinary Hearings

- a) The Proctorial Body may arrange a disciplinary hearing for any alleged breach of regulations, except in cases involving harassment, serious injury, property damage, or dishonesty. For such cases, the Disciplinary Committee determines the appropriate hearing authority.
- b) After issuing a notice and conducting a hearing, the Proctorial Body will submit a written report to the Disciplinary Committee detailing the student's connection to the investigated incident.

9.8 Investigation Procedure

- a) If misconduct occurs, the Proctor will investigate the matter. Meetings may be held with the complainant, the accused student(s), and other relevant persons.
- b) Alleged students must attend any meeting deemed necessary by the Proctorial Body.

- c) The Proctor will formally outline the allegations.
- d) The student may respond to allegations and present representatives or guardians where required.
- e) The student may submit witness testimonies or evidence, subject to cross-examination.
- f) After the investigation, the Proctorial Body will formally notify the student of its decision and the appeals procedure.
- g) All written reports will be submitted to the Disciplinary Committee.

9.9 Review of Decision

A student may request a review of their punishment by submitting a written application to the Disciplinary Committee within 7 days of the decision.

9.10 Amendment

The Code of Conduct and Disciplinary Rules may be amended by the Syndicate upon the Disciplinary Committee's recommendation.

9.11 Other Related Bodies

9.11.1 Eve Teasing and Sexual Harassment Prevention Committee

This committee has been formed in light of the judgment of the High Court Division (Writ petition no. 5916 of 2008). The role of the Eve Teasing and Sexual Harassment Prevention Committee includes receiving complaints, performing investigations, and recommending possible actions to the Disciplinary Committee regarding any eve teasing issue or sexual harassment. The Committee shall be constituted with a minimum of 5 (five) members, with the majority being women, and the head of the committee should be a woman, if available. This committee shall have at least two members from outside the organization concerned, preferably from organizations working on gender issues and sexual abuse. The committee will submit annual reports to the Government on compliance with the HCD guidelines and its activities.

9.11.1.1 Matters under Jurisdiction of the Eve Teasing and Sexual Harassment Prevention Committee

This committee shall arrange programs and training for all the employees and students of the University to raise awareness against eve teasing and sexual harassment. This committee shall investigate the following matters directly or by referral from the Proctorial Body or the Vice Chancellor:

- a) Unwanted physical contact or conduct;
- b) Verbal abuse of a sexual nature;
- c) Demeaning, insulting, intimidating, or sexually aggressive comments;
- d) Threats or implications that refusal of sexual advances will have an adverse effect on academic or employment conditions;
- e) Demeaning comments or psychological pressure for refusing sexual advances; any demand or request to establish a sexual relationship;
- f) Sending sexually explicit or implicit letters, emails, SMS, images, videos, social media, etc.; displaying pornographic materials or indecent pictures or drawings;
- g) Taking any form of photographs or video recording for blackmailing or defaming someone;
- h) Spreading rumors about sexual issues to humiliate or disgrace someone socially;
- i) Discriminating against anyone on grounds of gender or sexual orientation.

9.11.1.2 Investigation Procedure (as directed by the HCD)

Normally, the complaint has to be lodged with the Committee within 30 working days of the occurrence. To verify the complaint, the Committee will:

- a) In the case of minor harassment, if possible, the Committee shall dispose of the complaint with the consent of the parties involved and shall report it to the Disciplinary Committee. In all other cases, the Committee shall investigate the matter.
- b) The Committee will have the power to send registered notices by mail to the parties and the witnesses, conduct hearings, gather evidence, and examine all relevant papers. In these types of complaints, apart from oral evidence, emphasis should be placed on circumstantial evidence.
- c) The Committee will keep the identities of the complainant(s) confidential. While recording the testimony of the complainant(s), any question or behavior that is intentionally base, insulting, or harassing should be avoided. The testimony must be recorded in camera. If the complainant wants to withdraw the complaint or stop the investigation, the reason behind this must be investigated and mentioned in the report.
- d) The Committee shall submit the investigation report with recommendations within 30 working days to the Disciplinary Committee.
- e) The period of 30 days may be extended up to 60 days by the Disciplinary Committee if necessary.

f) If it is proved that a false complaint has been filed intentionally, a report will be submitted to the concerned authority, recommending appropriate action for the complainant(s). The Complaint Committee will make decisions based on the majority view of its members.

9.11.1.3 Punishment

The Disciplinary Committee may temporarily suspend the accused person (other than students), and in the case of students, may prevent them from attending their classes upon receiving the recommendation of the Committee. If the accused is found guilty of sexual harassment, the Disciplinary Committee shall treat it as misconduct and take appropriate action according to the disciplinary rules of the university within 30 (thirty) days and/or shall refer the matter to the appropriate court or tribunal if the act complained of constitutes an offence under any penal law.

9.11.2 Anti-Drug Awareness Committee

An Anti-Drug Awareness Committee shall be in operation to raise awareness against drug abuse among the students. Apart from individual and collective counseling of students, this committee shall arrange different programs and campaigns to raise awareness against drug abuse within the university. This body shall consist of the Proctorial Body and all chairpersons of the departments.

9.11.3 Anti-Drug Committee

An Anti-Drug Committee shall also be in operation as directed by the Ministry of Education of Bangladesh. Comprised of five members, this committee shall include the Vice Chancellor as the Chairperson. One representative each from the teachers, guardians, and students shall be members, while the sports/physical education officer shall be the member secretary of the committee. This committee shall work closely to prevent any drug abuse on campus, in classrooms, or on the premises of the university. In the case of any alleged drug abuse, it shall refer the matter to the Proctorial Body to handle. This committee shall assist the Anti-Drug Awareness Committee in all matters related to raising awareness against drug abuse.

PREMIER UNIVERSITY

Department of Business Administration

1. **Title of the Academic Program**
Bachelor of Business Administration (BBA)
2. **Name of the University**
Premier University
3. **Vision of the University**
The vision of Premier University is to become a leading academia in the country and beyond for quality education, research and innovations in higher education.
4. **Mission of the University**
 - ≡ **Mission 1:** The mission of Premier University is to provide higher education to students.
 - ≡ **Mission 2:** Premier University aims to educate the students through the best possible methods of learning.
 - ≡ **Mission 3:** The higher education Premier University provides will not only disseminate knowledge but also generate an urge among students to create new knowledge, skills and technology.
 - ≡ **Mission 4:** One of the aims of Premier University is to participate in the endeavor of the state of Bangladesh in transforming it into a great seat of learning.
 - ≡ **Mission 5:** Premier University is also committed disseminating and creating scientific, technological, engineering and humanitarian knowledge and skills related to new emerging industrial revolutions.
5. **Name of the Program Offering Entity** [Department/Faculty/Institute]
Department of Business Administration, Faculty of Business Studies, Premier University.
6. **Vision of the Program Offering Entity**
The vision of the Department of Business Administration is to bring effective changes in the business society by creating competitive business professionals.

7. Mission of the Program Offering Entity

The department will amass and explore prevalent as well as new knowledge and idea of business – both global and indigenous – disseminating to build competitive human resources that will serve the nation to positive direction.

8. Objectives of the Program Offering Entity

- ≡ To disseminate fundamental, core and advanced theoretical knowledge of business to build conceptually rich business professionals;
- ≡ To deliver basic as well as sophisticated technical abilities and cutting-edge competencies required to be successful business professionals;
- ≡ To improve the critical thinking and analytical abilities required to be effective business professionals;
- ≡ To identify and nurture effective business leaders for future;
- ≡ To create ethically and socially responsive business professionals;
- ≡ To nurture human minds to make them innovative to transform them into future successful entrepreneurs.

9. Goals of the Program Offering Entity

- ≡ Prepare graduates to pursue professional careers.
- ≡ Instill a creative mindset in students
- ≡ Provide industry or real-life information
- ≡ Improve faculty and student research skills
- ≡ Foster collaborative research
- ≡ Conduct cutting-edge research.
- ≡ Develop students' soft skills and Life-Long learning aptitude
- ≡ Promote diversity and inclusiveness.
- ≡ Engage students with the community
- ≡ Accelerate alumni networks
- ≡ Provide students with cutting-edge learning resources
- ≡ Maintain program relevance

10. Name of the Degree

Bachelor of Business Administration [BBA]

11. Description of the Program

Introduction

The Premier University BBA program extends over a period of four years divided into eight semesters. Each semester consists of 14 weeks, and each course consists of 28 lectures of 90 minutes duration. Each course is credited as 3 units. Students normally enroll for 15 credits per semester.

Program Design

The BBA curriculum consists of general education, core, capstone and elective courses. The core and elective courses are designed to equip the students with the basic knowledge and skills in the major business functional and analytical areas. The capstone courses provide students with opportunities to apply theories and practices from several disciplines to complex business and organizational problems. The elective courses allow each student to select advanced courses according to his/her particular interest in a given area of concentration.

Major / Minor

The student who will do BBA will pursue six major courses from Accounting/ Finance/ Human Resource Management/ Management/ Marketing as per his/her chosen discipline. In addition, he or she will take a minor by choosing four courses from another given area of specialization. Currently, a student can choose a minor from any of the four discipline except his/her major one. A minor will be offered if teachers are available and a minimum number of students enroll for it. The Academic Council of Premier University reserves the right to offer/withdraw electives.

Project Work / Internship

The project work/internship is an integral part of the BBA degree requirement. The basic objective of this is to provide practical exposure to the students in the working environment. Students are sent to business organizations, autonomous and government enterprises and other research bodies so that they can get an opportunity to translate theoretical conception in a real-life situation. The project work or internship covers 8 weeks of extensive work and another 3-4 weeks for the finalization of the report. Every student must prepare and submit a report within the specified time and must get a passing grade. Failure to obtain a passing grade calls for either revision or resubmission of the report or retake of the project work as determined by the department.

Viva Voce

The objective of the viva voce is to evaluate a student's understanding of the subjects he/she studied. Usually, questions are open in nature and targeted to check the depth and breadth of knowledge of the student in the subjects studied. Students are required to get a passing grade in the viva voce.

12. Graduate Attributes

≡ GA 1: Core Business Skill and Capabilities

A graduate of the department is expected to know core business skills and capabilities for a career in business.

≡ GA 2: Analytical Ability

A graduate is anticipated to learn to undertake numerical calculations, understand qualitative and quantitative information as well as make appropriate interpretation and use of them.

≡ GA 3: Critical Thinking Ability

A graduate is expected to have critical thinking and analytical ability to analyze situations systematically, propose solutions and execute them to resolve problems effectively and efficiently.

≡ GA 4: Communication Skill

Our graduate is expected to be able to learn to communicate as a business professional with all stakeholders of the organization.

≡ GA 5: Resilience

A graduate of the department is expected to be able to work independently as well as in a team either as a member or as a leader in a constantly changing environment.

≡ GA 6: Awareness of Dynamic Environment

A graduate is anticipated to have awareness of local and international aspects of intellectual, political, economic activities as well as knowledge of demographic and socio-cultural diversity.

≡ GA 7: Acquaintance with Social and Ethical Issues

A graduate is expected to have awareness and understanding of the ethical and social issues of business.

≡ **GA 8: Decision Making Skill**

A graduate of this department is expected to learn conceptual and technical skills to apply at the planning, decision-making and implementing phases.

≡ **GA 9: Leadership and Entrepreneurial Skill**

A graduate is expected to possess leadership as well as entrepreneurial capacities to identify and exploit business opportunities.

≡ **GA 10: Life-Long Learner**

A graduate of this department is expected to become a Life-Long learner through self-study and professional development programs.

≡ **GA 11: Obligated Citizen**

A graduate is expected to become a responsible and contributing citizen to society.

13. Program Educational Objectives [PEOs]

≡ **PEO 01:** Our graduates should demonstrate their **comprehensive knowledge** of business revealed through their competencies and be able to utilize them to address business challenges.

≡ **PEO 02:** Our graduates should have **successful careers** and become respected in their respective professions in various sectors of business as well as research organizations and in academia.

≡ **PEO 03:** Our graduates should display their **engagement** in organizational activities as well as in their own business professions through their **business knowledge, critical thinking ability, creativity and ethics**.

≡ **PEO 04:** Our graduates should assume **effective leadership** roles if necessary and be able to take initiative to acquire and enable organizational resources, facilitate others and achieve organizational objectives.

≡ **PEO 05:** Our graduates should demonstrate their ability to work **locally as well as globally**, independently as well as in teams and even with people having diverse cultural as well as interdisciplinary backgrounds.

≡ **PEO 06:** Our graduates should pursue **life-long learning** and be adaptive to dynamic environment using their self-study and professional development as well as their research and complex problem solving skills.

14. Program Learning Outcomes [PLOs]

- ≡ **PLO1: Business Knowledge:** Our graduates will know and be able to apply their knowledge and competencies of business to identify and solve business problems.
- ≡ **PLO2: Critical Thinking:** Our graduates will have the critical thinking and analytical abilities to identify, interpret and analyze relevant, accurate and timely information to make reasoned decisions to devise effective solutions to address business problems.
- ≡ **PLO3: Communication Skills:** Our graduates will be able to communicate effectively in diverse forms with diverse audiences, express ideas and share knowledge.
- ≡ **PLO4: Individual and Team Work:** Our graduates will be able to work either independently or as a member or leader of a team.
- ≡ **PLO5: Local and Global Perspective:** Our graduates will have knowledge of the local and global context of business and will be able to apply them to make sound strategies.
- ≡ **PLO6: Social and Ethical Responsibilities:** Our graduates will be aware as well as understand the social and ethical issues and will become responsible to the business community and society.
- ≡ **PLO7: Investigation of Complex Problems:** Our graduates will use research-based methods to analyze and interpret information to reach logical conclusions.
- ≡ **PLO8: Usage of Techniques:** Our graduates will be able to select and apply the appropriate type of tools, techniques and resources to seize opportunities and reduce threats.
- ≡ **PLO9: Entrepreneurial Skills:** Our graduates will be able to identify and exploit appropriate entrepreneurial opportunities through evaluation of their potential business success.
- ≡ **PLO10: Life-Long Learning:** Our graduate will understand the need for continuous learning for personal development even after completion of formal education and will be engaged in independent and Life-Long learning.

15. Structure of the Curriculum

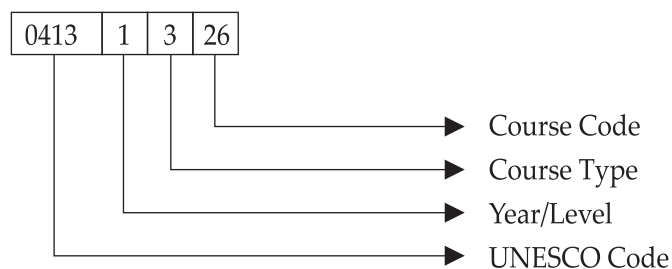
a. **Duration of the Program:** 4 Years (8 Semesters); 3 Months for Internship/ Project Work

b. **Admission Requirements**

- ≡ The admission committee of each department will conduct their own admission process. The students will be admitted into the first semester of an academic year of each program. Schedule for admission tests and other essential requirements regarding admission will be available to the students through university website and newspaper circulation in advance.
- ≡ A candidate seeking admission into the BBA Program should meet the following requirements –
- ≡ Minimum GPA of 2.50 [or second division] in SSC and HSC examinations [or their equivalent], or at least one GPA of 2.00 but an aggregate GPA of 6.00 in SSC and HSC or GCE 'O' Level in 5 subjects and 'A' Level in 2 subjects with at least 4 (four) 'B' grade or GPA 4.00 and 3 (three) 'C' grade or GPA 3.50 [using scale of A = 5.00, B = 4.00, C = 3.50, D = 2.00, E = 1.00].
- ≡ However,
 - ≡ sons / daughters of freedom fighters will be eligible for admission if they have an aggregate GPA of 5.00 in SSC and HSC;
 - ≡ equivalent performance under other education systems [e.g. American High School Diploma, IB, etc.] will also be accepted;
 - ≡ a combined SAT score of 1100 also accepted in lieu of admission test from high school graduates from any system;
 - ≡ transfer of credits from comparable educational institutions may be considered after admission;
 - ≡ students will have to pass an admission test to get admission at Premier University.
- ≡ Any problem or confusion relating to the degree or diploma obtained from home or abroad of any applicant for admission in the undergraduate and graduate or for other purposes will be referred to and resolved by the Degree Equivalence Committee of Premier University.

- ≡ A foreign degree holder seeking admission to the program must submit Equivalence Certificate [issued by Ministry of Education] at the time of admission.
- c. **Total Minimum Credit Requirements to Complete the Program:** 132 Credits
- d. **Total Class Weeks in a Year/ Semester:** 14 Weeks / Semester
- e. **Minimum CGPA Requirement for Graduation:** 2.00
- f. **Maximum Academic Years for Completion:** 7 Years
- g. **Course Coding**
The university follows an eight-digit course coding system:
 - i) The first four digits adhere to UNESCO's guidelines.
 - ii) The fifth digit indicates the intended year/level of the students:
 - 1. Freshman
 - 2. Sophomore
 - 3. Junior
 - 4. Senior
 - iii) The sixth digit identifies different types of courses offered by the Department of Business Administration, such as General Education (GED) courses, Common Courses, and specialized business courses like Human Resource Management, Management, Marketing, Accounting, and Finance.
 - iv) The seventh and eighth digits indicate the course code within the department. Lower-level courses use codes less than or equal to 50, while higher-level courses use codes greater than 50.

For clarity, an explanation of course coding system is given below graphically:



h. Category of Courses:

I. General Education Courses

UNESCO Code	Course Title
02221101	Bangladesh Studies
02311403	Basic English
05421003	Basic Statistics
05411505	Introduction to Mathematics
03131012	Introduction to Psychology
02312403	English Composition
03111307	Microeconomics
03112305	Macroeconomics
06881606	Introduction to Computer Applications
04212005	Legal Environment of Bangladesh
05414523	Operations Research

II. Core Courses

UNESCO Code	Course Title
04131111	Introduction to Business
05881124	Business Mathematics
04131326	Principles of Management
05881113	Business Statistics
04112532	Principles of Accounting
04142430	Principles of Marketing
04122628	Principles of Finance
04132113	Business Communication
04132227	Human Resource Management
06883101	Management Information Systems
04142431	Marketing Management
04122629	Financial Management
04133320	Organizational Behavior
04882321	Labor Law
04134119	Project Management
04133122	International Business
04113533	Auditing and Taxation
04133335	Entrepreneurship Development and SME Management
04113536	Cost and Managerial Accounting

III. Elective Courses [Major and Minor]

MAJOR

Major: Management

UNESCO Code	Course Title
04134455	Managerial Economics
04134351	Managing Change
04133362	Operations Management
04134367	Managing Innovation
04134371	Organization Development
04134375	Organization Structure and Design

Major: Accounting

UNESCO Code	Course Title
04113551	Advanced Financial Accounting I
04113555	Tax Accounting
04114562	Advanced Financial Accounting II
04114567	Advanced Cost Accounting
04114571	Advanced Financial Accounting III
04114575	Accounting for Managerial Control

Major: Finance

UNESCO Code	Course Title
04124651	Portfolio Management
04123662	Financial Statement Analysis and Valuation
04123655	Insurance and Risk Management
04124667	Financial Markets and Institutions
04124675	International Financial Management
04124671	Corporate Finance

Major: Marketing

UNESCO Code	Course Title
04143451	Consumer Behavior
04143455	Integrated Marketing Communication
04144462	Marketing Channels
04144467	Strategic Brand Management
04144475	Service Marketing
04144471	Personal Selling and Sales Management

Major: Human Resource Management

UNESCO Code	Course Title
04133251	Employee Training and Development
04133255	Industrial Relations
04134262	Compensation Management
04134267	Organization Design and Development
04134275	Strategic Staffing
04133812	Labor Economics

MINOR**Minor: Management**

UNESCO Code	Course Title
04133362	Operations Management
04134367	Managing Innovation
04134371	Organization Development
04134375	Organization Structure and Design

Minor: Accounting

UNESCO Code	Course Title
04113551	Advanced Financial Accounting I
04113555	Tax Accounting
04114567	Advanced Cost Accounting
04114575	Accounting for Managerial Control

Minor: Finance

UNESCO Code	Course Title
04124651	Portfolio Management
04123655	Insurance and Risk Management
04123662	Financial Statement Analysis and Valuation
04124667	Financial Markets and Institutions

Minor: Marketing

UNESCO Code	Course Title
04143455	Integrated Marketing Communication
04144467	Strategic Brand Management
04144475	Service Marketing
04144471	Personal Selling and Sales Management

Minor: Human Resource Management

UNESCO Code	Course Title
04133251	Employee Training and Development
04134262	Compensation Management
04134275	Strategic Staffing
04133812	Labor Economics

IV. Capstone Courses / Internship / Thesis / Projects / Portfolio / Viva Voce

UNESCO Code	Course Title
04193121	Business Research Methods
04134397	Strategic Management
04194198	Viva Voce
04194199	Project Work / Internship

16. Year / Level / Semester / Term-wise Distribution of Courses

Year	Semester	Theory		Research	Total
		Core	Major and Minor		
First	First	15	-	-	15
	Second	15	-	-	15
Second	Third	18	-	-	18
	Fourth	15	-	-	15
Third	Fifth	15	-	-	15
	Sixth	12	06	-	18
Fourth	Seventh	03	12	-	15
	Eighth	03	12	-	15
Project Work / Internship		-	-	03	03
Viva Voce		03	-	-	03
Total		99 Hours	30 Hours	03 Hours	132 Hours

16.1 Year and Semester-wise Course Names of the Program**Year: First / Semester: First**

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
04131111	Introduction to Business	3 Hours/ Week	3
02311403	Basic English	3 Hours/ Week	3
05411505	Introduction to Mathematics	3 Hours/ Week	3

05421003	Basic Statistics	3 Hours/ Week	3
04112532	Principles of Accounting	3 Hours/ Week	3
Total	Theory / Core: 05	15 Hours	15

Year: First / Semester: Second

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
02312403	English Composition	3 Hours/ Week	3
05881124	Business Mathematics	3 Hours/ Week	3
05881113	Business Statistics	3 Hours/ Week	3
04131326	Principles of Management	3 Hours/ Week	3
03131012	Introduction to Psychology	3 Hours/ Week	3
Total	Theory/Core: 05	15 Hours	15

Year: Second / Semester: Third

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
04132113	Business Communication	3 Hours/ Week	3
04111307	Microeconomics	3 Hours/ Week	3
04122628	Principles of Finance	3 Hours/ Week	3
04142430	Principles of Marketing	3 Hours/ Week	3
02221101	Bangladesh Studies	3 Hours/ Week	3
04212005	Legal Environment of Bangladesh	3 Hours/ Week	3
Total	Theory/Core: 06	18 Hours	18

Year: Second / Semester: Fourth

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
03112305	Macroeconomics	3 Hours/ Week	3
04122629	Financial Management	3 Hours/ Week	3
04132227	Human Resource Management	3 Hours/ Week	3
04142431	Marketing Management	3 Hours/ Week	3
04113533	Auditing and Taxation	3 Hours/ Week	3
Total	Theory/Core: 05	15 Hours	15

Year: Third / Semester: Fifth

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
04133122	International Business	3 Hours/ Week	3
05414523	Operations Research	3 Hours/ Week	3
06883101	Management Information Systems	3 Hours/ Week	3
06881606	Introduction to Computer Application	4.5 Hours/ Week	3
04133335	Entrepreneurship Development and SME Management	3 Hours/ Week	3
Total	Theory/Core: 05	16.5 Hours	15

Year: Third / Semester: Sixth

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
04113536	Cost and Managerial Accounting	3 Hours/ Week	3
04193121	Business Research Methods (CAP)	3 Hours/ Week	3
04133320	Organizational Behavior	3 Hours/ Week	3
04882321	Labor Law	3 Hours/ Week	3
	Major I	3 Hours/ Week	3
	Major II	3 Hours/ Week	3
Total	Theory/Core / Major/ Capstone : 06	18 Hours	18

Year: Fourth / Semester: Seventh

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
04134119	Project Management	3 Hours/ Week	3
	Major III	3 Hours/ Week	3
	Major IV	3 Hours/ Week	3
	Minor I	3 Hours/ Week	3
	Minor II	3 Hours/ Week	3
Total	Theory /Core/ Major / Minor/ Capstone: 05	15 Hours	15

Year: Fourth / Semester: Eighth

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
04134397	Strategic Management	3 Hours/ Week	3
	Major V	3 Hours/ Week	3

	Major VI	3 Hours/ Week	3
	Minor III	3 Hours/ Week	3
	Minor IV	3 Hours/ Week	3
Total	Theory /Core/ Major / Minor/ Capstone : 05	15 Hours	15

Year: Fourth / Semester: Eighth

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
04194198	Viva Voce		3
04194199	Project Work / Internship	3 Hours/ Week	3
Total	Core : 02		6

16.2 Major / Minor**Courses to be Taken for Major in Management**

UNESCO Code	Course Title	Major	Contact Hour/ Week	Credit Hour
04134455	Managerial Economics	Major I	3 Hours/ Week	3
04134351	Managing Change	Major II	3 Hours/ Week	3
04133362	Operations Management	Major III	3 Hours/ Week	3
04134367	Managing Innovation	Major IV	3 Hours/ Week	3
04134371	Organization Development	Major V	3 Hours/ Week	3
04134375	Organization Structure and Design	Major VI	3 Hours/ Week	3

Courses to be Taken for Major in Accounting

UNESCO Code	Course Title	Major	Contact Hour/ Week	Credit Hour
04113551	Advanced Financial Accounting I	Major I	3 Hours/ Week	3
04113555	Tax Accounting	Major II	3 Hours/ Week	3
04114562	Advanced Financial Accounting II	Major III	3 Hours/ Week	3
04114567	Advanced Cost Accounting	Major VI	3 Hours/ Week	3
04114571	Advanced Financial Accounting III	Major V	3 Hours/ Week	3
04114575	Accounting for Managerial Control	Major VI	3 Hours/ Week	3

Courses to be Taken for Major in Finance

UNESCO Code	Course Title	Major	Contact Hour/ Week	Credit Hour
04124651	Portfolio Management	Major I	3 Hours/ Week	3
04123662	Financial Statement Analysis and Valuation	Major II	3 Hours/ Week	3
04123655	Insurance and Risk Management	Major III	3 Hours/ Week	3
04124667	Financial Markets and Institutions	Major IV	3 Hours/ Week	3
04124675	International Financial Management	Major V	3 Hours/ Week	3
04124671	Corporate Finance	Major VI	3 Hours/ Week	3

Courses to be Taken for Major in Marketing

UNESCO Code	Course Title	Major	Contact Hour/ Week	Credit Hour
04143451	Consumer Behavior	Major I	3 Hours/ Week	3
04143455	Integrated Marketing Communication	Major II	3 Hours/ Week	3
04144462	Marketing Channels	Major III	3 Hours/ Week	3
04144467	Strategic Brand Management	Major IV	3 Hours/ Week	3
04144475	Service Marketing	Major V	3 Hours/ Week	3
04144471	Personal Selling and Sales Management	Major VI	3 Hours/ Week	3

Courses to be Taken for Major in HRM

UNESCO Code	Course Title	Major	Contact Hour/ Week	Credit Hour
04133251	Employee Training and Development	Major I	3 Hours/ Week	3
04133255	Industrial Relations	Major II	3 Hours/ Week	3
04134262	Compensation Management	Major III	3 Hours/ Week	3
04134267	Organization Design and Development	Major IV	3 Hours/ Week	3
04134275	Strategic Staffing	Major V	3 Hours/ Week	3
04133812	Labor Economics	Major VI	3 Hours/ Week	3

MINOR**Courses to be Taken for Minor in Management**

UNESCO Code	Course Title	Major	Contact Hour/ Week	Credit Hour
04133362	Operations Management	Minor I	3 Hours/ Week	3
04134367	Managing Innovation	Minor II	3 Hours/ Week	3
04134371	Organization Development	Minor III	3 Hours/ Week	3
04134375	Organization Structure and Design	Minor IV	3 Hours/ Week	3

Courses to be Taken for Minor in Accounting

UNESCO Code	Course Title	Major	Contact Hour/ Week	Credit Hour
04113551	Advanced Financial Accounting I	Minor I	3 Hours/ Week	3
04113555	Tax Accounting	Minor II	3 Hours/ Week	3
04114567	Advanced Cost Accounting	Minor III	3 Hours/ Week	3
04114575	Accounting for Managerial Control	Minor IV	3 Hours/ Week	3

Courses to be Taken for Minor in Finance

UNESCO Code	Course Title	Major	Contact Hour/ Week	Credit Hour
04124651	Portfolio Management	Minor I	3 Hours/ Week	3
04123655	Insurance and Risk Management	Minor II	3 Hours/ Week	3
04123662	Financial Statement Analysis and Valuation	Minor III	3 Hours/ Week	3
04124667	Financial Markets and Institutions	Minor IV	3 Hours/ Week	3

Courses to be Taken for Minor in Marketing

UNESCO Code	Course Title	Major	Contact Hour/ Week	Credit Hour
04143455	Integrated Marketing Communication	Minor I	3 Hours/ Week	3
04144467	Strategic Brand Management	Minor II	3 Hours/ Week	3
04144475	Service Marketing	Minor III	3 Hours/ Week	3
04144471	Personal Selling and Sales Management	Minor IV	3 Hours/ Week	3

Courses to be Taken for Minor in Human Resource Management

UNESCO Code	Course Title	Major	Contact Hour/ Week	Credit Hour
04133251	Employee Training and Development	Minor I	3 Hours/ Week	3
04133255	Industrial Relations	Minor II	3 Hours/ Week	3
04134262	Compensation Management	Minor III	3 Hours/ Week	3
04134267	Organization Design and Development	Major IV	3 Hours/ Week	3

17. COURSE OUTLINE

17.1 General Education Courses [in detail]

Course Code: SSC 1101

UNESCO Code: 02221101

Course Title: Bangladesh Studies

Prerequisite: Not Applicable

Rationale

This course is designed to introduce the students to the socio-economic, political, and cultural history of Bangladesh.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint the students with the elementary knowledge of Pakistani Colonial rule and the creation of Bangladesh;

CO2: assist the students in knowing about the progression of the newly independent and sovereign Bangladesh;

CO3: make the students able to know the facts behind the collapse of democracy in a sovereign country and its consequences;

CO4: present the students with a brief history of the restoration of democracy in 1991 and the democratic rulings;

CO5: help the students to know about the multi-dimensional character of Bangladesh and its people.

Course Code: ENG 1403

UNESCO Code: 02311403

Course Title: Basic English

Prerequisite: Not Applicable

Rationale

The course Basic English covers primary skills of English language. Grammatical Components (Functional Knowledge of English), Comprehensions and Literature Components (Reading and Listening) and Productions (Speaking and Writing) skills will help students improve their Communication Skills, Global Thinking Abilities as well as Basic Quantitative Skills and thus will meet students' academic and professional needs.

Course Objectives (COs)

The objectives of this course are to:

CO1: help students acquire the language skills necessary to step into the tertiary level education;

CO2: grow students' ability to understand English in a wide range of contexts;

CO3: enhance students' general standard of spoken English;

CO4: enrich the students to acquire proficiency in using English in business purposes;

CO5: prepare students to face situations with confidence and to seek employment in the modern globalized world.

Course Code: STA 1503

UNESCO Code: 05421003

Course Title: Basic Statistics

Prerequisite: Not Applicable

Rationale

The focus of this course is to introduce the basic statistical concepts and methods common in business applications. The knowledge acquired from this course will help the students to make business decisions scientifically. It will also build up the base for advanced Statistics courses.

Course Objectives (COs)

The objectives of this course are to:

CO1: introduce basic ideas about Statistics as a science of data;

CO2: enable the students to use graphs, charts, and frequency distribution tables to summarize statistical data;

CO3: provide an understanding of descriptive statistics for generalizations and comparison of different data sets;

CO4: provide basic understanding of probability theory for managerial decision making;

CO5: familiarize students with different statistical tools such as correlation and regression coefficient to analyze statistical data.

Course Code: MAT 1505

UNESCO Code: 05411505

Course Title: Introduction to Mathematics

Prerequisite: Not Applicable

Rationale

The course is designed to provide a comprehensive understanding of the basic concepts and functions of mathematics. This introductory course develops the basic skill of number theory, equation, properties of logarithms, indices and surds, coordinate geometry and calculus. This course provides the foundation in basic mathematics and introduces their problem-solving application.

Course Objectives

The objectives of this course are to:

CO1: provide a clear understanding of fundamental algebraic concepts and techniques to ensure a strong mathematical foundation;

CO2: understand the properties and applications of logarithms, indices, exponents, and surds in various mathematical contexts;

CO3: introduce matrix algebra, functions, limits, and continuity for understanding calculus and their use in various contexts.

Course Code: PSY 1312

UNESCO Code: 03131012

Course Title: Introduction to Psychology

Prerequisite: Not Applicable

Rationale

This course is designed to introduce students to basic psychological theories and concepts related to biopsychology, and psychological aspects such as perception, learning, memory, motivation, personality, emotion, stress, and social behavior. It is also intended to provide a depth understanding of the scientific study of the mental

process and behavior of people with specific knowledge, skills, and attitudes that will help students to make successful decisions in personal and social life. The knowledge of this course will help students to better understand advanced business courses and to decide wisely in different organizational contexts.

Course Objectives (COs)

The objectives of this course are to:

CO1: provide knowledge on history & evolution, subfields, and approaches in psychology;

CO2: make the students understand the biological aspects of psychology;

CO3: help them conceptualize and apply basic concepts and theories on perception, learning, memory, motivation, emotion, personality, health, and stress, social psychology to situations in everyday life, the workplace, and different areas of business.

Course Code: ENG 2403

UNESCO Code: 02312403

Course Title: English Composition

Prerequisite: Basic English

Rationale

The course mainly focuses on reading (passive skill) and writing (active skill) skills. It will widen students' both receptive and productive abilities through diverse reading and writing skills and techniques. It will enhance the existing passive and active language skills of students at the advanced level where they are expected to be competent language users reflecting the skills effectively and thus will serve students' academic and professional purposes.

Course Objectives (COs)

The objectives of this course are to:

CO1: help the students to read and write English effectively and correctly;

CO2: prepare the students to identify errors and correct them;

CO3: enhance students' analytical abilities;

CO4: enable the students to refer to the technical awareness and global thinking;

CO5: develop the students' language skills for academic and professional purposes.

Course Code: ECO 1307
UNESCO Code: 03111307
Course Title: Microeconomics
Prerequisite: Not Applicable

Rationale

Microeconomics is a fundamental course that introduces students to the basic economic principles, challenges and policies concerning the optimum allocation of resources with maximum satisfaction. This course will help students understand how consumption and production decisions are made in various market structures and how these decisions are implemented in the economy.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide foundational understanding of how individuals and societies manage limited resources;
- CO2:** help students acquire fundamental knowledge about the motions of demand and supply and their influence on pricing decisions;
- CO3:** comprehend the fundamental theories and applications of consumers' and businesses' behaviors in the modern era;
- CO4:** provide knowledge on profit maximization in different market structures.

Course Code: ECO 2305
UNESCO Code: 03112305
Course Title: Macroeconomics
Prerequisite: Microeconomics

Rationale

Macroeconomics is intended to provide an in-depth knowledge of national economic aspects such as economic growth, price levels, employment, the balance of payments of an economy. The knowledge gained from this course will help students learn how to calculate national income accounts and evaluate the roles of government and monetary policies in influencing macroeconomic outcomes. The course will also provide students with a framework for understanding macroeconomic theories and various interactions among households, businesses, and governments.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide the knowledge of different sectors of an economy and the

interactions of the aggregate demand and supply in determining the price level of goods and services;

CO2: develop skills to understand the national economic theories and calculate the national income accounts;

CO3: familiarize the reasons and consequences of business cycles;

CO4: facilitate necessary knowledge of macroeconomic policies in solving changes in macroeconomic challenges;

CO5: enhance the analytical skills on the foreign exchange market that constitutes the macroeconomic objectives.

Course Code: CSE 1606

UNESCO Code: 06881606

Course Title: Introduction to Computer Applications

Prerequisite: Principles of Accounting, Business Mathematics, Business Statistics, Financial Management

Rationale

This course is designed for the students to develop their basic skills for using application software like- MS Office in the workplace environment. It will focus on integrating computer technology with documenting, presenting, decision-making, forecasting and problem-solving skills for research.

Course Objectives (COs)

The objectives of this course are to:

CO1: facilitate students' basic knowledge about computers;

CO2: help students develop skills in Microsoft Office;

CO3: enable students to use different functions and formulas to solve various spreadsheet problems;

CO4: help students use the statistical calculation to interpret data in research;

CO5: help students analyze data by calculating financial and managerial data;

CO6: enable students to design a plan optimization of resources by solving linear programming, integer programming, transportation programming, etc.

Course Code: LAW 1305
UNESCO Code: 04212005
Course Title: Legal Environment of Bangladesh
Prerequisite: Not Applicable

Rationale

This course has been designed to orient the students with the fundamental concepts, principles, and application of law related to business transactions. This course will also provide them with information regarding the Companies Act, Financial Acts, Constitution of Bangladesh, Consumers' Right Protection Act, and Bangladesh Environment Conservation Act.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** make the students about the relationship between law and economic activity in business transactions;
- CO2:** build students' analytical skills to interpret the legal issues related to business decision making;
- CO3:** develop students' acceptable attitudes and viewpoints concerning business ethics and social responsibility;
- CO4:** familiarize them with the conventional law and constitutional law;
- CO5:** provide them with the necessary knowledge regarding Company Law and other related laws in the context of Bangladesh.

Course Code: MAT 4523
UNESCO Code: 05414523
Course Title: Operations Research
Prerequisite: Business Mathematics

Rationale

This course has been designed to orient the students with the concepts, tools and models that are applied in the area of business for optimum decision making. It would help the students to learn the ways by which maximum amount of output can be achieved through the efficient use of resources.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide the students with a sound conceptual understanding of the role that operations research plays in the process of decision-making;

CO2: acquaint them with the models and tools of operations research that are applied to ensure optimum use of resources;

CO3: enhance their critical thinking skill by which they would be able to investigate and infer information to reach logical conclusion.

17. 2 Core Courses [in detail]

Course Code: BUS 1311

UNESCO Code: 04131111

Course Title: Introduction to Business

Prerequisite: Not Applicable

Rationale

This course aims to familiarize students with the basic and introductory ideas of business concepts and build the foundation for studying other business courses. The course will explore and examine various aspect of business, their interrelationship with the business system. It provides basic knowledge about the economic systems as well as an overview of important business functions including marketing, operations, accounting, finance, management, and human resources.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint students with the comprehensive introduction about the fundamentals of business;

CO2: help them conceptualize the basic understanding about business terminology, concepts, and current business practices;

CO3: enable students to articulate the concepts of social responsibility in business.

Course Code: MAT 2524

UNESCO Code: 05881124

Course Title: Business Mathematics

Prerequisite: Introduction to Mathematics

Rationale

This course is designed to provide students with a strong foundation in essential mathematical concepts of business mathematics. This course ensures that students can apply mathematical techniques to real-world financial scenarios, while the emphasis on matrix algebra and calculus equips them with the skills needed to solve complex problems in various applications.

Course Objectives

The objectives of this course are to:

CO1: make the students familiar with the various mathematical rules and procedures for solving business problems independently;

CO2: provide learners with the knowledge of financial problems involving interest rates, annuities, and amortization using appropriate mathematical techniques;

CO3: utilize mathematical techniques to interpret and solve real-world scenarios effectively;

CO4: help the students improve their skills in differentiation and integration techniques to address and solve complex real-world problems.

Course Code: MGT 2326

UNESCO Code: 04131326

Course Title: Principles of Management

Prerequisite: Not Applicable

Rationale

This course introduces students to an overview of management functions and their role in organizations and society. It focuses on different managerial and technical skills that relate to managerial decision-making in organizations.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint students with management principles and activities that regulate the responsibilities of managers within a group or organization;

CO2: help students understand the primary concepts of planning, decision-making, organizing, leading, and controlling;

CO3: enhance understanding of the importance of problem-solving in real-life situations as managers.

Course Code: STA 2513

UNESCO Code: 05881113

Course Title: Business Statistics

Prerequisite: Basic Statistics

Rationale

This course is designed to familiarize students with the statistical terminology and concepts to apply them at an advanced level. The acquired knowledge will enhance the ability of the students to make evidence based business decision.

Course Objectives (COs)

The objectives of this course are to:

CO1: enable students to approximate probabilities of discrete and continuous probability functions;

CO2: assist students to execute the construction of sampling distribution of the sample mean;

CO3: enable students to estimate population parameter using confidence interval estimation method;

CO4: facilitate necessary knowledge of drawing inference about a population parameter by applying parametric hypothesis testing procedure;

CO5: develop skills to implement nonparametric hypothesis testing method to test independence of attributes and goodness of fit of a data;

CO6: facilitate necessary knowledge to analyze the components of time series data for forecasting business data.

Course Code: ACC 2532

UNESCO Code: 04112532

Course Title: Principles of Accounting

Prerequisite: Not Applicable

Rationale

This course is designed to build the capacity of students to measure, record and report economic activity for business concerns. It enables students to apply accounting concepts in creating financial statements of an organization. This course is the ideal way for students to acquire a valuable skill as well as begin to develop competency in the functional areas of accounting.

Course Objectives (COs)

The objectives of this course are to:

CO1: familiarize students with the building blocks of accounting: ethical standards, principles, and assumptions;

CO2: develop the ability of recording economic events of an organization;

CO3: enable students to identify and record each class of receivables;

CO4: assist students to prepare financial statements of an organization using the reporting standard;

CO5: help students to identify current liabilities and operate appropriate procedures for repaying the short-term debt obligations;

CO6: acquaint students with basic idea about internal control system and how it prevents fraud;

CO7: facilitate knowledge about different categories of shares and their issuing process as well as their impact on the financial position of a company.

Course Code: MKT 2330

UNESCO Code: 04142430

Course Title: Principles of Marketing

Prerequisite: Not Applicable

Rationale

Principles of Marketing is designed to introduce the basic concepts and practices of marketing to business graduates. This course provides a general knowledge of marketing with an emphasis on the marketing mix elements, environmental factors, and value-driven marketing strategies to meet customer demands. Along with the theoretical knowledge of marketing taught in the class, the course also helps students relate to practical scenarios that may develop a creative perspective for analyzing and solving marketing problems.

Course Objectives (COs)

The objectives of this course are to:

CO1: make the students clear about the basic concepts of marketing, the marketing process, and the major trends and forces affecting marketing in the age of customer relationships;

CO2: foster knowledge on environmental forces that influence students' ability to detect and analyze environmental problems related to marketing;

CO3: assist students to develop an understanding of consumer and business buying behavior;

CO4: enhance students' analytical and critical ability about market segmentation, targeting, and positioning of company offerings;

CO5: help students conceptualize marketing mix strategy.

Course Code: FIN 2428

UNESCO Code: 04122628

Course Title: Principles of Finance

Prerequisite: Not Applicable

Rationale

This course has been designed to familiarize students with essential finance-related

topics and allow them to communicate the financial aspect of a business. It helps students to conduct financial decisions by using a quantitative financial approach.

Course objectives (COs)

The objectives of the course are to:

CO1: facilitate students' to get the primary concepts of finance and managerial finance activities and basic decisions of financial manager;

CO2: helps students to acquire knowledge about the functions of financial institution and market, and sources of funds;

CO3: familiarize the students with the procedures and measurement of risk and return;

CO4: enable the students to understand the role of the time value of money, the use of computational tools, and the basic patterns of cash flows;

CO5: acquaint students with the bond valuation process and construct different aspects of stock valuation.

Course Code: BUS 2413

UNESCO Code: 04132113

Course Title: Business Communication

Prerequisite: English Composition

Rationale

This course is designed to help students master the fundamentals of professional communication and prepare them for the broader expectations they will encounter in today's workplace.

Course Objectives (COs)

The objectives of this course are to:

CO1: prepare students for the communication challenges that they will have to face in their professional life;

CO2: provide students with a detailed knowledge of business communication and report writing;

CO3: help students deliver oral presentation both in a formal and an informal environment;

CO4: make students confident and skilled in communication relative to securing employment.

Course Code: HRM 3327

UNESCO Code: 04132227

Course Title: Human Resource Management

Prerequisite: Principles of Management

Rationale

This course is designed for business students to introduce the management of organizations' workforce by describing various human resource activities. The course delineates human resource practices that deal with recruitment to retirement in the organization.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint students with the concept of managing HR at the workplace and how it relates to the management process;

CO2: provide an overview of the recent trends, which disrupting and shaping the roles of HR;

CO3: facilitate the necessary knowledge of job analysis and how it bolsters in designing different jobs at the workplace;

CO4: clarify the basic ideas about the acquisition, maintenance, and development of human resources in the organization;

CO5: demonstrate the process of creating an effective performance management system in the organization;

CO6: familiarize the way of compensating human resources that enhances employee commitment, motivation, and intention to stay in the organization.

Course Code: CSE 3401

UNESCO Code: 06883101

Course Title: Management Information Systems

Prerequisite: Principles of Management

Rationale

This course is designed to learn about the components and facilities of the information system so that the students can understand the impact of the information system and various modules of the decision making process. It will bridge the communication gap between computer science and business disciplines such as marketing, accounting, finance, and management.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** introduce the students to the technical and non-technical management activities;
- CO2:** conceptualize the students about the importance of information systems for the business and management;
- CO3:** provide students a detailed understanding of the techniques and procedures of management information systems;
- CO4:** facilitate necessary knowledge of security, ethical issues in information systems;
- CO5:** acquaint students with the key issues of building and using information systems.

Course Code: MKT 3331

UNESCO Code: 04142431

Course Title: Marketing Management

Prerequisite: Principles of Marketing

Rationale

This course aims to provide an understanding of the key concept of marketing to prepare students for applying marketing in business discipline. It will also assist students to improve their knowledge, ability and skills to make effective marketing decisions. This course has covered the concept of marketing philosophy, marketing plan, addressing competition, maintaining customer relationship, marketing mix and digital marketing. It also introduces marketing centered approach to become successful in the business world.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** enable students to understand marketing philosophy, core concept used in marketing;
- CO2:** develop students' ability to prepare a marketing plan;
- CO3:** enhance students' knowledge about customer relationship for attracting and retaining the right customer;
- CO4:** acquaint students with the competitive strategies for the market leader, challenger and followers;
- CO5:** help them conceptualize the product, service and pricing strategies;
- CO6:** make the students familiarize with value network, channel and different tools of marketing communication;
- CO7:** foster knowledge about the concept and platform used in digital marketing;

Course Code: FIN 3429

UNESCO Code: 04122629

Course Title: Financial Management

Prerequisite: Principles of Finance

Rationale

Financial management course is necessary for developing the skills students would require as future financial managers in business firms. The course has been designed to orient students with the concepts, ideas, techniques, and procedures useful for financial decision-making. This course prepares students for achieving course learning outcomes of more advanced and specialized finance courses. It covers contemporary financial principles and techniques for managing money in national and international business firms.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint students with the fundamental concepts of financial management;

CO2: enhance the capabilities of applying different techniques to financing and investment options;

CO3: help the students understand the financial decision-making criteria under different complex business situations;

CO4: foster the skills of presenting students thinking on different financial decision-making in several business scenarios.

Course Code: MGT 4320

UNESCO Code: 04133320

Course Title: Organizational Behavior

Prerequisite: Introduction to Psychology, Principles of Management

Rationale

This course is designed to assist students with a comprehensive understanding of individual and group behavior in organizations. It will focus on how the behaviors of individuals and groups influence an organization's culture, design, ethics, and structure. This course will teach contemporary approaches to conflict resolution, communication, negotiation, change, and stress management within a work environment.

Course Objectives (COs)

The objectives of the course are to:

CO1: introduce the implications of organizational behavior;

CO2: help the students understand the factors as well as individual characteristics that influence work behavior and organizational effectiveness;

CO3: facilitate a critical evaluation of current knowledge of culture, structure, conflict, negotiation, change, and stress management within an organization.

Course Code: LAW 2321

UNESCO Code: 04882321

Course Title: Labor Law

Prerequisite: Principles of Management, Legal Environment of Bangladesh

Rationale

This course is designed to provide students with an overview of the fundamentals of the Labor law. It will acquaint students with the legal concepts, procedures, terminology and current issues in Bangladesh Labor Code.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint the students with the core concepts of labor laws, employees' rights as well as labor ideology with particular reference to Bangladesh;

CO2: Make the students understand the various factors in the industrial relations system, the institutional relationship among the actors;

CO3: facilitate knowledge about the rights available for the worker under a different statute;

CO4: develop intellectual skills for collecting and analyzing information and explore the role of law in ordering industrial relations in society.

Course Code: BUS 4319

UNESCO Code: 04134119

Course Title: Project Management

Prerequisite: Principles of Management, Financial Management, Human Resource Management, Marketing Management, Cost and Managerial Accounting, Operations Research, Legal Environment of Bangladesh

Rationale

This course has been designed to orient the students with the necessary strategies

that are followed for effective and efficient management of different classes of projects. It will help the students to gain the skills necessary for successful implementation of projects.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with different phases of a project and related functions performed by a project manager;
- CO2:** familiarize them with the management skills needed at different project organizational forms;
- CO3:** make them conversant with different project planning, monitoring, controlling and evaluating tools applied in real world;
- CO4:** develop the skill to prepare a project profile by analysing different time and cost constraints.

Course Code: BUS 4322

UNESCO Code: 04133122

Course Title: International Business

Prerequisite: Introduction to Business

Rationale

This course is designed to give students a thorough understanding of international business. It develops students' skills to work and make decisions in the global context. The course provides in-depth knowledge about the global economic, political, cultural, and legal environment within which firms operate. It will also prepare students to execute strategies, plans, and tactics to be successful in international business ventures.

Course objectives (COs)

The objectives of this course are to:

- CO1:** make the students understand and facilitate necessary knowledge about introductory issues;
- CO2:** enable students to recognize different dimensions of environment on international business;
- CO3:** provide modern knowledge on trade theories, strategies and entry modes;
- CO4:** develop student capacity to identify the reasons behind trade control by government and its tools;

CO5: familiarize with different modes used by firm to enter an international market;

CO6: enhance knowledge about the functional areas of business such as economics, marketing, human resources, finance, operations, and control of international business.

Course Code: ACC 3433

UNESCO Code: 04113533

Course Title: Auditing and Taxation

Prerequisite: Principles of Accounting

Rationale

Auditing is essential in developing trust, fairness and confidence in financial reporting. This course is designed to make the students understand audit procedures and assurance services, audit planning and execution, audit techniques, and Bangladesh auditing standard. The course also provides a better understanding of the Taxation system and tax assessment procedures for individuals. It allows students to apply theoretical knowledge to practical situation.

Course Objectives (COs)

The objectives of the course are to:

CO1: help the students conceptualize basic theories about audit program, vouching, verification and related standards;

CO2: foster the analytical and critical knowledge about assessment of risk, determination of materiality and significance of internal control;

CO3: facilitate necessary knowledge about audit profession in Bangladesh and different types of audit reports as per Companies Act-1994;

CO4: provide the basic concept of tax, assessee and residential status;

CO5: state the concept of different types and sources of income as per income tax law;

CO6: make the students able to assess individual tax as per income tax ordinance, 1984.

Course Code: MGT 3435

UNESCO Code: 04133335

Course Title: Entrepreneurship Development and SME Management

Prerequisite: Principles of Management

Rationale

This course is designed to introduce the principles, functions and current challenges

of entrepreneurship development and small businesses. It orients students with the fundamental requirements for successful business operations. This course will help to understand the opportunities and importance of creating a venture.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** familiarize the students with the essential knowledge and skills that is required for entrepreneurship and small and medium enterprise (SME) development;
- CO2:** create awareness about the constraints related to entrepreneurship and small and medium enterprise (SME) development;
- CO3:** equip the student with the necessary skills of creating and sustaining business ventures;
- CO4:** build capabilities to manage a business within and across national boundaries;
- CO5:** define the strategies to cope with the fast changing business environment.

Course Code: ACC 4436

UNESCO Code: 04113536

Course Title: Cost and Managerial Accounting

Prerequisite: Principles of Accounting

Rationale

The course is designed to make the students familiar with management of business and industrial enterprises through well-planned policy on the critical issues of costing. It provides a systematic and logical way of analyzing business decisions that focuses on the managerial part of business. It will acquaint students with various concepts of costing, the decision making and controlling process of managerial accounting.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide the students with the concept of cost and management accounting and their implementation in the real business world;
- CO2:** acquaint the students with the detailed knowledge about element wise cost in production related business as well as other businesses;
- CO3:** help students interpret different techniques for presenting financial information to both external and internal users of this information;
- CO4:** assist students to develop ideas to prepare an integrated business plan for effective planning and decision making.

17.3 Major Courses: Management [in detail]

Course Code: ECO 4455

UNESCO Code: 04134455

Course Title: Managerial Economics

Prerequisite: Microeconomics

Rationale

This course is designed to guide students with a basic understanding of economic concepts, economic analysis and problems of formulating logical managerial decisions. It will sharpen their analytical skills by integrating their knowledge of economic theory and models with decision-making techniques.

Course Objectives (COs)

The objectives of this course are to

CO1: familiarize students with the basic principles of economics and tools of mathematics and statistics in order to make optimal business decisions;

CO2: enhance students' ability regarding economic environments in which business organizations operate and understand how managerial decisions can vary under different situations;

CO3: enable them to apply the techniques and theories of microeconomics to explain how firms and consumers behave in society.

Course Code: MGT 4351

UNESCO Code: 04134351

Course Title: Managing Change

Prerequisite: Organization Behavior

Rationale

This course is designed to explore the concepts of change, various theoretical perspectives, contemporary forces of change, models of change, the role of change agents and leadership competencies, resistance to change and managing organizational change in different cultural context. Further, throughout the course, students are expected to develop a sense of ease at the time of engaging themselves in a changing business environment.

Course Objectives (COs)

The objectives of this course are to:

CO1: introduce students to the changing business environment and its effects on the organizational decisions;

CO2: acquaint students with the perspectives and models of organizational change;

CO3: provide an understanding of the importance of organizational transformation to effective change implementation;

CO4: assist the students to develop management skills to reduce resistance to change and manage it;

CO5: help students to realize the importance of change agents and their competencies;

CO6: facilitate students with the knowledge of different organizational structures and cultural orientations in the changing context.

Course Code: MGT 4562

UNESCO Code: 04133362

Course Title: Operations Management

Prerequisite: Principles of Management

Rationale

This course aims at introducing the students to the fundamentals of operations management and its practices. It will help the students to understand the concepts, functions and techniques of operations management and their applications in both profit and non-profit oriented organizations.

Course Objectives (COs)

The objectives of this course are to:

CO1: help the students to interpret the concepts, principles, problems and practices of operations management;

CO2: acquaint students with the process of developing an operations strategy to achieve competitive advantages;

CO3: provide an understanding regarding the methods applied to develop location strategies and review the importance of developing layout strategy;

CO4: facilitate necessary knowledge about the importance of productivity and competitiveness to both organizational and national level;

CO5: accumulate basic ideas of quality management practice in organization;

CO6: enable students to apply different inventory control techniques used by organizations in real world.

Course Code: MGT 4367

UNESCO Code: 04134367

Course Title: Managing Innovation

Prerequisite: Principles of Management, Entrepreneurship Development and SME Management

Rationale

This course helps students to understand how to develop and design innovative products and services in an organization and shows how these products and services can be configured and managed well in the organization and entrepreneurial start-ups.

Course Objectives (COs)

The objectives of this course are to:

CO1: familiarize students with necessary knowledge of innovation management;

CO2: enable students to understand the basic concepts of managing innovation within firms and managing intellectual property;

CO3: help students develop the necessary skills for managing organizational knowledge and for managing strategic alliances and networks;

CO4: enhance students' capabilities in understanding service innovation and managing R&D projects.

Course Code: MGT 4371

UNESCO Code: 04134371

Course Title: Organization Development

Prerequisite: Organization Behavior

Rationale

This course is designed to familiarize students with theories and applications of organization development for improving organizational effectiveness. In this course, students will learn the fundamental theories of organization development (OD), explore the dimensions of OD interventions at the organizational, team and individual levels, and apply OD approaches to diagnose and enable change effectively.

Course Objectives (COs)

The objectives of this course are to:

CO1: facilitate necessary knowledge about theories and applications associated with organization development;

CO2: help students to identify organizational situations that would benefit from OD interventions;

CO3: familiarize students with different tools and techniques of OD interventions;

CO4: provide an understanding of design and planning activities for the implementation of OD interventions.

Course Code: MGT 4475

UNESCO Code: 04134375

Course Title: Organization Structure and Design

Prerequisite: Organization Behavior

Rationale

The course is developed to orient the students with the major challenges in the design of an effective organizational structure. It will also help them to design new structures for different organizational setting in competitive business arena.

Course Objectives (COs)

The objectives of this course are to:

CO1: help the students interpret the principles of organization structure and design;

CO2: enable students to apply the analytical skills to design an organizational structure;

CO3: acquaint students with the global business strategies, technologies and culture of inter- organizational relationships;

CO4: provide students with necessary knowledge regarding the management of conflicts, power and politics;

CO5: help students explain the decision-making hierarchies, bureaucracy and organization life cycle;

CO6: facilitate students with knowledge on the importance of values, ethics and social responsibility in organizational development.

17.4 Major Courses: Accounting [in detail]

Course Code: ACC 4551

UNESCO Code: 04113551

Course Title: Advanced Financial Accounting I

Prerequisite: Principles of Accounting

Rationale

The course is designed to provide students with sound and in-depth technical and conceptual knowledge of different forms and functions of the business. This course not only develops students understanding about different types of bond and stock, their issuing procedure, valuation method, and their impact on earning calculation but also train students to apply concepts to practical situation.

Course Objectives (COs)

The objectives of this course are to:

CO1: provide the knowledge of formal procedures associated with issuing and recording long-term debt;

CO2: acquaint students with the basic tools for the issuance, conversion, and retirement of convertible securities by using stock warrant and option;

CO3: make students able to apply the accounting procedures for partly or fully acquisition or absorption of the company;

CO4: develop skills to prepare necessary accounting documents while restructuring of a company;

CO5: help the students to identify and evaluate the key terms of share valuation;

CO6: foster the analytical knowledge of admission and retirement aspect of partnership business.

Course Code: ACC 4455

UNESCO Code: 04113555

Course Title: Tax Accounting

Prerequisite: Auditing and Taxation

Rationale

The course is designed to provide better understand the basic concepts related to various tax laws such as Income Tax Ordinance, 1984, Gift Tax Act, 1990, Customs Act, 1969 and Value Added Tax Act, 1991. This course enables students to perform assessment procedures for different entities.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** help students to identify income tax authorities and their roles in tax administration;
- CO2:** enable students to understand the basic provision and procedure of tax assessment system;
- CO3:** provide the basic idea about set-off and carry forward of losses;
- CO4:** familiarize students with tax offenses, penalties, tax evasion, tax avoidance, and its consequences;
- CO5:** foster the analytical and critical skills regarding the valuation of imported goods for duty assessment;
- CO6:** help students to apply appropriate assessment procedure to compute gift tax, Value Added Tax and installment of advance tax payment;
- CO7:** develop students' capacity for income tax assessment of various business concerns based on respective laws.

Course Code: ACC 4562

UNESCO Code: 04114562

Course Title: Advanced Financial Accounting II

Prerequisite: Advanced Financial Accounting I

Rationale

In competitive world, the knowledge of different types of business, their accounting procedure and proper presentation of financial information is essential for appropriate decision making. This course is designed to develop students' understanding of accounting issues in different forms of business like joint venture, insurance, company. This course also facilitates the way of presenting financial information to stakeholders. This course enables students to apply accounting knowledge in practical field to solve complex problems.

Course Objective (COs)

The objectives of this course are to:

- CO1:** help the students to develop their ability to present financial reports with adequate information to support proper business decisions;
- CO2:** make students able to apply the knowledge of financial accounting and tax concept to reconcile net income with net taxable income;
- CO3:** make the students able to analyze joint venture business, its accounting procedure, and related accounting standard;

CO4: accumulate basic ideas about insurance contract, claim, and insured assets;

CO5: acquaint students with detailed knowledge of revenue recognition;

CO6: help students to apply their analytical ability to determine actual asset and liability of insolvent person;

CO7: facilitate necessary knowledge to evaluate the financial data by using ratio analysis.

Course Code: ACC 4467

UNESCO Code: 04114567

Course Title: Advanced Cost Accounting

Prerequisite: Cost and Managerial Accounting

Rationale

This course involves in-depth learning of the techniques and theories used in cost accounting. Various concepts and methods needed for managers for performing functions like costing for different products or services, costing for joint-products and by-products, variance analysis etc., will be discussed here. This course will develop the skill of applying different costing strategies and procedures which will help the decision-makers in a very lifelike way.

Course Objectives (COs)

The objectives of this course are to:

CO1: enhance the ability of the students to use the techniques of calculating costs for different service organizations;

CO2: enable the students to learn application of various methods of contract costing;

CO3: help students to gain knowledge of process costs with the concept of normal and abnormal loss and equivalent units;

CO4: equip students with an understanding of allocating costs to joint products and by-products;

CO5: familiarize the students with various techniques of standard costing and variance analysis;

CO6: acquaint the students with a comprehensive idea of various concepts of quality costing.

Course Code: ACC 4571

UNESCO Code: 04114571

Course Title: Advanced Financial Accounting III

Prerequisite: Advanced Financial Accounting I

Rationale

This course is designed to build the capacity of the students to make a clear understanding of the accounting system in different business organizations and the ability to apply those concepts in a practical situation. It will develop students' knowledge about lease finance and borrowing. It will also provide knowledge about accounting method for changing policy, correcting error, calculating depreciation and preparing financial statement.

Course Objectives (COs)

The objectives of this course are to:

CO1: provide the knowledge about nature, classification and valuation of leasehold property and their accounting treatments;

CO2: help the students conceptualize basic knowledge about the consequences of change in policies, principles, and estimation of accounting;

CO3: enhance the skill of applying accounting principles and procedure for depreciation, impairments and depletion;

CO4: foster the analytical and critical ability of the students to determine their borrowing plan;

CO5: facilitate analytical ability of cash generating activities to prepare cash flow statement by using direct and indirect method;

CO6: acquaint students with the rules and regulations of banking companies act about the accounting system of banking companies;

CO7: enhance the skill of dealing the complex problem relating to dissolution of the partnership business.

Course Code: ACC 4475

UNESCO Code: 04114575

Course Title: Accounting for Managerial Control

Prerequisite: Cost and Managerial Accounting

Rationale

The course is designed to provide the students with an understanding of the management control systems as the prime system for the functioning of the

organizations that serve the role of coordination, control, decision- making as well. The students will learn to integrate performance measurement, evaluation, and control systems to influence the organizational action and behavior which will increase goal congruence and achievement of objectives.

Course Objectives (COs)

The objectives of this course are to:

CO1: help students to comprehend different dimensions of strategic management accounting as well as control systems for the functioning of the organizations;

CO2: enable students to recognize how the management control system is to aid management, for steering an organization toward its objectives;

CO3: familiarize students about different types of responsibility centers and required metrics for the evaluation of the performance of organizational subunits and their managers;

CO4: develop the ability for using relevant concepts in the context of control systems and provide an assessment on these control solutions;

CO5: assist students to learn how to formulate product price with the determinants of pricing, pricing policies, and strategies;

CO6: enhance the skill of preparing an integrated business plan for effective planning and decision making;

CO7: help students to understand basic idea about the impact of accounting information on human behavior in an organization.

17.5 Major Courses: Finance [in detail]

Course Code: FIN 4451

UNESCO Code: 04124651

Course Title: Portfolio Management

Prerequisite: Financial Management

Rationale

This course has been designed to make the learners oriented with investment fundamentals. It will help the students to learn the methods and techniques by which securities are analyzed and portfolios are managed.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** familiarize students with the basic knowledge of investment and portfolio management;
- CO2:** help them to develop necessary skills for conducting fundamental and technical analysis;
- CO3:** make them able to examine the determinants and behavior of asset pricing;
- CO4:** provide them knowledge about the financial theory and the analytical tools needed to make good investment decisions;
- CO5:** make them understand the relationship between risk and return, optimal portfolio selection, asset pricing models, market efficiency, portfolio performance evaluation, and the theory of active portfolio management.

Course Code: FIN 4462

UNESCO Code: 04123662

Course Title: Financial Statement Analysis and Valuation

Prerequisite: Principles of Finance, Principles of Accounting

Rationale

This course has been designed to facilitate the students with the application of tools and techniques used to analyze and interpret the financial statements of manufacturing and service oriented companies. This will also provide them knowledge regarding valuation techniques applied to forecast the growth of a business based on financial information.

Course Objectives

The objectives of this course are to:

- CO1:** familiarize the students with the key financial statements;
- CO2:** make them understand the type of information that financial statements provide to different stakeholders;
- CO3:** enable them to apply different tools and techniques used to analyze and interpret the financial statements;
- CO4:** synthesize the students with the knowledge of different valuation approaches;
- CO5:** provide them idea regarding the models used to conduct financial distress analysis;
- CO6:** enhance students' aptitude to find and use practical information for future oriented decision making.

Course Code: FIN 4355

UNESCO Code: 04123655

Course Title: Insurance and Risk Management

Prerequisite: Principles of Finance

Rationale

This course is designed to familiarize students with different categories of risks and help them to block out a structured methodology for identification, analysis and management of risks for business as well as in personal life. It will also familiarize students with a framework of insurance as an effective tool to deal with uncertainties.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint students with the identification of different form of risk, risk management methods and process;

CO2: develop students' capacity to minimize the cost of risk, maximizing business value;

CO3: help students to understand the different factors affecting demand for insurance in business as well as in individuals' life;

CO4: enable students how to apply mathematical tools to understand the severity and frequency of losses;

CO5: familiarize students with the use of different types of insurance like life, marine and fire insurance.

Course Code: FIN 4367

UNESCO Code: 04124667

Course Title: Financial Markets & Institutions

Prerequisite: Principles of Finance

Rationale

This course has been designed to orient the students with the mechanism by which financial system works and different financial instruments are traded. It will help the students to achieve the skill necessary to manage the risks associated with the investments and financing held by the financial institutions.

Course Objectives (COs)

The objectives of this course are to:

CO1: provide the knowledge to the students regarding the roles of financial markets and institutions;

CO2: explain the structure & mechanisms by which transactions are held in financial markets;

CO3: acquaint the students with the major types of financial markets;

CO4: familiarize students with different forms and characteristics of financial instruments;

CO5: make them understand the risk management processes used by different financial institutions;

CO6: help them to develop the forecasting and problem solving skills necessary to manage different bank and non- bank financial institutions.

Course Code: FIN 4475

UNESCO Code: 04124675

Course Title: International Financial Management

Prerequisite: Financial Management, International Business

Rationale

The course deals with the nature and purposes of financial management in international context. It covers various issues that make financial decisions of Multinational Companies more complicated and challenging in this competitive landscape of globalization.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint students with the theoretical and practical knowledge required for the management of financial and investment functions of multinational corporations;

CO2: familiarize students with factors like exchange rate, exchange rate systems, variation in tax laws among countries that make differences between domestic company and multinational company in decision making;

CO3: provide them adequate understanding on application of different multinational capital budgeting techniques;

CO4: make students enable to evaluate cross border investment opportunities in forms of FDI or portfolio investment and describe a multinational firm's decision making process for long term investment.

Course Code: FIN 4471

UNESCO Code: 04124671

Course Title: Corporate Finance

Prerequisite: Financial Management

Rationale

This course is designed to enable the students in making strategic financial decisions of the modern corporate world from the view point of corporate value creation. It will help them to explore the concepts, theories, tools, and the techniques for capital investments in projects that can increase the long term profitability and sustainability of the company.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint students with basic financial decisions that are helpful to achieve the value creation of a corporation;

CO2: make them understand the investing and financing criteria so that they can choose an optimal investment and financing decision;

CO3: develop their analytical skill of determining the cost of capital and understand the effect of capital structure while evaluating the firm;

CO4: synthesize them with the knowledge of corporate payout ratio and its impact on owners' wealth;

CO5: enhance their understanding on corporate restructuring by analyzing the global business situation;

CO6: construct available knowledge for the study about the theoretical aspects of corporate governance and firm value.

17.6 Major Courses: Marketing [in detail]

Course Code: MKT 3351

UNESCO Code: 04143451

Course Title: Consumer Behavior

Prerequisite: Introduction to Psychology

Rationale

This course discusses the basic and advanced concepts and theories to comprehend the process of consumer decision making in psychological, social, and cultural contexts. It will develop the knowledge and skills essential for setting successful marketing strategies by analyzing the psychological, sociocultural, and other situational factors influencing consumer decision making.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint students with consumer behaviour concepts and reveal the significance of these concepts in the context of marketing;

CO2: enable students to apply the knowledge of consumer behaviour theories to real-world marketing situations by profiling and identifying marketing segments;

CO3: develop necessary knowledge of students about relevant psychological and sociological theories and their applications in marketing decisions;

CO4: foster the analytical and critical skills of students for making marketing decisions.

Course Code: MKT 3455

UNESCO Code: 04143455

Course Title: Integrated Marketing Communication

Prerequisite: Principles of Marketing

Rationale

Integrated Marketing Communication (IMC) provides students with an in-depth understanding of the key concepts and methods of marketing communications in both traditional and digital media. This course has been designed to help the students understand the concepts and practices of marketing communications tools such as advertising, sales promotion, public relations, publicity, event marketing, personal selling, direct marketing, interactive marketing, and others. Students will learn an analytical approach to integrate all of the marketing communication elements to develop and implement an effective integrated marketing communications program.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint the students with the theoretical and practical aspects of integrated marketing communications (IMC) in today's business environment;

CO2: develop skills in setting marketing communications objectives and establishing promotional budgets;

CO3: help the students in creating and implementing effective advertisement strategies and constructing a media plan;

CO4: provide knowledge of strategic integration of sales promotion, public relations, direct marketing, digital and social media, and personal selling of marketing communication program;

CO5: enhance students' ability to apply creatively marketing communication concepts and techniques in developing an integrated marketing communication plan;

CO6: develop an understanding of the social and ethical issues in IMC practices.

Course Code: MKT 4462

UNESCO Code: 04144462

Course Title: Marketing Channels

Prerequisite: Principles of Marketing

Rationale

This course will help students understand the aspects of marketing channels and how to manage them. Students will comprehend the behaviors and motives of channel members as well as effective approaches to manage a firm's connections with its channel members by understanding the appropriate theoretical frameworks. Students will also learn how to make channel management decisions and how organizations efficiently and effectively transfer anything of value to its point of consumption.

Course Objectives (COs)

The objectives of this course are to:

CO1: familiarize the students with an in- depth, integrated picture of marketing channels;

CO2: provide knowledge on marketing techniques to identify and solve channel problems;

CO3: acquaint students with the concept of disintermediation and re-intermediation of channel structure as a result of electronic marketing networks;

CO4: equip students with an in-depth knowledge of channel design and channel management.

Course Code: MKT 4467

UNESCO Code: 04144467

Course Title: Strategic Brand Management

Prerequisite: Marketing Management

Rationale

This course will enrich students to develop their understanding of branding and its

prominence in today's increasingly competitive world. It will also equip detailed knowledge, guidelines, and strategies for planning, building, measuring, and sustaining a creative brand in a hypercompetitive arena. Additionally, this course aims to advance students' understanding of the significance of brand equity and how to construct, measure, and achieve brand equity locally and globally in any organization as well as their entrepreneurial initiatives.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** familiarize the students with the basic concepts and theories in building and maintaining brand management;
- CO2:** provide knowledge to the students how to apply brand equity, brand positioning knowledge, and criteria to choose brand elements of crafting brand strategy;
- CO3:** acquaint the students with the secondary associations of brand elements to leverage brand equity;
- CO4:** provide exposure to the learners about brand architecture, brand portfolio strategies, and sustaining brand over time;
- CO5:** deliver required knowledge to the students regarding brand extension as well as to manage the brand over geographic boundaries.

Course Code: MKT 4675

UNESCO Code: 04144475

Course Title: Service Marketing

Prerequisite: Principles of Marketing

Rationale

This course is to acquaint students with the unique characteristics of services and their marketing implications. The course deals with developing and marketing service products, brands, encounters, positioning and marketing mix, and service process; it also deals with managing demand and supply capacity, long-term relationships, complaint handling system, service quality Gap, and developing world class service organization. Students will understand the problems and challenges facing a services marketer, the frameworks for developing services marketing strategies, and the applications of these frameworks and concepts in the emerging country.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with the nature and scope of service marketing from local and global perspectives;

CO2: facilitate necessary knowledge about service consumer, encounter, positioning, service product, and brands;

CO3: help students familiarize with the nature of the service marketing mix;

CO4: make students understand the service blueprint and balancing between demand and supply capacity;

CO5: conceptualize students with customer loyalty, complaint handling, and service recovery system; and

CO6: facilitate students with the service quality gap and world-class service organization.

Course Code: MKT 4471

UNESCO Code: 04144471

Course Title: Personal Selling and Sales Management

Prerequisite: Principles of Marketing

Rationale

This course aims to provide the theoretical and practical concepts of personal selling and sales management. The knowledge of Personal Selling will help students to know about the tactics for developing and maintaining successful relationships with customers. Sales Management will help students to learn about various tasks that are applied to the management of sales force which supports the organization to sustain competition in the long run as well as continuing the growth of the organization.

Course Objectives (COs)

The objectives of the course are to:

CO1: acquaint students about the relationship between marketing strategy and management of personal selling as a part of promotional program;

CO2: provide the necessary knowledge about the basic steps related to the personal selling process;

CO3: make the students understand about indispensable functions of sales management such as recruiting, selecting, training, motivating, compensating, and controlling salespeople;

CO4: help students conceptualize the establishment of well-designed sales territories.

17.7 Major Courses: Human Resource Management [in detail]

Course Code: HRM 4451

UNESCO Code: 04133251

Course Title: Employee Training and Development

Prerequisite: Human Resource Management

Rationale

This course aims to offer the students to the concepts, practices, and needs for training and development in modern organizational settings. It deals with the process of training and developing people in organizations and covers a variety of approaches to instruct, learn, and contrast these with their practical application.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint students with the principles, strategies, procedures, and other basic concepts of training and development;

CO2: facilitate students with the necessary skills to be a competent human resource manager;

CO3: enable students to understand the process of training and development;

CO4: help students to learn the reasons and process of evaluating a training program;

CO5: familiarize students with the necessary knowledge about the responsibilities of employees and organization in the career development of employees.

Course Code: HRM 4355

UNESCO Code: 04133255

Course Title: Industrial Relations

Prerequisite: Labor Law

Rationale

This course offers the students a theoretical, multidisciplinary, and practical introduction to key concepts, processes, and practices associated with employment relationships in organizations. This course will also assist the students in understanding and participating in the industrial relations processes in an informed and ethical manner.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide core concepts of the economic, legal, political and social aspects of union management relations;
- CO2:** focus on contemporary issues in labor relations and examine union organization and structure, labor legislation;
- CO3:** demonstrate how collective agreements are negotiated and administered;
- CO4:** make the students understand about the nature of employment and the key theoretical perspectives that inform the study of labor relations.

Course Code: HRM 4462

UNESCO Code: 04134262

Course Title: Compensation Management

Prerequisite: Human Resource Management

Rationale

This course is designed to make students understand the theories, issues, techniques used in compensation management, and their application in business and industry. It will also assist the students in developing and administering a compensation system.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** facilitate students' necessary knowledge about the principles, strategies, procedures, and other basic concepts of compensation management;
- CO2:** help students develop a proper pay structure;
- CO3:** familiarize the students with different types of reward system;
- CO4:** help students criticize the benefit issues for contingent worker;
- CO5:** facilitate students' necessary knowledge of pay administration and relate it with quality of work life;
- CO6:** enable students to compare the wages and salaries of different countries;
- CO7:** develop students' knowledge about the ethical aspects of compensation management.

Course Code: HRM 4467

UNESCO Code: 04134267

Course Title: Organization Design and Development

Prerequisite: Organization Behavior

Rationale

This course will help the students to understand the impact of organizational structure. In particular, the course will assist the students in learning the need for interventions, in making relevant decisions about the structure, and in implementing the changes in a reasonable manner.

Course Objectives (COs)

The objectives of this course are to:

CO1: make the students understand the organization's ability to assess its current functioning and to achieve goals;

CO2: help them conceptualize the strategy, technology, organizational culture, change, size, and inter-organizational relationship;

CO3: foster the analytical skills to design an organizational structure;

CO4: provide the knowledge of behavioral science to the planned development that leads to organizational effectiveness;

CO5: accumulate basic ideas of decision-making hierarchies, bureaucracy, power and politics, and the importance of values, ethics, and social responsibility in organizational development;

CO6: acquaint the students with the tools of OD interventions to bring about a change effectively.

Course Code: HRM 4475

UNESCO Code: 04134275

Course Title: Strategic Staffing

Prerequisite: Human Resource Management

Rationale

This course is offered to explore staffing related issues in more depth and focus on the application of staffing theories and research to real-world staffing situations. In addition, this course addresses the strategic roles and skills needed to assess how organizations create value to align staffing to execute the organizations' strategy.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint students with knowledge of the contemporary issues and techniques related to attracting, selecting, and retaining employees;

CO2: provide core concepts of applied philosophies, practices, techniques, and policies relating to strategic staffing;

CO3: relate knowledge of applicable legislation and case studies to recruitment and staffing decisions, including the choice and administration of selection procedures.

Course Code: ECO 3812

UNESCO Code: 04133812

Course Title: Labor Economics

Prerequisite: Microeconomics

Rationale

This course offers students a theoretical understanding and empirical explanation of the dynamics and functions of the labor market. In particular, this course aims to make the students understand the resulting pattern of income, employment and wages by looking at the workers or employees and the employers.

Course Objectives (COs)

The objectives of this course are to:

CO1: make the students understand the factors in the labor market that influence wages and employment;

CO2: show students the empirical evidence of the relationships among various factors in the labor market;

CO3: enable students to understand the outcomes from the labor market that can be affected by economic policy.

17.8 Minor Courses: Management [in detail]

Course Code: MGT 4562

UNESCO Code: 04133362

Course Title: Operations Management

Prerequisite: Principles of Management

Rationale

This course aims at introducing the students to the fundamentals of operations

management and its practices. It will help the students to understand the concepts, functions and techniques of operations management and their applications in both profit and non-profit oriented organizations.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** help the students to interpret the concepts, principles, problems and practices of operations management;
- CO2:** acquaint students with the process of developing an operations strategy to achieve competitive advantages;
- CO3:** provide an understanding regarding the methods applied to develop location strategies and review the importance of developing layout strategy;
- CO4:** facilitate necessary knowledge about the importance of productivity and competitiveness to both organizational and national level;
- CO5:** accumulate basic ideas of quality management practice in organization;
- CO6:** enable students to apply different inventory control techniques used by organizations in real world.

Course Code: MGT 4367

UNESCO Code: 04134367

Course Title: Managing Innovation

Prerequisite: Principles of Management, Entrepreneurship Development and SME Management

Rationale

This course helps students to understand how to develop and design innovative products and services in an organization and shows how these products and services can be configured and managed well in the organization and entrepreneurial start-ups.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** familiarize the students with necessary knowledge about innovation procedure of an organization;
- CO2:** enable the students interpret the basic ideas or process of bringing “uniqueness” into an organization—through internal innovation and external strategic alliances;

CO3: help students develop necessary skills to design, build, and manage networks and communities of innovators;

CO4: enhance students' capabilities to integrate customers and new technologies into service development processes.

Course Code: MGT 4371

UNESCO Code: 04134371

Course Title: Organization Development

Prerequisite: Organization Behavior

Rationale

This course is designed to familiarize students with theories and applications of organization development for improving organizational effectiveness. In this course, students will learn the fundamental theories of Organization Development (OD), explore the dimensions of OD interventions at the organizational, team and individual levels, and apply OD approaches to diagnose and enable change effectively.

Course Objectives (COs)

The objectives of this course are to:

CO1: facilitate necessary knowledge about theories and applications associated with organization development;

CO2: help students to identify organizational situations that would benefit from OD interventions;

CO3: familiarize students with different tools and techniques of OD interventions;

CO4: provide an understanding of design and planning activities for the implementation of OD interventions.

Course Code: MGT 4475

UNESCO Code: 04134375

Course Title: Organization Structure and Design

Prerequisite: Organization Behavior

Rationale

The course is developed to orient the students with the major challenges in the design of an effective organizational structure. It will also help them to design new structures for different organizational setting in competitive business arena.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** help the students interpret the principles of organization structure and design;
- CO2:** enable students to apply the analytical skills to design an organizational structure;
- CO3:** acquaint students with the global business strategies, technologies and culture of inter- organizational relationships;
- CO4:** provide students with necessary knowledge regarding the management of conflicts, power and politics;
- CO5:** help students explain the decision-making hierarchies, bureaucracy and organization life cycle;
- CO6:** facilitate students with knowledge on the importance of values, ethics and social responsibility in organizational development.

17.9 Minor Courses: Accounting [in detail]

Course Code: ACC 4551

UNESCO Code: 04113551

Course Title: Advanced Financial Accounting I

Prerequisite: Principles of Accounting

Rationale

The course is designed to provide students with sound and in-depth technical and conceptual knowledge of different forms and functions of the business. This course not only develops students understanding about different types of bond and stock, their issuing procedure, valuation method, and their impact on earning calculation but also train students to apply concepts to practical situation.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** provide the knowledge of formal procedures associated with issuing and recording long-term debt;
- CO2:** acquaint students with the basic tools for the issuance, conversion, and retirement of convertible securities by using stock warrant and option;
- CO3:** make students able to apply the accounting procedures for partly or fully acquisition or absorption of the company;

CO4: develop skills to prepare necessary accounting documents while restructuring of a company;

CO5: help the students to identify and evaluate the key terms of share valuation;

CO6: foster the analytical knowledge of admission and retirement aspect of partnership business.

Course Code: ACC 4455

UNESCO Code: 04113555

Course Title: Tax Accounting

Prerequisite: Auditing and Taxation

Rationale

The course is designed to provide better understand the basic concepts related to various tax laws such as Income Tax Ordinance, 1984, Gift Tax Act, 1990, Customs Act, 1969 and Value Added Tax Act, 1991. This course enables students to perform assessment procedures for different entities.

Course Objectives (COs)

The objectives of this course are to:

CO1: help students to identify income tax authorities and their roles in tax administration;

CO2: enable students to understand the basic provision and procedure of tax assessment system;

CO3: provide the basic idea about set-off and carry forward of losses;

CO4: familiarize students with tax offenses, penalties, tax evasion, tax avoidance, and its consequences;

CO5: foster the analytical and critical skills regarding the valuation of imported goods for duty assessment;

CO6: help students to apply appropriate assessment procedure to compute gift tax, Value Added Tax and installment of advance tax payment;

CO7: develop students' capacity for income tax assessment of various business concerns based on respective laws.

Course Code: ACC 4467

UNESCO Code: 04114567

Course Title: Advanced Cost Accounting

Prerequisite: Cost and Managerial Accounting

Rationale

This course involves in-depth learning of the techniques and theories used in cost accounting. Various concepts and methods needed for managers for performing functions like costing for different products or services, costing for joint-products and by-products, variance analysis etc. will be discussed here. This course will develop the skill of applying different costing strategies and procedures which will help the decision-makers in a very lifelike way.

Course Objectives (COs)

The objectives of this course are to:

CO1: enhance the ability of the students to use the techniques of calculating costs for different service organizations;

CO2: enable the students to learn application of various methods of contract costing;

CO3: help students to gain knowledge of process costs with the concept of normal and abnormal loss and equivalent units;

CO4: equip students with an understanding of allocating costs to joint products and by-products;

CO5: familiarize the students with various techniques of standard costing and variance analysis;

CO6: acquaint the students with a comprehensive idea of various concepts of quality costing.

Course Code: ACC 4475

UNESCO Code: 04114575

Course Title: Accounting for Managerial Control

Prerequisite: Cost and Managerial Accounting

Rationale

The course is designed to provide the students with an understanding of the management control systems as the prime system for the functioning of the organizations that serve the role of coordination, control, decision-making as well. The students will learn to integrate performance measurement, evaluation, and control systems to influence the organizational action and behavior which will increase goal congruence and achievement of objectives.

Course Objectives (COs)

The objectives of this course are to:

CO1: help students to comprehend different dimensions of strategic management accounting as well as control systems for the functioning of the organizations;

CO2: enable students to recognize how the management control system is to aid management, for steering an organization toward its objectives;

CO3: familiarize students about different types of responsibility centers and required metrics for the evaluation of the performance of organizational subunits and their managers;

CO4: develop the ability for using relevant concepts in the context of control systems and provide an assessment on these control solutions;

CO5: assist students to learn how to formulate product price with the determinants of pricing, pricing policies, and strategies;

CO6: enhance the skill of preparing an integrated business plan for effective planning and decision making;

CO7: help students to understand basic idea about the impact of accounting information on human behavior in an organization.

17.10 Minor Courses: Finance [in detail]

Course Code: FIN 4451

UNESCO Code: 04124651

Course Title: Portfolio Management

Prerequisite: Financial Management

Rationale

This course has been designed to make the learners oriented with investment fundamentals. It will help the students to learn the methods and techniques by which securities are analyzed and portfolios are managed.

Course Objectives (COs)

The objectives of this course are to:

CO1: familiarize students with the basic knowledge of investment and portfolio management;

CO2: help them to develop necessary skills for conducting fundamental and technical analysis;

CO3: make them able to examine the determinants and behavior of asset pricing;

CO4: provide them knowledge about the financial theory and the analytical tools needed to make good investment decisions;

CO5: make them understand the relationship between risk and return, optimal portfolio selection, asset pricing models, market efficiency, portfolio performance evaluation, and the theory of active portfolio management.

Course Code: FIN 4355

UNESCO Code: 04123655

Course Title: Insurance and Risk Management

Prerequisite: Principles of Finance

Rationale

This course is designed to familiarize students with different categories of risks and help them to block out a structured methodology for identification, analysis and management of risks for business as well as in personal life. It will also familiarize students with a framework of insurance as an effective tool to deal with uncertainties.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint students with the identification of different form of risk, risk management methods and process;

CO2: develop students' capacity to minimize the cost of risk, maximizing business value;

CO3: help students to understand the different factors affecting demand for insurance in business as well as in individuals' life;

CO4: enable students how to apply mathematical tools to understand the severity and frequency of losses;

CO5: familiarize students with the use of different types of insurance like life, marine and fire insurance.

Course Code: FIN 4462

UNESCO Code: 04123662

Course Title: Financial Statement Analysis and Valuation

Prerequisite: Principles of Finance, Principles of Accounting

Rationale

This course has been designed to facilitate the students with the application of tools and techniques used to analyze and interpret the financial statements of manufacturing and service oriented companies. This will also provide them knowledge regarding valuation techniques applied to forecast the growth of a business based on financial information.

Course Objectives

The objectives of this course are to:

CO1: familiarize the students with the key financial statements;

CO2: make them understand the type of information that financial statements provide to different stakeholders;

CO3: enable them to apply different tools and techniques used to analyze and interpret the financial statements;

CO4: synthesize the students with the knowledge of different valuation approaches;

CO5: provide them idea regarding the models used to conduct financial distress analysis;

CO6: enhance students' aptitude to find and use practical information for future oriented decision making.

Course Code: FIN 4367

UNESCO Code: 04124667

Course Title: Financial Markets & Institutions

Prerequisite: Principles of Finance

Rationale

This course has been designed to orient the students with the mechanism by which financial system works and different financial instruments are traded. It will help the students to achieve the skill necessary to manage the risks associated with the investments and financing held by the financial institutions.

Course Objectives (COs)

The objectives of this course are to:

CO1: provide the knowledge to the students regarding the roles of financial markets and institutions;

CO2: explain the structure & mechanisms by which transactions are held in financial markets;

CO3: acquaint the students with the major types of financial markets;

CO4: familiarize students with different forms and characteristics of financial instruments;

CO5: make them understand the risk management processes used by different financial institutions;

CO6: help them to develop the forecasting and problem solving skills necessary to manage different bank and non-bank financial institutions.

17.11 Minor Courses: Marketing [in detail]

Course Code: MKT 3455

UNESCO Code: 04143455

Course Title: Integrated Marketing Communication

Prerequisite: Principles of Marketing

Rationale

Integrated Marketing Communication (IMC) provides students with an in-depth understanding of the key concepts and methods of marketing communications in both traditional and digital media. This course has been designed to help the students understand the concepts and practices of marketing communications tools such as advertising, sales promotion, public relations, publicity, event marketing, personal selling, direct marketing, interactive marketing, and others. Students will learn an analytical approach to integrate all of the marketing communication elements to develop and implement an effective integrated marketing communications program.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint the students with the theoretical and practical aspects of integrated marketing communications (IMC) in today's business environment;

CO2: develop skills in setting marketing communications objectives and establishing promotional budgets;

CO3: help the students in creating and implementing effective advertisement strategies and constructing a media plan;

CO4: provide knowledge of strategic integration of sales promotion, public relations, direct marketing, digital and social media, and personal selling of marketing communication program;

CO5: enhance students' ability to apply creatively marketing communication concepts and techniques in developing an integrated marketing communication plan;

CO6: develop an understanding of the social and ethical issues in IMC practices.

Course Code: MKT 4467

UNESCO Code: 04144467

Course Title: Strategic Brand Management

Prerequisite: Marketing Management

Rationale

This course will enrich students to develop their understanding of branding and its prominence in today's increasingly competitive world. It will also equip detailed knowledge, guidelines, and strategies for planning, building, measuring, and sustaining a creative brand in a hypercompetitive arena. Additionally, this course aims to advance students' understanding of the significance of brand equity and how to construct, measure, and achieve brand equity locally and globally in any organization as well as their entrepreneurial initiatives.

Course Objectives (COs)

The objectives of this course are to:

CO1: familiarize the students with the basic concepts and theories in building and maintaining brand management;

CO2: provide knowledge to the students how to apply brand equity, brand positioning knowledge, and criteria to choose brand elements of crafting brand strategy;

CO3: acquaint the students with the secondary associations of brand elements to leverage brand equity;

CO4: provide exposure to the learners about brand architecture, brand portfolio strategies, and sustaining brand over time;

CO5: deliver required knowledge to the students regarding brand extension as well as to manage the brand over geographic boundaries.

Course Code: MKT 4675
UNESCO Code: 04144475
Course Title: Service Marketing
Prerequisite: Principles of Marketing

Rationale

This course is to acquaint students with the unique characteristics of services and their marketing implications. The course deals with developing and marketing service products, brands, encounters, positioning and marketing mix, and service process; it also deals with managing demand and supply capacity, long-term relationships, complaint handling system, service quality Gap, and developing world class service organization. Students will understand the problems and challenges facing a services marketer, the frameworks for developing services marketing strategies, and the applications of these frameworks and concepts in the emerging country.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with the nature and scope of service marketing from local and global perspectives;
- CO2:** facilitate necessary knowledge about service consumer, encounter, positioning, service product, and brands;
- CO3:** help students familiarize with the nature of the service marketing mix;
- CO4:** make students understand the service blueprint and balancing between demand and supply capacity;
- CO5:** conceptualize students with customer loyalty, complaint handling, and service recovery system; and
- CO6:** facilitate students with the service quality gap and world-class service organization.

Course Code: MKT 4471
UNESCO Code: 04144471
Course Title: Personal Selling and Sales Management
Prerequisite: Principles of Marketing

Rationale

This course aims to provide the theoretical and practical concepts of personal selling and sales management. The knowledge of Personal Selling will help students to know about the tactics for developing and maintaining successful relationships with

customers. Sales Management will help students to learn about various tasks that are applied to the management of sales force which supports the organization to sustain competition in the long run as well as continuing the growth of the organization.

Course Objectives (COs)

The objectives of the course are to:

- CO1:** acquaint students about the relationship between marketing strategy and management of personal selling as a part of promotional program;
- CO2:** provide the necessary knowledge about the basic steps related to the personal selling process;
- CO3:** make the students understand about indispensable functions of sales management such as recruiting, selecting, training, motivating, compensating, and controlling salespeople;
- CO4:** help students conceptualize the establishment of well-designed sales territories.

17.12 Minor Courses: Human Resource Management [in detail]

Course Code: HRM 4451

UNESCO Code: 04133251

Course Title: Employee Training and Development

Prerequisite: Human Resource Management

Rationale

This course aims to offer the students to the concepts, practices, and needs for training and development in modern organizational settings. It deals with the process of training and developing people in organizations and covers a variety of approaches to instruct, learn, and contrast these with their practical application.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** acquaint students with the principles, strategies, procedures, and other basic concepts of training and development;
- CO2:** facilitate students with the necessary skills to be a competent human resource manager;
- CO3:** enable students to understand the process of training and development;
- CO4:** help students to learn the reasons and process of evaluating a training program;

CO5: familiarize students with the necessary knowledge about the responsibilities of employees and organization in the career development of employees.

Course Code: HRM 4462

UNESCO Code: 04134262

Course Title: Compensation Management

Prerequisite: Human Resource Management

Rationale

This course is designed to make students understand the theories, issues, techniques used in compensation management, and their application in business and industry. It will also assist the students in developing and administering a compensation system.

Course Objectives (COs)

The objectives of this course are to:

CO1: facilitate students' necessary knowledge about the principles, strategies, procedures, and other basic concepts of compensation management;

CO2: help students develop a proper pay structure;

CO3: familiarize the students with different types of reward system;

CO4: help students criticize the benefit issues for contingent worker;

CO5: facilitate students' necessary knowledge of pay administration and relate it with quality of work life;

CO6: enable students to compare the wages and salaries of different countries;

CO7: develop students' knowledge about the ethical aspects of compensation management.

Course Code: HRM 4475

UNESCO Code: 04134275

Course Title: Strategic Staffing

Prerequisite: Human Resource Management

Rationale

This course is offered to explore staffing related issues in more depth and focus on the application of staffing theories and research to real-world staffing situations. In addition, this course addresses the strategic roles and skills needed to assess how organizations create value to align staffing to execute the organizations' strategy.

Course Objectives (COs)

The objectives of this course are to:

CO1: acquaint students with knowledge of the contemporary issues and techniques related to attracting, selecting, and retaining employees;

CO2: provide core concepts of applied philosophies, practices, techniques, and policies relating to strategic staffing;

CO3: relate knowledge of applicable legislation and case studies to recruitment and staffing decisions, including the choice and administration of selection procedures.

Course Code: ECO 3812

UNESCO Code: 04134212

Course Title: Labor Economics

Prerequisite: Microeconomics

Rationale

This course offers students a theoretical understanding and empirical explanation of the dynamics and functions of the labor market. In particular, this course aims to make the students understand the resulting pattern of income, employment and wages by looking at the workers or employees and the employers.

Course Objectives (COs)

The objectives of this course are to:

CO1: make the students understand the factors in the labor market that influence wages and employment;

CO2: show students the empirical evidence of the relationships among various factors in the labor market;

CO3: enable students to understand the outcomes from the labor market that can be affected by economic policy.

17.13 Capstone Courses [in detail]

Course Code: BUS 4421

UNESCO Code: 04193121

Course Title: Business Research Methods

Prerequisite: Business Statistics, Principles of Management, Financial Management, Human Resource Management, Marketing Management.

Rationale

This course intends to develop a critical understanding of the role of research and

equipping students with a comprehensive knowledge of how to undertake research in business. Students will have essential theoretical preparation for research through which they will have insights to solve business problems. Students will be engaged in collaborative as well as individual research learning process to prepare themselves to apply the acquired knowledge to support managerial decision making.

Course Objectives (COs)

The objectives of this course are to:

- CO1:** help students to comprehend the value of research in business;
- CO2:** enable students to recognize and define business problems;
- CO3:** assist students to learn how to formulate research questions, develop hypothesis and construct theoretical framework;
- CO4:** teach students how to write a research proposal;
- CO5:** familiarize students with different research approaches and methodologies;
- CO6:** develop students' capacity to design questionnaire with appropriate measurement scales;
- CO7:** help students to understand different sampling methods.

Course Code: MGT 4797

UNESCO Code: 04134397

Course Title: Strategic Management

Prerequisite: Financial Management, Human Resource Management, Marketing Management, Cost and Managerial Accounting, Organization Behavior, Entrepreneurship Development and SME Management.

Rationale

The course is intended to comprehend various strategic inputs, strategic actions, and strategic outcomes of the business organization to create employability for the students in any diversified organization. Also, it aims to assist the students to integrate and apply in-depth strategic knowledge in executing decision making abilities in the unusual circumstances of the competitive business world to bring the long-term sustainability of the organization.

Course Objectives (COs)

The aims of this course are to:

- CO1:** acquaint students with the concepts of the strategic management process, principles, and activities;

CO2: help students in conceptualizing generic strategies, theories, and forecasting of business environment about the general, industry, and competitive environment;

CO3: make them able to apply the value-chain analysis, roots of competitive advantages, as well as the firm's various tangible and intangible resources;

CO4: develop students' knowledge of identification, indebtedness, and clarification of the efficiencies in different functional areas, challenges and opportunities before an organization;

CO5: assist students to accumulate the basic ideas of motivation, risks, merits, and demerits to international expansion associated with four basic international strategies;

CO6: advance students' theoretical, diagnostic and conceptual skills in strategy formulation and execution in any kind of organizational set up.

18. Viva Voce and Project Work/Internship

Course Code: BBA 4798

UNESCO Code: 04194198

Course Title: Viva Voce

Year/Semester: 4th Year / 8th semester

Academic Session: To Be Announced

Credit Value: 3.00

Total Marks: 100

Viva Voce

The objective of the viva voce is to evaluate a student's understanding of the subjects he/she studied. Usually, questions are open in nature and targeted to check the depth and breadth of knowledge of the student in the subjects studied and his /her presence of mind in different situation as well. Students are required to get a passing grade in the viva voce.

Course Code: BBA 4799

UNESCO Code: 04194199

Course Title: Project Work/Internship

Year/Semester: 4th Year / 8th semester

Academic Session: To Be Announced

Course Teacher: To Be Announced**Credit Value: 3.00****Total Marks: 100****Project Work / Internship**

The objective of project work or internship is to provide practical exposure of the working environment to the students. Usually, they are sent to business organizations, government enterprises and other research bodies where they get the opportunity to translate theoretical conception into a real-life situation. They are to work for 8 weeks in organizations and take another 3-4 weeks for the finalization of the report. Students are to prepare and submit a report and must get a passing grade.

19. Weekly Schedule of a Course (Sample)**Teaching-Learning and Assessment Strategy Mapped with CLOs**

Week	Topics	Corresponding CLOs	Teaching-Learning strategy	Assessment Strategy
Week 1	Strategic Management and Competitiveness Definitions: Strategy, Strategic Management, Strategic Competitiveness, Competitive Advantage, Risk, Average Returns, Above-Average Returns; 21st-Century Competitive Landscape: a Perilous Business World.	CLO1	Lecture, Interactive Lecture	Quiz
Week 2	Strategic Management and Competitiveness Hyper-Competition, Global Economy, Technology and Technological Changes; I/O Model of Above Average Return.	CLO1	Lecture, Interactive Lecture	Class Test
Week 3	The External Environment The General Environment and The Competitive Environment; External Environment Analysis- Role of Scanning, Monitoring, Forecasting and Assessing; Segments of The General Environment, SWOT Analysis; Industry Environment Analysis.	CLO2, CLO3, CLO6	Interactive Lecture, Project Based Learning	Assignment, Presentation

Week 4	The External Environment Five Forces Model, Interpreting Industry Analysis; Strategic Group; Competitor Analysis; External Environmental Analysis; Segments of The General Environment.	CLO2, CLO3, CLO6	Interactive Lecture, Project Based Learning	Assignment, Presentation
Week 5	Assessing the Internal Environment of the Firm The Value-Chain Analysis; The Resource-Based Model of Above Average Return; Resources-Tangible and Intangible; Capabilities; Roots Of Core Competencies; Firm Resources and Sustainable Competitive Advantages.	CLO3	Lecture, Interactive Lecture	Mid Term
Week 6	Functional Level Strategy Achieving Superior Efficiency: Efficiency and Economies of Scale, Learning Effects, and The Experience Curve; Achieving Superior Quality: Attaining Superior Reliability, Implementing Reliability Improvement Methodologies, Developing Superior Attributes Associated With a Product Offering.	CLO3	Lecture, Interactive Lecture	Mid Term
Week 7	Functional Level Strategy Achieving Superior Innovation: The High Failure Rate of Innovation, Five Steps In Building Competencies In Innovation; Achieving Superior Responsiveness to Customers: Customer Focus and Satisfying Customers Need.	CLO4, CLO5	Lecture, Interactive Lecture	Mid Term
Week 8	Mid Term Examination			
Week 9	Business-Level Strategies Business Level Strategy: Generic Strategies-Definition of Overall Cost Leadership, Differentiation, and Focus; Overall Cost Leadership-How a Firm can Attain an Overall Cost Leadership Strategy in Value Chain Activities; Improving Competitive Position Vis-A-Vis the Five Forces	CLO7	Case Based Learning	Final Examination

Week 10	Business-Level strategies Potential Pitfalls; Differentiation- How a Firm can Attain Differentiation Strategy in Value Chain Activities, Improving Competitive Position Vis-À-Vis the Five Forces; Potential Pitfalls; Industry Life Cycle- Characteristics of Different Stages of the Industry Life Cycle.	CLO7	Case Based Learning	Final Examination
Week 11	Corporate Level Strategy Related Diversification- Economies of Scope: Leveraging Core Competencies and Sharing Activities; Related Diversification- Market Power: Pooled Negotiating Power and Vertical Integration, Benefits And Risks of Vertical Integration.	CLO7	Interactive Lecture	Final Examination
Week 12	Corporate Level Strategy Unrelated Diversification- Financial Synergies and Parenting: Corporate Parenting And Restructuring, Types Of Restructuring; Portfolio Management-BCG Portfolio Matrix.	CLO7	Interactive Lecture	Final Examination
Week 13	International Strategy Creating Value in Global Markets International expansion: a company's motivations and risks, achieving competitive advantages in global markets: four strategies- international strategy (strengths and limitations), global strategy.	CLO4	Lecture, Interactive Lecture	Final Examination
Week 14	International Strategy Creating Value in Global Markets Global strategy (strengths and limitations), multi-domestic strategy (strengths and limitations), transnational strategy (strengths and limitations).	CLO7	Case Based Learning	Final Examination

N.B. Midterm will be taken within week 7 to week 9.

20. Assessment Strategy and Marks Distribution

20.1 Assessment Strategy

Forty percent (40%) of the total mark of each course shall be allotted for continuous assessment. This part consists of Class Attendance and Participation, Quiz, Assignment and Presentation and Class Test. The rest of the marks will be allotted for summative assessment which consists of Mid Term and Final Examination.

20.2 Marks Distribution

Distribution of marks for any given course is as follows:

Assessment Strategy	Percentage	Assessment Type
Class Participation	10%	Continuous Assessment
Assignment, Quizzes, Presentations, Viva	20%	
Class Test	10%	
Mid Term	20%	Summative Assessment
Final Examination	40%	
Total	100%	

20.3 Make-up Procedure

If any student fails to appear in any assessment as scheduled, he or she will have to place an application to the respective course teacher with proper evidence to support his or her cause of absence. If the course teacher finds the cause reasonable, he or she may allow the student to sit for make-up. It is to be noted that decisions for make-up exams may vary on case-by-case basis.

21. Grading/Evaluation

1) Grading Scale: 4.00

2) Grades

The performance of a student in a given course is made through continuous and summative assessments. That comprises quizzes / in-course, class participation, attendance, home work/assignment, case study, class test, mid-term and semester final examinations. Letter grades and grade points are used to evaluate the performance of a student in a given course. A+, A, A-, B+, B, B-, C+, C and D are the passing grades while F is the failing grade. Letter grades and corresponding numerical grades used in calculating the GPA/CGPA (Cumulative Grade Point Average) are as follows:

Marks Range	Letter Grade		Grade Point
80% and above	A+	A Plus	4.00
75% to less than 80%	A	A Regular	3.75
70% to less than 75%	A-	A Minus	3.50
65% to less than 70%	B+	B Plus	3.25
60% to less than 65%	B	B Regular	3.00
55% to less than 60%	B-	B Minus	2.75
50% to less than 55%	C+	C Plus	2.50
45% to less than 50%	C	C Regular	2.25
40% to less than 45%	D	D Regular	2.00
Less than 40%	F	0.00	

3) Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA)

Grade Point Average (GPA) is the weighted average of the grade points obtained in all the courses attempted by a student. The four-step procedure that will be followed to calculate the CGPA (Cumulative Grade Point Average) of a student is given below:

- Grade points earned in each course will be computed by multiplying the credit (G_i) and the individual grade point (G_i) earned in that course (i.e., $C_i * G_i$).
- The grade points (determined in step i) of all the attempted courses will be added to determine the total grade point earned (i.e., $\sum C_i * G_i$).
- Credits of all courses will be added together to determine the total credits ($\sum C_i$).
- CGPA will be determined by dividing the result of step (ii) by the result of step (iii). For example, if a student attempted n courses in a semester having credits $C_1, C_2, \dots, C_n$ and his/her grade points in these courses are $G_1, G_2, \dots, G_n$ respectively, then the CGPA can be calculated as follows:

$$\text{CGPA} = \frac{\sum (\text{Credit of the course attempted} \times \text{Grade point earned})}{\sum (\text{Credit of attempted course})} = \frac{\sum C_i * G_i}{\sum C_i}$$

A Numerical Example: Suppose a student has completed six courses in a semester and obtained the following grades:

Course	Credit C_i	Letter Grade	Grade Point G_i	$C_i * G_i$
05411505	3.0	A+	4.00	12.00
14131111	3.0	A	3.75	11.25
04131326	3.0	A+	4.00	12.00
05421003	3.0	F	0.00	0.00
02311403	3.0	A	3.75	11.25
04212005	1.5	B	3.00	4.50
Total	$\sum C_i = 16.5$			$\sum C_i * G_i = 51.00$

$$CGPA = \frac{51.00}{16.50} = 3.09$$

Note: If the 3rd digit after decimal points is above '0', grade will be rounded (ceiling) into the second digit after decimal. For example, 2.990 will be counted as 2.99 while 2.991 will be counted as 3.00 in CGPA calculation.

4) Course Withdrawal

A student will be allowed to withdraw from a course(s) before the mid-term examination of any given term. In exceptional cases (e.g., serious illness of students, death of parents), students may be allowed to withdraw from a course after midterm examination with the recommendation of their Adviser and Chairman. Such requests should be supported by a medical certificate from a registered medical practitioner.

5) Incomplete Courses

When a student is unable to sit for the final examination of a course, his/her grade in that course shall be recorded as 'F'. In such case, he/she has to retake/recourse the course.

6) Retake

A student getting an 'F' grade in a course may sit only for the final examination in that course, if he/she obtains 40% or above marks excluding the final examination. A course cannot be retaken more than twice.

7) Recourse

A student getting an F grade in a course will be required to repeat the course if he/she obtains below 40% marks excluding the final examination.

8) Grade Improvement

A student may re-course one or more courses for improvement of grade and the best of the grades earned in a course on repeating will be counted for CGPA calculation.

A student may retake one or more courses for improvement of grade and the best of the grades earned in a course on retaking will be counted for CGPA calculation. Courses having less than 'B' grade will be allowed to register as 'Improvement'.

Note: For any retake, the students have to obtain 40% or above marks excluding the final examination.

9) Dropout

A student may dropout from the program by applying to the registrar of the university but he/she must have a convincing reason to do so.



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