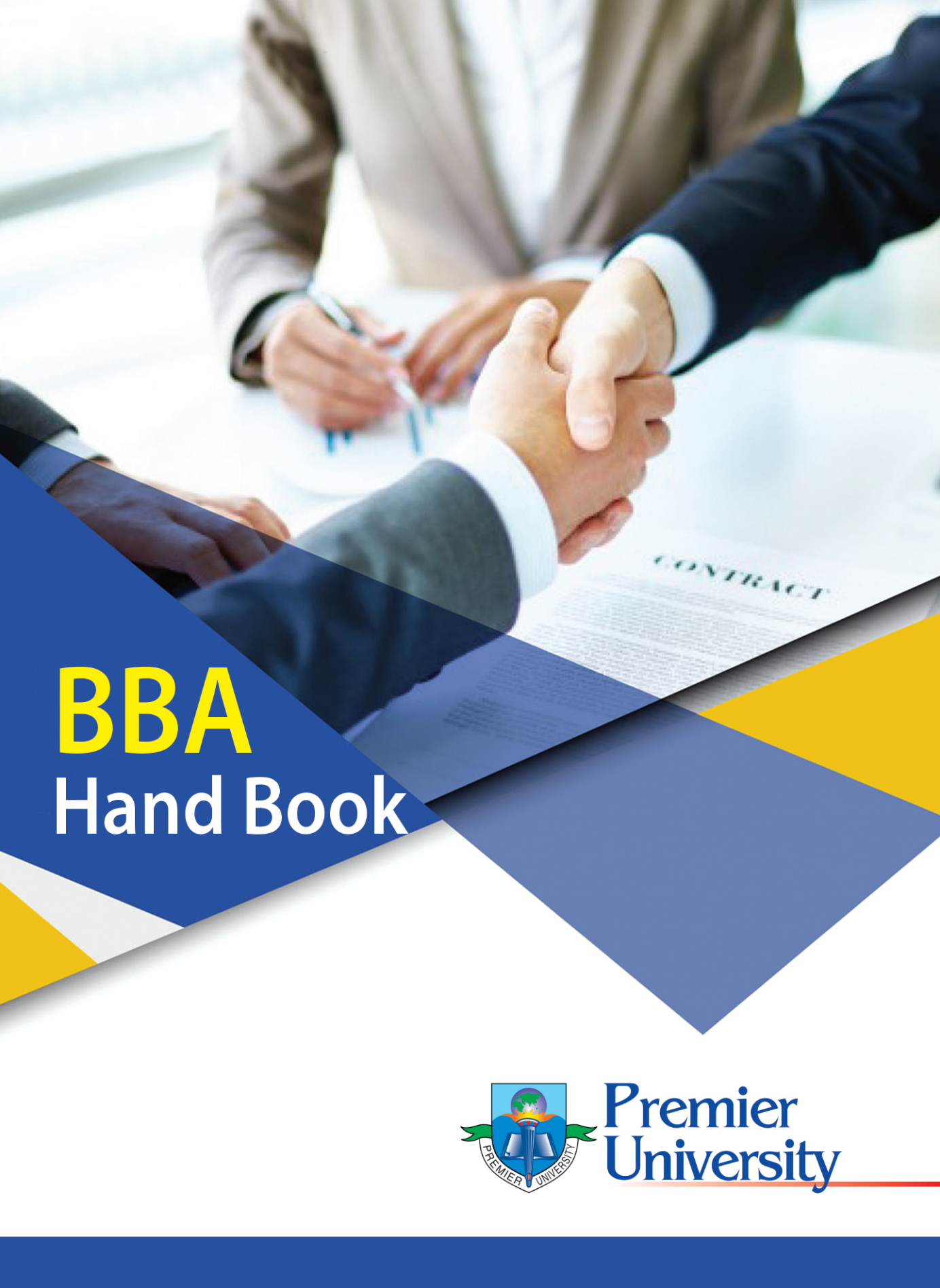




BBA

Hand Book



Premier
University



Published by
Registrar
Premier University, Chittagong
March, 2021

Copyright
Premier University, Chittagong
541, O. R. Nizam Road, GEC Circle, Chattogram and
1/A, O. R. Nizam Road, Prabartak Circle, Panchlaish, Chattogram, Bangladesh.
 (PABX): +88-031-2856352-55, 241355198, 01313 044515-19
 +88-031-657892
 info@puc.ac.bd
 www.facebook.com/PremierUniversityChittagong
 www.puc.ac.bd

Printed by: The Solution

Message

Chattogram is one of the oldest port-cities of the world. There is a tradition that says, Bijoy Singha went to Ceylon from Chattogram a millenium before the birth of Christ. The name 'Ceylon' is derived from the word 'Singhala' bearing Bijoy Singh's name. Chattogram Port had been visited by Marco Polo and Ibn Batuta. In the 17th century, it was the most famous port of the Indian sub-continent. Portugeese traders and adventurers used to call it 'Porto Grande' or the great port, while Hoogli Port was termed 'Porto Picono' or small port. Today, Chattogram is the largest port of Bangladesh. In fact, it is the heart of the body economy of the country.



The scenic beauty of Chattogram is overwhelming and unique. Wordsworth said :

Two Voices are there
One is of the sea
One of the mountain
Each a mighty one.

Chattogram has both. The impact of these two natural phenomena on the people of Chattogram have made them generous and hospitable. Chattogram has been the abode of various cultures. Here we find the mingling of the Hindus, the Buddhists, the Muslims, the Christians and even Animists. Muslim sufi-saints came to Chattogram and preached their message of love long before the Muslims established their rule over the sub-continent. The Buddhists had a famous University in Chattogram which acquired fame as 'Pundit Bihar'. Sitakunda is one of the holiest places of the Hindus. Till today Chattogram bears the heritage of Portugeese Culture in its many churches and buildings.

Chattogram will always be a place where people will come to seek material wealth and spiritual solace. The region is also renowned for its unique educational, artistic and folk traditions. Its poets, writers and scholars have greatly and immensely contributed to Bangla literature. Also, in our war of liberation and anti-colonial movement Chattogram occupies a special place.

Premier University, though established at the beginning of the 21st century, upholds these rich traditions of Chattogram.

Premier University values most the quality of education it provides. Needless to say, your studies at this university will enrich and equip you for an enlightened and bright future.

Professor Dr. Anupam Sen
Vice - Chancellor
Premier University

Contents

Table of Contents	Page
1. Premier University Profile	09
2. General Academic Guidelines	16
3. Student Code of Conduct and Disciplinary Procedures	38
4. Faculty of Business Studies Profile	53
5. BBA Program	55
5.1 Introduction	55
5.2 Program Design	55
5.3 Major/Concentration	55
5.4 Project Work	55
5.5 Entry Requirement	56
5.6 Degree Requirements	56
5.7 Application Procedure	56
5.8 Admission and Tuition Fees	56
5.9 Structure of the Program	56
5.10 Brief Courses Description: BBA Program	62
5.10.1 Core Courses	62
5.10.2 Major in Accounting	68
5.10.3 Major in Finance	69
5.10.4 Major in Human Resource Management	71
5.10.5 Major in Management	73
5.10.6 Major in Marketing	75
6. Photo Gallery	77



Building-1



Building-2



Building-3



Building-4



Building-5



Ladies Hostel



Central Library



Shaheed Minar



PREMIER UNIVERSITY PROFILE

1.1 Background

Since ancient times, education has been recognized as an important factor for the amelioration of human conditions in a social setting. Greek thinkers like Socrates, Plato, and Aristotle were all aware of the role of education in society. Plato, in fact, had a very comprehensive scheme of education for his contemplated ideal state. He clearly understood that the philosopher king should have sufficient education to conduct the affairs of the state. In other civilizations also education was accorded an important place in their scheme of things, especially in their objective of attaining a good society.

Although education has been recognized as something important, it is in recent times that there have been theorizations about the causal link between education and development. Economists like Theodore Schultz, Gary Becker, and Amartya Sen have written extensively on the contribution of human capital to economic growth. They theorize that education, through providing skills, can make people more productive, and this gives them chances to earn higher wages in the labour market. Human capital has been defined as “the stock of useful, valuable and relevant knowledge built up in the process of education and training.” Investment in human capital, through schooling, increases the productivity of labour. Education not only increases productivity, but also has many spillover effects. Several World Bank studies show strong support in favor of this school. The World Bank concludes from their analysis of the experiences of 192 countries that human and social capital comprises two-thirds of the wealth of nations. Social capital has been understood to mean, sound institutions and good governance. Theorists cite the case of Japan as a glaring example in support of the human capital thesis. It is said in the case of Japan that human and social capital contributed 85% to the total national wealth while physical capital (machinery, building, and physical infrastructure) 14% and natural capital only 1%. It can be inferred from this phenomenon that the dearth of natural capital may be compensated easily through the development of human capital, but the reverse may not be true. “Empirical evidence further shows that there is no industrial society today with an adult literacy rate less than 80%. No illiterate society has ever become an industrial tiger of any stripe or color.”

From the foregoing discussion, it is evident that education is crucial for economic

development in the modern world. In fact, higher education can transform human beings into human capital, which ultimately becomes one of the vital ingredients of nation-building itself. We see that only those societies that have acquired the basic tools of essential knowledge and skill can successfully compete in today's global markets. This fact has been borne out by the experiences of Japan and other East Asian industrializing countries such as South Korea, Hong Kong, Singapore, Malaysia and China. These countries have abundant human labour. But, this factor alone could not raise them to their present height of market leadership. They could scale up to this pinnacle of prosperity and massive labour productivity only when they combined knowledge and skill with abundance of low-wage labour through education. Thus, in terms of human development objectives, education is an end in itself and not just a means to an end.

1.2 Genesis

Education has always been considered as an important issue for the development of human beings. Studies confirm that it transforms human beings into human capital, and economists like Theodore Schultz, Gary Becker, and Amartya Sen have recognized the significance of human capital for economic growth of a country. Ancient Greek thinkers like Socrates, Plato and Aristotle were also well aware of the role of education in the society. Education instills knowledge, skills, and abilities into human beings to make people more productive. It improves their capacity to generate more economic value for them as well as for their nation. That is why education is believed to be a treasure around the world.

Chattal Bir Alhaj ABM Mohiuddin Chowdhury, inspired by these ideas, conceived the idea of establishing a university in Chattogram, which he dreamed would impart quality education. He thought of establishing this university as a private university which would offer its education at a low cost. To transform his idea into reality, he initiated a 'Needs Assessment Study' in 1998 and submitted a project proposal for Premier University to the Ministry of Education of the People's Republic of Bangladesh in May 2001. In the same year, the government of the People's Republic of Bangladesh approved the proposal under the Private University Act, 1992 (Amended in 1998). The University Grants Commission (UGC) approved its curricula as well. Premier University then came into being and started its academic programs on January 21, 2002, with two departments: Department of Business Administration and Department of Computer Science & Engineering.

Since the origination of the idea to establish this academic institution, late Alhaj ABM Mohiuddin Chowdhury had led the university as its Founder Chairman and continued to do so until his sad demise on December 15, 2017. His dedication and persistent efforts made Premier University not only a center of excellence for higher education and learning but also one of the leading universities in this region.

1.3 Accreditation

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

1.4 Vision

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.

1.5 Mission

The overall mission of Premier University is to develop human resources through teaching, training, and guidance as well as creating knowledge conducive to the socio-economic realities of developing societies in general and of Bangladesh in particular.

1.6 Scope

The university holds the power and authority to provide education, training and degrees related to all areas of knowledge. However, currently the university restricts itself to offering four-year and five-year bachelor degrees and one-year and two-year master degrees in a limited number of subjects: these are Business Administration (from the year 2002), Computer Science and Engineering (from the year 2002), English Language and Literature (from the year 2004), Law (from the year 2004), Economics (from the year 2006), Electrical and Electronic Engineering (from the year 2007), Architecture (from the year 2011), Mathematics (from the year 2013), Chemistry (from the year 2013), and Sociology and Sustainable Development (from the year 2015). As the university grows and institutional capacity builds up, learning will be provided in other disciplines too. The university will eventually offer M. Phil. and Ph. D. programs in all subjects. It may also offer special courses tailored for people in the work force, diploma courses, etc.

1.7 Faculties and Departments

There are six faculties under which departmental programs are carried out. The faculties and the departments are the followings:

1. Faculty of Business Studies
 - Department of Business Administration
(Major in Accounting, Finance, Human Resource Management, Management and Marketing)
2. Faculty of Engineering
 - Department of Computer Science and Engineering
 - Department of Electrical and Electronic Engineering
 - Department of Architecture
3. Faculty of Arts
 - Department of English Language and Literature
4. Faculty of Law
 - Department of Law
5. Faculty of Social Science
 - Department of Economics
 - Department of Sociology and Sustainable Development
6. Faculty of Science
 - Department of Mathematics
 - Department of Chemistry

1.8 Programs

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

1.8.1 Undergraduate

- Bachelor of Business Administration (BBA);
- Bachelor of Science (Engineering) in Computer Science and Engineering (CSE);
- Bachelor of Arts (Honors) in English;
- Bachelor of Law (LL.B.);

- Bachelor of Social Science (Honors) in Economics;
- Bachelor of Science (Engineering) in Electrical and Electronic Engineering (EEE);
- Bachelor of Architecture;
- Bachelor of Science (Honors) in Mathematics;
- Bachelor of Science (Honors) in Chemistry;
- B.S.S. (Honors) in Sociology and Sustainable Development;
- B.A. (Honors) in Bangla Language and Literature.

1.8.2 Graduate

- Master of Business Administration (1-year);
- Master of Business Administration (1.5-year)
- Master of Business Administration (2-year);
- Master of Arts in English;
- Master of Law (LL.M.);
- Master of Social Science in Economics;
- Master of Science in Mathematics;
- Master of Science in Chemistry;
- M.S.S. in Sociology and Sustainable Development.

1.8.3 Certificate

- CISCO Certified Network Associates (CCNA).

In future, Premier University will expand its activities and offer degrees in other branches of knowledge.

1.9 The Campus

Chattagram is a picturesque city of vivid beauty with lush green hills and colorful landscapes. The Bay of Bengal, only about 15 kilometers to the east of the city, has made it a delightful place to live in. The university has several academic buildings to run different faculties and departments. All of these are very close to Chattagram zero point, the railway station, the central bus depot, and can be reached within 5 to 10 minutes from any one of these points. The university provides the students with quality infrastructure – air conditioned and multimedia classrooms, computer facilities, well-structured labs and libraries.

1.10 The Faculty

The teaching staff of the university consist of highly qualified full-time teachers with

solid academic background in their respective disciplines. The university also invites adjunct teachers from other universities, business houses, government organizations and research bodies. Senior executives from multinational corporations and foreign banks offer, on invitation, lectures on real life ambience of their organizations. Occasionally, Premier University also invites visiting professors from foreign universities.

1.11 Quality Education

Premier University has been imparting quality education since its inception. The quality education of Premier University is based on its committed and highly qualified teachers, supportive administration and a large pool of learning resources. Premier university prepares a student to face the challenges of the world; its open credit system provides a student a better choice to go abroad for higher studies. Many alumni of Premier University are now occupying important positions in many renowned universities, including universities in the USA, European Union and the UK. Premier University puts great emphasis on creative learning.

1.12 Classrooms

Classrooms of the university are equipped with AC, fixed multimedia projectors, and other modern and necessary implements and appliances. The Classrooms are compatible with online class.

1.13 Computer Lab

The university has several state-of-art computer labs with more than 500 computers. These labs are staffed by professional systems managers and lab assistants. The students can access to all kinds of computer facilities as part of supervised classes by instructors and/or on their own to complete assignments in related courses.

1.14 Library

The Premier University has one central library supported by four departmental libraries located in two separate academic buildings feeding the needs of the students. These libraries have rich collections of books, periodicals, and research journals and e-resources on related areas of knowledge. The services of the libraries include lending of text books, providing assistance to students and rendering reference and bibliographical services. The libraries are fully automated through KOHA (Integrated Library Management System), while they subscribe to world renowned e-resources, e.g. Academic Search Premier, EBSCO host, the ACM Digital Library, Annual Reviews, Brills, Cambridge University Press, Duke University Press, EBSCO CMMC, EBSCO Host Research Databases, Edinburgh University Press,

Emerald, IEEE Explore Digital Library, IMF e-Library, Indian Journals, JSTOR, Palgrave Macmillan Journals, Project MUSE, Society for Industrial and Applied Mathematics, Springer e-Journals, Taylor and Francis e-Bestseller Packages, University of Chicago Journal, Willey Online Library, etc., through LiCoB and UGC Digital Library Consortium. The library also maintains DSpace repository software. To sum up, more than 41,000 online journals' articles, 1,00,000 e-books, 1700 world renowned e-magazines can be accessed and downloaded from Premier University LAN and Wi-Fi zones. In addition, the central library subscribes to all major local and national dailies on a regular basis. The Central Library has also archived around 25,000 volumes of printed books which are available to readers.

1.15 Academic Activity Automation

PU offers online-based course registration and advising systems where students can complete their course registration for each semester, print class schedules and course registration details, and check their examination grades. Faculty members also benefit from a centrally-governed online integrated faculty resource-system, which allows for tasks like grade submission to be performed securely, remotely and easily. The IT office that provides these services also maintains hardware, software and network infrastructure at PU, with an easy repairing facility cell.

1.16 Campus and Club Activities

Premier University ensures the opportunities for broadening the experience of students and staff through participation in sports, music, drama, visual arts, and other cultural activities. As a result, the students of Premier University are actively involved in several kinds of extra-curricular activities. Students enthusiastically participate in the activities of the Debating Clubs, Language Clubs, Photography Clubs, Programming Clubs, Robotics Clubs, and Cultural Clubs. Till date, our students have won numerous National Awards by participating in different national events through the aforementioned clubs.

1.16 Sports

In order to ensure an all-round growth of the students, Premier University has formed a Central Sports Body, called PU Sports Development Committee, which has been organizing different sports, i.e., cricket, football, indoor games, etc., for the students round the year on campus. Students have so far successfully participated and won national and international awards in cricket and football events held in Dhaka and Chattogram at home, and in India.

2. GENERAL ACADEMIC GUIDELINES

2.1. Student Admission Guideline

The admission committee of each department of the university will conduct their own admission process. The students will be admitted in the first semester of an academic year in the individual 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. Undergraduate Program

The candidate for admission into Level-1 class must have the following requirements:

- i. Minimum GPA of 2.5 (or second division) in S.S.C. and H.S.C. examinations (or their equivalent), or at least one GPA 2.00 but aggregate GPA of 6.00 in S.S.C. and H.S.C. or G.C.E. "O" Level in 5 subjects and "A" Level in 2 subjects with at least Four (4) B Grade or GPA 4.00 and Three (3) C Grade or GPA 3.50 (using scale of A=5, B=4, C=3.5, D=2, E=1)
- ii. However:
 - Sons/daughters of freedom fighters will be eligible for admission if they have an aggregate GPA of 5.0 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 also accepted in lieu of Admission Test for High School Graduates in 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 PU.
- iii. 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 PU.
- iv. A foreign degree holder seeking admission to any of the programs in this university must submit equivalence certificate (issued by Ministry of Education) at the time of admission.

B. Graduate Program

- a. All requirements needed for undergraduate program, and
- b. Minimum GPA 2.00 in undergraduate program.
- c. 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 PU.

Application Procedure

A candidate should apply for written admission test within the time limit in the prescribed application form available from Premier University Information desk, on payment. Information regarding admission can be obtained from the Information Office, Premier University Building, 1/A O.R. Nizam Road, Panchalish, Chittagong.

The Admission Committee of Premier University uses the following as basis for evaluating each applicant:

- a. A complete application form for admission,
- b. Official transcript of records,
- c. Non-refundable application fee,
- d. Test scores of the admission test administered by the Premier University
- e. Performance in the interview.

2.2. Duration of Program

All programs at the PU follow a two terms per academic year (bi-semester) system. The two terms per year system will be as follows:

- Term I (Spring semester) - between March and August,
- Term II (Fall Semester) - between September and February

The duration of each term in two terms per year system will be a minimum of 23 weeks, which will be used as follows:

A. Term-I

Classes	13 weeks
Mid Term (Generally after 50% of the Term Duration)	1 week
**Preparatory Leave for Examination	1 week

Term Final Examination Period Duration (2 days interval/course)	*3 weeks 1 day
Total	18 weeks 1 day
Publication of result	2 weeks
Inter Term Break	1 week
Course enrollment and result correction	2 weeks
Total	23 weeks 1 day

B. Term-II

Classes	13 weeks
Mid Term (Generally after 50% of the Term Duration)	1 week
**Preparatory Leave for Examination	1 week
Term Final Examination Period Duration (2 days interval/course)	*3 weeks 1 day
Total	18 weeks
Publication of result	2 weeks
Inter Term Break	1 week
Course enrollment and result correction	2 weeks
Total	23 weeks 1 day
C. Ramadan, Puja and other Vacations throughout the Level	5 weeks 1 day
Total	51 weeks 3 days

* Designed for 05 theory courses

** There will be strictly no class/exam during this period

** The remaining 3 days are for any special vacation/holidays decided by the university authority.

The particular dates of the terms may vary from year to year due to official holiday variables or special circumstances, but the minimum duration of each term will always be maintained.

Students admitted to PU must complete their graduation within eight years (10 years for B.Arch.) from the date of first enrollment.

However, students admitted to Master degree programs should finish their programs within (program duration $\times$ 2 + 1) years time.

2.3. Course Pattern and Credit Structure

The entire bachelor and master degree programs are covered by a set of theoretical, practical/ laboratory/sessional/studio and seminar courses. A short description of every course will be published by the curriculum committee of each program.

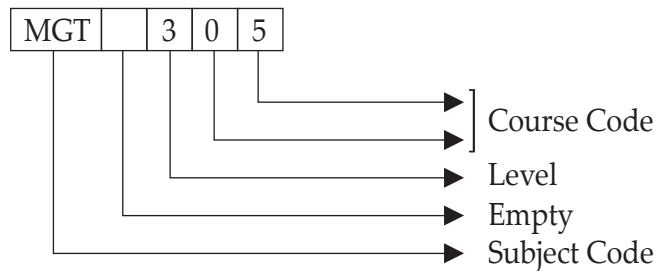
2.4. Course Numbering

The university uses three-digit numbering system preceded by three capital letters, which indicate the subject area or name of the department.

The three-digit numbers have the following interpretation:

- The first digit of the three-digit number corresponds to the year/level intended for the students.
- The second digit is reserved for departmental use to identify a specific area of study within the department.
- The last digit is used to identify a course within a particular department. This digit can be used sequentially to indicate a follow up course. For engineering generally an odd number is used for theoretical courses and an even number for Sessional/ Laboratory/Design-Subject course.

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



2.5. Course Level

The four academic years of study for the degree of B.Sc., B. Sc.(Engg.), BBA, and BA shall be designated as Level-1 class, Level- 2 class, Level-3 class and Level-4 class in succeeding higher Levels of study.

The five academic years of study for the degree of B. Arch shall be designated as Level-1 class, Level-2 class, Level-3 class, Level-4, and Level-5 class in succeeding higher Levels of study. Students shall be admitted into the Level-1 class.

The graduate courses shall be designated as Level-5 class and, Level-6 class.

2.6. Assignment of Credits

The length of a semester consists of 13 calendar weeks of instructional time. Students take courses each semester and these courses have credits assigned to them and the credits are counted towards the degree. The “credit hour” (one credit hour) is defined as the amount of work represented in intended learning outcomes and verified by evidence of student achievements, that is, an institutionally established equivalency that reasonably approximates not less than

1. One hour of class room or direct faculty instructions (so-called contact hour) and a minimum of two hours of out-of-the class student work (homework, assignment etc) each week.
2. At least an equivalent amount of work as required in previous paragraph of this definition for other academic activities as established by the institution, including laboratory work, internships, practical work, studio work, and other academic work leading to the award of credit hour.

The contact hour(s) of the teaching load(s) shall have to counted according to the following guideline:

A. Term-I

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	1.5 hours per week	0.75
	ii) Sessional	2 hours per week	1.00
	iii) Design Studio (for B. Arch.)	2 hours per week for level 1	1.00
		1.5 hours per week for level -2,3, and 4	1.00
		1.25 hours per week for level-5	1.00
3	Project and Thesis	2 hours per week	1.00
4	Field work	2 weeks of field work	1.0
5	Internship	8 weeks of organizational attachment	3.00
6	Industrial Training (EEE)	2 weeks	Non Credit

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

2.7. Classification of courses:

The types of courses included in the undergraduate curricula are divided into the following groups:

A) Core Courses

In each program, a number of courses are identified as core courses. Every student registered has to complete all the designated core courses of his/her program.

B) Prerequisite Courses

Some of the core courses are identified as prerequisite courses for a specific subject. A prerequisite course is the one that is required to be completed before some other course(s) can be taken. Any such course, on which one or more subsequent courses build up, may be offered in each of the two Regular Terms.

C) Optional /Elective Courses

Apart from the core courses, the students can choose from a set of optional courses. A required number of optional courses from a specified group have to be chosen. The number of optional course vary from program to program.

2.8. Medium of Instruction and Examinations

English shall be the medium of instruction and examinations of all academic programs at PU. Each course focuses on the intellectual development of the students, and incorporates a variety of teaching methods in order to make the students proficient in the course.

2.9. Credit Transfer

A student may apply for transfer of credits earned from a similar course/degree at another university/institution. Credit transfer from another university to Premier University will be decided upon by the Equivalence Committee of the concerned department/program or the Admission Committee of the university and this committee will decide how many credit hours will be accepted by the university. Credit transfer decisions are made on a case-by-case basis where the quality and standard of the institution and/or academic program will be taken into account.

Students selected for credit transfer shall have to pay Credit Transfer Fee in addition to all applicable fees as per the rule of the university at that time in force.

Documentations Needed for Credit Transfer:

1. Submission of an application in a prescribed form available at the respective program office.
2. A complete official Transcript from the university/institution record to date.
3. Complete syllabus of the subjects that are applied for transfer.
4. Prospectus of the university/program showing academic system, grading system and course descriptions (course outlines, if available), etc. should be submitted with the credit transfer form.
5. Any other paper/document made necessary by the PU authorities at any point in time.

Courses that are similar in content with PU or that have equivalence with PU may be considered for transfer. However, courses that are not directly equivalent or similar to PU courses may be transferred as elective courses based on approval of the credit transfer committee.

The total credits transferred by a student from other universities should not exceed 50% of the total credits applicable for a particular degree at PU. For Bangladeshi institutions, transfer of credits will be considered if the institution has been approved by the UGC.

However, Premier University would neither incorporate in its transcripts the name of the courses accepted as transferred courses nor bring the grade point of those transferred courses in its CGPA calculation. Only the total number of transferred credit hours will be shown as earned "transfer credit hours". CGPA calculation would be made only on the courses completed in Premier University. To prove the completion of their degrees they have to carry the transcript of the previous institution from where their credit hours have been accepted by Premier University.

Note: Student who is already admitted in one department may change his department /transfer his credits by paying only the tuition fees. Accepted credits will be transferred to the desired department. The course that cannot be transferred will be shown in the transcript as non-credit course.

2.10. Academic Calendar

Before the end of a calendar year (preferably within November), the Head of the Department (HoD) will propose an academic schedule for all academic Levels to the Vice Chancellor for approval through Dean of the respective Faculty. The academic schedule of all of the departments (for both Undergraduate and Master program) will be compiled together, published along with the yearly holiday lists, and will announce the same before the starting of the classes.

2.11. 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 upon 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 the assessment of student performance.

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

Courses will not be offered if there are less than 25 Students on any Regular and Recourse. In such case, students will be offered substituted courses for each non-offered course. The respective department can also designate course instructors who will instruct the students for non-offered courses.

2.12. Student Adviser

Academic Advising is an integral part of PU's academic policy for students' overall development. To promote a high level of teacher-student interaction, each student is assigned to an Academic Advisor (a Faculty Member designated to advise) at the beginning of their academic lives at PU. The student is free to discuss with his adviser all academic matters. An academic advisor will be their main contact for academic or other issues arising during their time at PU.

Advisers will meet respective students at least twice in a term to discuss their progress at PU. The Adviser assesses performance and potential of a student and

suggests which courses he/she should take in a given semester and what are the associated pre-requisite courses, if any, to take.

2.13. Academic advising

A new student is automatically advised in the first semester courses at the time of admission. However, if a new student has credit transfer or course exemption/waiver, he/she must collect the name of his academic advisor from the concerned HoD Office/Department Office of the program, contact him/her and complete advising. Before enrolling or advising, a student must carefully study the Academic Rules, Semester Calendar, Advising Rules, Program Course sequence and class schedule of the semester. However, the Academic Advisor of the student shall confirm his/her course enrollment and if a student has not followed enrollment rules properly, he/she will be notified to meet the advisor. If a student faces any problem in registration, enrolment or advising, he/she should contact his/her Advisor. Students are encouraged to contact their Advisers for any problem- academic or otherwise.

2.14. General Rules Regarding Enrollment

Every regular student, if he/she wants to study, shall have to register the course(s) before the beginning of the class of each term of each level. From July 2014, all of the students of Premier University should select and enroll in courses using PUAIS (Premier University Academic Information System) with the following rules:

- a. Students have to select and enroll themselves to the courses within 10 working days of last semester result publication.
- b. Course enrollment for a semester is conducted in accordance with the previously published academic calendar.
- c. Students cannot enroll after the scheduled date of enrollment mentioned in the academic calendar except by special permission of the HoD.
- d. To avoid paying 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 in accordance with an academic calendar. It starts immediately preceding 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.

- h. Changes of courses can only be made through the processing of an official registration 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 also get admit card for examination.
- j. Newly admitted students (including Credit Transfer Students) can pay applicable fees with 2 installments only in their first semester. Admission notice will declare such dates (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 mid-term examination without written permission of the HoD. A student in no case can drop a course if he/she has valid marks in a particular course.

2.15. Registration Procedure for new students

- 1. A new student must pay the necessary fees and get an ID number from the Accounts;
- 2. The department will then assign an academic advisor for the new student;
- 3. The student is given the first term courses advised by assigned faculty member(s) as per the course flowcharts/four-year distribution in their respective departments;
- 4. The students have to register themselves into PUAIS and enroll to the advised courses;
- 5. The enrollment form will then be printed and signed by both student and the advisor;
- 6. In following term they will follow the procedures stated below to complete enrollment.

2.16. Course registration for existing students (for second and subsequent term)

- a) The date, time and venue of registration are announced in advance by the concerned department office signed by the respective HoD. It is absolutely essential that all of the students seeking enrollments must remain present according to the schedule;
- b) A student will sit with his/her academic advisor to select courses as per his/her term status and the four-year course distribution chart provided in the syllabus of the respective department;

- c) Students will then enroll themselves to the selected course entry will be given online and a enrollment form will be printed soon after the course entry;
- d) Both the faculty advisor and the student will sign the enrollment form;
- e) The signed enrollment form will be sent to the Accounts Office and/or office of the Controller of Examinations (CoE) for verification.
- f) After the verification, the signed forms will then return to the department. They are then ready for distribution to facilitate the payment of tuition fees.
- g) Any changes in Registration like withdrawing or changing the courses should again be made online through faculty advisers within 7 days from the last date of course registration.
- h) A student shall be allowed to register course(s) up to one week after starting of classes of the Term if (s)he have a convincing reason. This time may be extended further up to mid term if the HoD gives written permission.
- i) A student shall not be allowed for registration of any course after midterm period elapsed. But, this may be relaxed for students completing Level 5 Term-II for B. Arch and Level 4 Term-II for the others with recommendation from the Adviser and Head of the Department;
- j) No students will be allowed to register advanced courses if does not complete its pre-requisite course.
- k) Student should register his failed course on 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 a second or further time.
- m) Departments will ensure that students taking courses into the higher levels must complete the courses of lower levels.

2.17. Course Types, Load and Sequence

For the purpose of enrollment, courses are divided into 4 types, i.e., Regular, Recourse, Retake and Drop.

- A Regular course is that course in which no payment had been done previously or the fresh course.
- Recourse indicates courses when students take a course again or repeat as a whole.
- Retake only includes appearing at the final examination leaving the other assessment marks (generally first-50% marks) intact.
- Drop means cancelled courses after enrollment.

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

For undergraduate courses, the normal course load (regular and recourses) per term is maximum 21 credits for Arts, Business and Law faculties. The maximum course load for the students of Engineering and Science faculties is 25 credits including regular and repeated courses. Apart from this load, all of the students also can register themselves for 6 more credits for retake.

The total load including regular, recourse and retake should not exceed more than 31 credits for Engineering and Science faculties and 27 credits for the others. For Special case, the final semester students can register 6 more credits in all programs.

A student may take a reduced load under extenuating circumstances only with his or her advisor's approval. Taking a reduced load in the first year is strongly discouraged except for a Credit Transfer Students. A student may take additional courses beyond the normal load only if his/her CGPA is 3.0 or above and the departmental head approves it on the recommendation of the faculty advisor.

2.18. Registration Deadline

The Registration program with dates and venue will be announced in advance. Student must register for the courses to be taken before the commencement of each term and no late registration will be accepted after one week of classes. Late registration after this date will not be accepted unless the student submits a written appeal to the concerned Head through advisor and can document extenuating circumstances, such as medical problems (physically incapacitated and not able to be presented) from the doctor or some other academic commitments which precluded enrolling prior to the last date of registration.

2.19. Add, Drop and Section Change (Course /semester)

An undergraduate/graduate student may withdraw from one or more courses, add one or more courses or change section with the permission of the Academic Advisor within 7 days of course registration. Please consult the Semester Calendar for exact date for add, drop and section change. A student must have a convincing reason to add/ drop a course or change section.

A student will be allowed to withdraw from course (s) by the week 5 (before 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 a course after week 5 on recommendation of their advisor and HoD. Such request should be supported by medical certificate by a registered medical practitioner.

2.20. Conditions for Taking Recourse

A student who receives an F grade in a course will be required to repeat the course if he scored below 17 in his first 50% marks. The grade received on Recourse will replace his original grade (F). The transcript will show the best grade earned on Recourse and will be counted in GPA or CGPA computation.

A student may Recourse one or more courses for improvement of grade and the best of the grades earned in a course from recourses will be counted for CGPA calculation.

2.21. Retaking Courses

A student who receives an F grade in a course may retake the course if he scored 17 or above in his first 50% marks.

A student may retake one or more courses for improvement of grade and the best of the grades earned in a course will be counted for CGPA calculation. Courses having less than 'B' grade or below 60 marks at present (i.e. 'B-' downwards) will be allowed to register as 'Retake'. A course cannot be retaken more than twice.

2.22. Appearing in Examination

No student will be allowed to appear at the mid-term final and semester final examinations without clearing their dues with the university. Students must produce their ID cards in the Mid Term examination and ID cards and admit cards in the Final examination. They are required to collect their admit cards at least two days before the final examination starts. Admit cards will be issued to those only who will have their accounts clearance.

For any other examination, it is mandatory, that the students should wear their University ID cards.

2.23. The Grading System

The performance of a student is evaluated on the basis of

The performance of a student in a given course is based on a scheme of continuous assessment. For theory courses this continuous assessment is made through class attendance, class performance, quizzes, home work/assignment, case study/report, class test, mid-term and semester final examinations.

The assessment in laboratory/ sessional courses is made through observation of the student at work during the class, viva-voce during laboratory hours and quizzes. For Architecture students, assessments in design sessional would be done through evaluation of a number of projects assigned throughout the term.

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

Marks Range	Letter Grade	GP	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		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 his/her 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 that 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 his/her 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, he can take Recourse.

Note: Student failed to attend final examination will be considered as 'F' grade.

2.24. Distribution of Marks

Fifty percent (50%) of marks of a theoretical course shall be allotted for continuous assessment, i.e., attendance, quizzes, home assignments, class evaluation and class performance. The rest of the marks will be allotted to the Term Final Examination that is conducted centrally by the department. Distribution of marks for a given course is as follows.

1. Theory Courses:

Class Participation	10%
Homework, assignment quizzes	10%
Class Test	10%
Midterm	20%
Final Examination (3 hours)	50%
Total	100%

Department of LAW (Theory Courses)

Class Participation	10%
Homework, assignment, quizzes	5%
Class Test	10%
Midterm	20%
Final Examination (3 hours)	50%
Viva-voce	5%
Total	100%

M. Sc. in Mathematics	
Class Participation	5%
Class Performance	5%
Class Test	10%
Midterm	20%
Final Examination (3 hours)	60%
Total	100%

2. Laboratory/Sessional

Class Participation	10%
Class Performance	10%
Report	20%
Viva-voce	10%
Final	50%
Total	100%

Laboratory/Sessional: M. Sc. in Mathematics

Class Participation	5%
Class Performance	5%
Report	20%
Viva-voce	10%
Final exam	60%
Total	100%

3. Design Studio (B. Arch.):

Class Participation	10%
Critic (report, preliminary jury)	45%
Final Jury	45%
Total	100%

4. Project/Thesis/Research Monograph/Internship:

B.Sc. Engineering/B.Sc. (Honors)/M.Sc. (Part-1)

Presentation	30%
Report	30%
Performance	40%
Total	100%

B. Arch. :

Class Participation	10%
Critic (report, preliminary jury)	45%
Final Jury	45%
Total	100%

Research Monograph:

Monograph	50%
Viva, defense	50%
Total	100%

Internship

Monograph	70%
Viva, defense	30%
Total	100%

Project Work

Monograph	70%
Viva, defense	30%
Total	100%

2.25. 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. CGPA (Cumulative Grade Point Average) will be computed after each semester to determine the academic standing of the student in the program. The four-step procedure that will be followed to calculate the CGPA of a student is given below:

1. Grade points earned in each course will be computed based on credit hours in that course and the individual grade earned in that course by multiplying both.
2. All subject grade points (determined at step 1) will be added to determine the total grade points earned.
3. Credits of all courses will be added together to determine the total number of credits.
4. CGPA will be determined by dividing the results of step 2 by the result of step 3. For example, If a student passes/ completes five courses in a semester having credits C1, C2, C3, C4, C5 and his/her grade points in these courses are G1, G2, G3, G4, G5 respectively, then

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

A Numerical Example

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

Course	Credits, C_i	Grade	Grade Points, G_i	$C_i \times G_i$
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

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

Note: Please note that, if the 3rd digit after decimal points is above '0', grade will be rounded 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.

2.26. Grades Review Procedure

Grading of all courses will be done in an objective and impartial manner. If a student has reason to suspect discrimination, s/he will be able to have the issue redressed through a suitable grievance procedure. The student must notify the Department Head in writing, who will evaluate the matter along with the examination committee members to facilitate a reasonable solution at the departmental level. The chairman may also make a written recommendation to both the student and faculty member following the review.

2.27. Measures for Helping Academically Weak Students

The following provisions will be made as far as possible to help such academically weak students to enable them to complete their studies within the maximum allowable period of seven years in Engineering and eight years in Architecture.

1. All such students whose Cumulative GPA is less than 2.00 at the end of a term may be given a load of not more than four courses in the next term.

2. For other academic deficiencies, some basic and core courses may be offered during the Short-Term in order to enable the academically weak students to partially make-up for the reduced work load during Regular-Terms.

Academically weak students will be identified according to the following criteria:

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

2.28. Exam Policies and Procedures

1. Every student has to report to the assigned exam hall/room at least 15 minutes before the exam starts. If a student arrives more than 30 minutes late, he/she will not be allowed to appear at the exam/test at the scheduled time. Scheduled exam/test time will not be extended to make up for late arrival.
2. Check in with the invigilator by presenting your ID-Card. Admit Card will be checked in Final examinations respectively.
3. All personal belongings are to be left in areas designated by the invigilator. Under no circumstances are these items to be taken into the exam/test room/custody of the examinee.
4. Confirm his/her start and finish time with the invigilator and whether his/her want to be advised of the remaining exam/test time.
5. No one will be allowed to leave the hall/room within the first one-hour and the last one-hour of the exam except in case of emergency.
6. Electronic and telecommunications devices are not allowed in the exam/test room. This includes cellular phones, pagers, MP3 players, programmable or graphing calculators, personal assistant devices, personal computers, etc.
7. Students are allowed to bring non-programmable calculators, pens, pencils, erasers, non-programmable clock/watch etc. The invigilator may ask to check items brought into the exam/test room.
8. Unless specified by course instructor, prepared notes such as crib/cue sheets, word lists/memory aids will not be allowed in the exam/test room. Prior to the date of a test/exam, the use of any aid must be approved by your course instructor; otherwise it will not be permitted.
9. Unless specified by his/her course instructor that the exam/test is an open book format, books will not be allowed in the exam/test room.

10. Students are not allowed to take breaks during the exams. Under no circumstances will his/her be allowed to leave the premises except to use the washroom facilities with invigilator/staff escort. Extra time is not allotted for breaks. No one will have this facility in the final hour of the examination.
11. Only one student will be allowed at a time to go out for use of toilet or for other emergency reasons.
12. Invigilators are not permitted to discuss exam/test questions with a student. Any questions or concerns should be brought to the attention of the invigilator who will record them for your course instructor.
13. Students can request ahead of time that the course instructor or assistant come to the exam/test room during scheduled exam/test time to clarify or answer questions within scheduled exam/test timeframe.
14. Every piece of exam script including the extra script should bear the invigilator's signature.

2.29. Minimum Credit Hour Requirement for a Degree

Minimum credit hour required to be completed to be awarded bachelor degree is decided by the Academic Committee subject to the approval of the Academic Council. However, at least 160 credit hours for B. Sc. Engineering and B. Sc. (Honors), 191 credit hours for B. Arch, 126 credit hours for BBA, and 120 credit hours for other bachelor programs must be completed to be eligible for graduation.

2.30 CGPA Requirement for Obtaining Degree

To graduate from PU, students must fulfill the following three requirements:

1. Candidates for an undergraduate degree must meet all the requirements of the university and the prescribed major sequence.
2. Complete all the courses with a CGPA of 2.0 or higher.
3. Complete graduation within 8 years from the date of first enrollment. Students failed to complete graduation within 8 years have to revive his registration status.

Fulfillment of the above conditions does not necessarily mean that a degree will be conferred on the student. The University reserves the right to refuse the awarding of degree on disciplinary or similar grounds. And the University will retain the right to cancel awarded degree on the abovementioned grounds.

2.31. Student Feedback

At the end of each semester, the HoD will seek the views of the student body. The

information may be sought in the form of live feedback sessions through PUAIS. It is important that students feel that this is an opportunity to express their honest opinions, offer constructive criticism and contribute to course development.

2.32. Application for Graduation and Award of Degree

A student who has fulfilled all the academic requirements for Bachelor/Master degree will have to apply to the Controller of Examinations through his/her Adviser for graduation. Provisional degree will be awarded on completion of credit and GPA requirements. Such provisional degrees will be confirmed by the Academic Council.

2.33. Transcripts

Official transcript of a student's academic records is issued upon written request of the student or a former student who has paid all fees, including any installment due to the university at the time the request is made. A fee is charged for each transcript.

2.34. Attendance

The university has strict rules regarding the issues of attendance in class and regarding the disciplinary issues.

All students are expected to attend classes regularly. The university believes that attendance is necessary for effective learning. The first responsibility of a student is to attend classes regularly, and one is required to attend at least 60% of all classes held in every course.

$$\text{Attendance Percentage} = \frac{(\text{Total Number of Appearance in Classes} \times 100)}{(\text{Total Number of Classes Held in that Particular Semester})}$$

2.35. Absence during a Term

A student should not be absent from quizzes, tests, etc. during the term. Such absence will naturally lead to the reduction in points/marks which count towards the final grade. Absence in Term Final Examination, final performance evaluation (Laboratory/sessional), final Jury (design studio), Final presentation (Thesis/project) will result in 'F' grades. They have to re-register the course either for retake or recourse based on their earned marks on first 50%.

A student who has been absent for short periods, up to a maximum of three weeks due to illness should approach the course teacher(s) or the course coordinator(s) for make-up quizzes or assignments immediately on returning to the classes. Such

request should be supported by medical certificate by a registered medical practitioner and relevant supportive documents. The medical certificate will also be acceptable only in those cases where the student has valid reasons for his absence from the university. Any dispute regarding the authenticity of the deposited documents shall be determined by the HoD and parents of the student can clarify his/her position regarding such documents.

2.36. Leave of Absence and Re-registration

A student applying for a leave of absence should mention a definite term for re- registration and must register immediate after the leave period. An application for a leave of absence needs to be submitted through head of concerned department. A leave of absence may be granted for one to three terms, provided the student is on good academic standing (i.e., not on academic probation or subject to dismissal) and his/her fees are fully paid. Students who have not registered for three consecutive terms with approved leave of absence will be allowed to re-register without paying any additional fees.

2.37. Striking off the Names

The names of the students shall be struck off and removed from the rolls of the university on the following grounds:

1. Withdrawal of names from the rolls of the University after having cleared all University fees and other dues to the University.
2. Failure to earn required credits for graduations as outlined in the respective curriculum and/or to earn CGPA requirement within the maximum allowed time.

2.38. Fees

The authority reserves the right to determine and change the fee structure as and when it deems necessary.

3. Student Code of Conduct and Disciplinary Procedures

3.1. General Guidelines of Students' Code of Conduct

A student shall conform to a high standard of discipline, and shall conduct himself, within and outside the university in a manner befitting the students of a university of national importance. He shall show due courtesy and consideration to the employees, duty guards of the university and Halls of Residence, good neighborliness to his fellow students and the teachers of the university and pay due attention and courtesy to visitors. Upon admission to Premier University Chittagong (PUC), 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 or staff or authority of the university may infringe upon the rights of fellow members of PUC.
- The goal of PUC is advancement of knowledge which cannot occur without a safe and comfortable learning environment. All persons working at and attending PUC are responsible for creation and maintenance of such an environment.

3.2. Related Bodies to ensure Disciplinary Rules

Premier University has constituted a Proctorial Body taking into account that discipline is the most essential and important element for the development of the institution. The constituted Proctorial Body shall assist the Disciplinary Committee in exercising the power related to disciplinary action as provided in this document.

3.3. Prohibited Misconducts and activities

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

3.3.1. Academic Dishonesty/Plagiarism which includes the following

- a) Unfair means at the examination by any method or means.
- b) Helping other students to adopt unfair means during the examination.
- c) Plagiarism: Reproducing the work of others as one's own work.
- d) Preparing the work for others that is to be used by the other as his/her own work.
- e) Cheating.

- f) Using scientific or educational data without proper acknowledgement & declaring the work to be the result of one's own research & experiment.
- g) Fabrication or the falsification of any event or information.

3.3.2. Classroom Discipline

- a) Students are expected to maintain respectful and decorous behavior towards students, staff, and faculty while in the classroom and on the university premises. Classroom discipline shall not include:
 - b) interrupting learning through talking out of place,
 - c) use of mobile phones,
 - d) lateness to class,
 - e) or rude words or behavior, etc.
- f) It also includes loud talking or disruptive behavior in the hallways during classes and exams.

3.3.3. Violence/Physical Abuse

Premier University is committed to the safety and well-being of all its members. Premier university also strives to maintain an environment that is free from violence.

The act of Physical abuse/violence includes, but is not limited to:

- a) Physical abuse or physical violence, such as beating, punching, kicking, or any kind of exasperating physical contact with anyone in the university.
- b) Direct threat of violence, either verbal or written or by electronic message
- c) Intimidation, either verbal or written or by electronic message.
- d) Deliberate obstruction or interference to any person's right to attend or participate in university function.
- e) Reckless behavior that causes danger or threat any person(s).
- f) Intentional obstruction or interference with any person's right to attend or participate in any University function.
- g) Causing fear and apprehension using misrepresentation, misinformation, force or coercion to solicit support, signatures or participation in activities of a subversive nature or detrimental to the normal functioning of the University.

- h) Any conduct, expression or Language considered improper in interacting with faculty members, University official and staff.

3.3.4. Dangers to Health and Safety:

- a) Smoking inside the campus and classroom.
- b) Use, production, distribution, sale, possession or stashing of drugs which includes, but is not limited to, alcohol, marijuana, stimulants, narcotics, yaba, etc.
- c) Entering the Campus after consuming any kind of intoxicants mentioned above.
- d) Possession of weapons, firearms, knives, clubs, etc.
- e) Possession or use of Explosive(s) or explosive material(s), such as bombs, cocktails, chemicals or anything in similar nature.
- f) Fireworks except as and when authorized by a designated University official.
- g) Knives, clubs or any instruments used with the intention to inflict harm/injury.

3.3.5. Damage to Property

- a) Willful or malicious damage to or destruction of the University property.
- b) Willfully and maliciously setting fire on the University property.
- c) Reckless behavior causing damage or destruction of University property or the property of others.
- d) Tampering, or damaging or unauthorized use of elevators, security devices, such as doors and locks, university equipment, such as computers and electronics, vehicles, and/or other university equipment.
- e) Walking on lawns, crossing the boundary walls, fencing, damaging the gardens, flowers, and spoiling the landscape of the campus.

3.3.6. Disobedience to Lawful Authority:

- a) Disobedience, interference, resistance or failure to comply with the direction given by various Departments or University authority.
- b) Trespassing and other forms of unauthorized presence.
- c) Refusing to show the Identity Card to the University's Officers or security personnel on demand.
- d) Not complying with parking rule of the University.

3.3.7. Deception

- a) Furnishing false information to the university with an intent to deceive or to derive benefit .
- b) Misuse or alteration or forgery of the University documents and records that include but not limited to ID cards, University stationary, Letter Pads or Officer's name, seal or stamp, etc.
- c) Making false or forged signature of University's officer, teachers.
- d) Giving false statements or producing false or tempered certificate documents, etc.
- e) Forgery or issuing a forged cheque with intent to fraud.
- f) Making a complaint to the University authority in an attempt to mislead, misuse or impede university which is a false or frivolous complaint.

3.3.8. Theft

- a) Misappropriation or conversion of university funds, supplies, equipment, labor, material, space or facilities.
- b) Possessing, storing or transporting of stolen university property.
- c) Aiding or abetting theft of university property.
- d) Misappropriation of funds, any form of embezzlement of money and lack of transparency in declaring supporting financial documents by student bodies of PU, including student clubs and other ventures managed by students.
- e) Damaging (i.e., tearing off the pages) and stealing library books, laboratory equipment or any other property.

3.3.9. Tarnishing University Image/Unlawful Association

- a) Behavior, inside or outside campus that damages university image or disrupt functioning of its normal activities.
- b) Any kind of association with groups and/or individuals that is prohibited by the government, against the law of the country and detrimental to local, national and/or global peace and security. University authority reserves the right to expel those students permanently and to some extent hand them over to law enforcement agencies.
- c) Propagating any form of hate message on campus, over social media or any other means that deliberately demean different religion, culture or ethnic group which are punishable offense by the law of our country.

- d) Any form of message, image, drawing, social media post or any other type of communication that directly or indirectly instigate or supports extremism/terrorism, acts of terrorism or activities that lead to extremism and are against the security and sovereignty of the country, will result in disciplinary action by the university authority.

3.3.10. Rules on Promotional Activities in University Premises and Campus

- a) Promoting business ventures, commercial activities or social causes in the form of banners, posters, sample demonstrations, stalls, and product placement by parties outside the University should be subjected to scrutiny by the Proctor's Office. Written approval will also be needed from the Vice-Chancellor.
- b) Products, services or ventures that go against PU code of ethics, academic environment and restrictions set by government legislative bodies will not be allowed in any form of public demonstration on-campus. Size, dimension and area of display must follow the instruction of the Proctor's Office.
- c) Promoting on campus activities by clubs, academic schools and other departments of PU will have to go through similar scrutiny. Student clubs, while negotiating with sponsors outside PU, must declare PU code of ethics to the sponsor(s). Any kind of misappropriation and influence to diverge from the standard set by PU authority will be deemed as violation of code of conduct.
- d) Writing or posting posters on any wall of the Campus without prior permission of proper authority.

3.3.11. Social Misconduct/ Harassment

- a) Abusive or disorderly conduct.
- b) Passing any indecent or abusive or vulgar or lascivious language against any other student, teachers, non-teaching staff, officers, guests, etc.
- c) Any behavior or gestures or clothing or acts or expression intended to tease or annoy any other student, teachers, non-teaching staff, officers, guests, etc.
- d) Sexual harassment and obscenity in any form.
- e) Sexual advances, requests for sexual favors and other verbal or physical harassments of sexual nature.

- f) Promising favors in exchange of sexual conduct and any form of pleasure seeking from others.
- g) Verbal, non-verbal, mental, and/or physical harassment.
- h) Uploading of indecent pictures or making indecent and untruthful comments via any website like Facebook, twitter, messenger, email, etc.

3.3.12. Cyber-Crime

Misbehavior and crimes committed through email, blogs, social networking sites, Premier University network or Premier University Web Portal, or mobile phones, such as: fraud, cheating, identity theft, harassment, pornography, subversive activities, indecent behaviour, software and media piracy, web-site vandalism, release of viruses or worms, spam, advertising, spying, hacking, and cyber-bullying.

3.3.13. Disorder and Disorderly Behaviour

- a) Riot or incitement to riot, application of force or coercion or organizing meetings/procession/demonstrations intended to solicit support or obtain signatures to show support or compel any member of the University to participate in activities subversive of discipline or of functioning of University is an act of disorder or agitation.
- b) Involvement in illegal strikes and agitation.
- c) Any breach of University rules, regulations or policies is an act of disorderly behavior.

3.3.14. Free Expression and Disruption

Being an academic institution, the university is committed to the freedom of expression and constructive debate of alternative views, theory and data. It recognizes and respects all peaceful and non-obstructive forms of dissent, whether individual or collective, that are within the university regulations and which do not interfere with the regular and essential operation of the university.

Disruption is an act or a combination of actions by an individual or a group of individuals, who unreasonably interferes with, hinders, obstructs or prevents the smooth and regular functioning and operations of the University including the holding of classes and all administrative functions. Authorized officers of the University have the right to restrain or prohibit such disruptive behavior and take such other action as may be deemed fit and proper.

3.3.15. Intolerance

All members of the University are expected to be tolerant and respectful towards others irrespective of gender, race, religion, class, political affiliation, caste, status or position in the university or the community at large. Any attitude or conduct of an individual or group of individuals failing to be so respectful and tolerant and disrespect to others is an act of intolerance.

3.3.16. Misuse of ID

Forging or lending ID card. Willfully lending one's ID to another will result in disciplinary action for both the original student and the recipient.

3.3.17. Subversive Activities

Any act or behavior or speech which is regarded as a threat to the public, national security, or sovereignty of Bangladesh or any other country is considered a subversive activity.

3.3.18. Unauthorized Recording

Recording, storage, sharing, distribution of images, videos or sound by any means without consent of owner is unauthorized recording and is strictly prohibited in the University.

3.3.19. Agitation

Group representation whether in verbal or writing or any other form of expression, is strictly forbidden and is considered an act of agitation. Offenders on account of agitation are liable to one or a combination of severe sanctions.

3.3.20. Ragging and Bullying

Ragging and bullying can include: intimidation, humiliation, ridicule and physical threats; exercise of power over another through negative behaviour; 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.

3.3.21. Political and Non-Political Involvements and Activities

Premier University has a strict policy of non-association and

non-involvement in political and activities inside the campus and the classrooms. Whatever political views that an individual (s) may have, he/she shall not bring them in 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.

3.3.22. Other Misconducts

- a) Walking, gathering or roaming in the University premises without justified causes at night after the office hours.
- b) Any other such acts which 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., being held in the campus.
- d) Making false allegations, character assassinations of teachers, officers and employees.
- e) Any other act or omission to be deemed as improper by the authority concerned.

3.4. Further Regulations

3.4.1. Following Campus Security

Security of PU students, faculty, staff, and physical property is of utmost importance. Students are required to follow instructions of security or administrative staff in all matters concerning security of the above. Failure to do so will be considered Disruption (above). Students may be asked to submit to a search of their person or possessions while on campus. Failure to submit to such search order will be considered Disruption or Disobedience.

3.4.2. Proper Use of Student IDs

Students are required to wear their own IDs at all times when on campus. Students may not enter campus or use any facilities for any reason without possessing and wearing their IDs. It is solely the student's responsibility to maintain possession and care of the ID at all times.

- a. Loss or Theft: Loss or theft of an ID must be reported to Administration immediately. A fee must be paid to replace it. The ID will be replaced within a suitable time upon receipt of payment.

- b. Forgotten IDs: If a student forgets an ID, he/she may be issued a temporary ID only upon payment of a fine.
- c. Do not Share: Students may not lend or share IDs with other persons for any reason. Lending one's ID to another will result in disciplinary action for both the original student and the recipient.
- d. Do not use: If you are not a registered student of the university for a particular term or if you are barred from entering the campus for disciplinary reasons then do not use your ID card even if it works in machines at the entrances of both campuses. You have to take special permission from the authorities to enter into the university.

3.5. Students' Grievances

The University authorities shall hear any grievance of a student for possible redress. A student may represent a grievance either in writing through his/her batch advisor. In case of violation of code of conduct and disciplinary rules, written allegation must be placed in writing to the Proctorial body. Batch advisors can also send such allegation of violation to the Proctorial Body through the head of concerned department.

3.6. Authorities and Punishment(s)

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. Proctorial body shall work closely with other authority in every matter. In case of breaking or defying any rule or committing any crime listed above or any prohibitory work, the following punishments may be sanctioned by the Disciplinary Committee. All such sanctions shall be reported to the Syndicate. In addition to that, the Disciplinary Committee can temporarily suspend a student for a period of six (06) months. For every punishment, written show cause notice will be sent to the student concerned to facilitate his/her defense. In case of failure to accept served notice, decision shall be taken after reasonable time with the attachment of it in department's notice board. All punishments shall be effective after written approval of the Disciplinary committee.

- a) Fine upto 2 lacs taka
- b) Black listing (for further admission, appointments, or any privilege in the University)

- c) Suspension from classes or Campus.
- d) Expulsion.
- e) Rustication.
- f) Withdrawal of Medals, degrees, certificates or their cancellation.
- g) Debar from admission in our or any other University/Institutions.
- h) Any legal or police action.
- i) Expulsion from the Hostels.
- j) Declaring out of bound from University premises, Library, Hostel, Sports fields, departments, etc.
- k) Withdrawal of fellowships, scholarships or any other facility provided by the University or any other Organization through the University.
- l) Any other punishment which is deemed as fit by the Disciplinary committee.

3.6.1. The Disciplinary committee

There shall be a Disciplinary committee comprising of one person as Chairman from the BoT. the Vice-Chancellor, Deans from all faculties, one of the Chairmen of Departments as nominated by the Syndicate and the Registrar shall be the members of such committee while the Proctor shall remain as the member secretary of this committee.

3.6.2. Proctor's Office

The role of the Proctors is to ensure the enforcement of the rules and regulations of the university. The Proctor's Office is the first contact point to start disciplinary proceedings. It will assess and investigate complaints, and takes necessary steps, from counseling or issuing an official warning to referral to the Disciplinary Committee, depending on the gravity of the offences and as per the advice of the Vice-Chancellor. The proctorial body shall consist of the Proctor and Assistant proctors as deemed necessary by the University authority. The Proctor and the Assistant Proctors shall be directly responsible to the Vice Chancellor.

3.6.2.1. The responsibility of the Proctorial body may include:

- a) Maintain a peaceful environment inside and the adjacent area of the university premise;
- b) Ensuring the personal safety of students, teachers or employees of the university;

- c) Safeguard the assets of the university;
- d) Assisting in solving non-academic disputes among the students with other students, faculty or admin;
- e) Controlling unauthorized access to the university premises;
- f) Ensuring that the Code of Conduct of the Premier University students, is properly followed within the university campus and take such steps as appropriate to do that;
- g) Take cognizance of any breach of student's Code of Conduct and suggest immediate disciplinary action in such cases;
- h) Decide the quantum of punishment to be imposed on the accused students;
- i) Monitor discipline among the students' community in classroom, exam halls, library, canteen, common rooms, study rooms, and inside and outside the campus;
- j) Conduct enquiries of incidents relating to violation of disciplinary rules;
- k) Supervise the investigation of any alleged breach of the student's Code of Conduct. That may involve interviewing the erring student/s and such other students as necessary, conveying the information to the reporting authority, the Chairperson of the respective department, guardians of the involved students, the law enforcement agency (if required). Written record of the whole proceeding shall be kept in the Proctorial office.

3.6.2.2. 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 of the university;
- b) Ordinarily, during the university hours the Proctor or One Assistant Proctor shall be available to maintain and oversee the order and discipline in the students.
- c) During the University hours the Assistant Proctors from the various faculties and departments shall be entrusted with the duty of ensuring the discipline in their respective faculties and departments.
- d) The Proctor and the Assistant Proctors shall investigate and submit report in writing to the Disciplinary committee in cases of violation of disciplinary rules.
- e) The Proctorial Body shall maintain a liaison with all the 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 it constitutes a criminal offence and in such and other fitting cases the University will not prevent from disclosing confidential information where necessary for discharge of duties or as required by law.

3.7. Disciplinary Hearing

- a) Unless an alleged breach of regulations involves harassment, serious injury to a person, serious damage to property, or a significant element of dishonesty, the Proctorial body can arrange disciplinary hearing and submit report to the Disciplinary committee without its prior permission. In other cases, the Disciplinary committee shall decide the authority for hearing.
- b) After the issuance of notice and hearing, the Proctorial body shall submit a report in writing to the Disciplinary committee about the incident. This report shall contain the connection (if any) and degree of connection of the alleged to the investigated incident.

3.8. Investigation Procedure

- a) When, in the opinion of the proctor/assistant proctor, misconduct has occurred and action against a student is justified, the proctor shall oversee and investigate the matter. During the investigation, the proctor and the assistant proctor will usually convene a series of meetings to formally discuss the allegations with the subject of the complaint, the person making the complaint and any other person involved. In cases where the alleged offence/s involve/s more than one student, all or any of the cases may be dealt with at the same time.
- b) The alleged Students shall be required to attend any meeting conducted by the Proctorial body if deemed necessary by the same.
- c) The Proctor shall set out the allegation/s of misconduct.
- d) The student shall respond to the allegation/s and be present with their representatives/guardians where required, whenever oral evidence is being heard by the committee.
- e) The students shall be entitled to submit witness or other evidence to substantiate their claim and such witness or evidence may not be accepted without cross examination.

- f) The student in question shall be formally notified in writing the outcome, of the Proctorial body's decision and advised of the procedure for submitting an appeal.
- g) Written reports of all decided matters shall be communicated to the Disciplinary committee.

3.9. Review of Decision

A student may prefer review to the Disciplinary Committee where he/she has been punished. Such review must be filed through a written application within 7 days of the decision of the Disciplinary committee.

3.10. Amendment

The Code of Conduct and the disciplinary rules can be amended from time to time by the Syndicate if necessary, after being requested by the Disciplinary committee.

3.11. Other Related Bodies

3.11.1. Eve Teasing and Sexual Harassment Prevention Committee

This committee has been formed in light of the judgement 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 investigation and recommending possible actions to the Disciplinary Committee regarding any eve teasing issue or sexual harassment. The Committee shall be constituted with minimum 05 (five) members where majority shall be women and the head of the committee should be a woman, if available. This committee shall have least two members from outside the organization concerned, preferably from organizations working on gender issues and sexual abuse. This committee will submit annual reports to the Government on the compliance of the HCD guidelines and its activities.

3.11.1.1. 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 for the awareness against eve teasing and sexual harassment. This committee shall investigate the following matters directly or by the referral of 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 implication 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, video, social media, etc.; displaying pornographic materials or indecent pictures or drawing;
- 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 anyone on grounds of gender or sexual-orientation.

3.11.1.2. 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 case of minor harassment, if it is possible, the Committee shall dispose of the complaint with the consent of the parties involved and shall report to the Disciplinary Committee. In all other cases the Committee shall investigate the matter.
- b) The Committee will have the power to send registered notice by mail to the parties and the witnesses, conduct hearing, gather evidence, and examine all relevant papers. In this type of complaint, 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 behaviour which 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 then the reason behind this has to be investigated and mentioned in the report.
- d) The Committee shall submit the investigation report with recommendation within 30 working days to the Disciplinary Committee.

The period of 30 days may be extended up to 60 days by the Disciplinary Committee where it is found necessary.

- e) If it is proved that a false complaint has been filed intentionally then a report will be submitted to the Concerned Authority recommending appropriate action for the complainant/s. The Complaint Committee will take decisions on the basis of the view expressed by the majority of its members.

3.11.1.3. Punishment

The Disciplinary Committee may suspend temporarily the accused person (other than students) and in case of students, may prevent them from attending their classes on the receipt of the recommendation of the Committee. If the accused is found guilty of sexual harassment, the Disciplinary Committee shall treat it as misconduct and take proper 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.

3.11.2. 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 regarding awareness against drug abuse within the university. This body shall consist of the Proctorial Body and all chairmen of the departments.

3.11.3. Anti-Drug Committee

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

FACULTY OF BUSINESS STUDIES PROFILE

Department of Business Administration

4.1 Introduction

A wind of change is sweeping across the corporate landscape – new competitive pressures from every point of the globe are dramatically redefining the model for successful business. The suddenness of these changes has left many companies poorly positioned to compete effectively. In a frantic effort to restore a competitive edge, companies are embracing a wide range of change methodologies. But these approaches have been proven ineffective in achieving sustained performance improvements over an extended period. The reason is understood to be that most of these techniques are implemented without any significant changes to the underlying processes and people systems.

The emerging approach to look at and handle the problems of organizations is that of an 'organic system' where everything is related to everything else. This view is radically different from the traditional 'mechanistic model' where we believe that companies are merely the sum of their parts, and if the business is performing poorly, we need only to replace a part, and the problem will be resolved. This is a short-term, reactive, 'reductionist' or 'component' approach.

Management in a complex system requires that the whole organism be taken into account. We now know that effective management must be holistic – it must address the entire organism and not just a small part of it. Here at Premier University we have given due attention to this fact while designing our business programs. We want to give educational chivalry to managers so that students can provide leadership to modern enterprise and society in a best possible way than before.

The Faculty of Business Studies is the biggest program offering entity of the university in terms of the number of student enrollment. Currently the faculty has one department named as the Department of Business Administration. The faculty runs its operations in a spacious eight storied building with more than fifty rooms. The building is self-sufficient to facilitate students with its equipped classrooms, Wi-Fi connection, computer labs, seminar library (with around 6,000 books), cafeteria, and a large modern auditorium. Around 7,500 students have graduated from this faculty so far. 53 full-time faculty members and a number of part-time faculty members are engaged in teaching in this large faculty.

4.2 Vision, Mission and Strategic Goals

4.2.1 Vision

We will bring about positive changes in business society by creating competitive business professionals.

4.2.2 Mission

The faculty will explore new knowledge and ideas of business and disseminate them to the students to transform them into competitive people.

4.3 Programs Offered

At present, the faculty offers following programs under Department of Business Administration:

- 1. Bachelor of Business Administration (BBA) Program; and**
- 2. Master of Business Administration (MBA) Program.**

4.4. Activities in the Department

Department of Business Administration is very much live with different types of activities other than its regular teaching. The department regularly arranges seminars, workshops, exhibitions, industrial tours, on-campus recruitment opportunities, cultural programs, etc. Usually, renowned academics with national and international reputation are invited to share their scholarly thoughts. Reputed industry people are also requested to share their industry experiences with students frequently. Students also visit various organizations throughout the year as part of their study program. Workshops for students are also arranged where experts from industry train students on various specific issues. Such seminars and workshops prepare students for their future careers in industries. The department also facilitates students to arrange different kinds of exhibitions as part of their study program to enhance their entrepreneurial and team-building capacity. The department also maintains close relationships with organizations to arrange on-campus recruitment opportunities. Business case competition, debate competition, etc are arranged by the department to shine up the critical thinking and communication skills of the business graduates which seem to be vital for their successful careers in future. Lastly, the department plays a strong supportive role to develop students' ability in various cultural and sports areas. The department actively searches for extra-curricular talents of the students and nurture them towards excellence.

5.0**BBA Program****5.1 Introduction**

The Premier University BBA program extends over a period of four years divided into eight semesters. Each semester consists of 15 weeks, and each course consists of 39 lectures of 60 minutes duration. Each course is credited as 3 units. Students can enroll at best in 7 courses in each semester.

5.2 Program Design

The BBA curriculum consists of foundation, core, integrative and elective courses. The foundation and core courses are designed to equip the students with the basic knowledge and skills in the major business functional and analytical areas. The integrative 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.

5.3 Major/Concentration

The students may concentrate in a particular major by choosing eight courses from a given area of specialization. Currently, the faculty offers five majors. They are accounting, management, marketing, finance and Human Resource Management. A major is offered if teachers are available and if a minimum of ten students sign up for that. The Academic Council of Premier University reserves the right to offer/withdraw electives.

5.4 Project Work

The project work is an integral part of BBA degree requirement. The basic objective of project work is to provide practical exposure to the students in a 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 real life situation. The project work covers 8 weeks of extensive work and another 3-4 weeks for 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 program as determined by the authority of the university.

5.5 Entry Requirements

For admission into the BBA program, the faculty follows the guidelines provided by the University Grants Commission (UGC). For foreign certificates, the Equivalence Committee of the University determines the equivalences.

The Admission Committee of Premier University BBA Program uses the following as basis for evaluating each applicant:

- a. A complete application form for admission,
- b. Official transcript of records,
- c. Non-refundable application fee,
- d. Test scores of the admission test administered by the Premier University
- e. Performance in the interview.

5.6 Degree Requirements

The BBA degree requires to complete a of minimum 126 credit hours which includes:

- a. Passing of all courses individually,
- b. Passing of viva-voce,
- c. Completion of project work/Internship

5.7 Application Procedure

A candidate should apply for written admission test within the time limit in the prescribed application form available from Premier University Information desk, on payment. Information regarding admission can be obtained from the Information office, Premier University Building, 1/A O.R. Nizam Road, Panchlish, Chittagong.

5.8 Admission and Tuition Fees:

Although Premier University does not compromise with quality of education, fees and charges are very competitive as compared to other private universities. Five percent of the seats have been kept reserved for poor but meritorious students in order to provide them with scholarships and free studentships.

5.9 Structure of the Program

- | | |
|-------------------------------------|------------|
| – Duration of the Program | : 04 Years |
| – Number of Terms | : 08 |
| – Term Duration | : 18 Weeks |
| – Number of Credits to be completed | : 126 |

5.9.1 Year-wise Distribution of Credits

Level	Term	Theory		Research	Total
		Core	Specialization		
One	First	15	-	-	15
	Second	15	-	-	15
Two	First	15	-	-	15
	Second	15	-	-	15
Three	First	15	-	-	15
	Second	09	06	-	15
Four	First	09	06	-	15
	Second	03	12	-	15
Project Work/Internship		-	-	03	03
Viva		03	-	-	03
Total		99 Hours	24 Hours	03 Hours	126 Hours

5.9.2 Curriculum Layout

Term-wise Course Names of the Program

Level One /First Term

Course Code	Course Title	Contact Hour/ Week	Credit Hour
ACC 102	Principles of Accounting	3 Hours/ Week	3
BUS 101	Introduction to Business	3 Hours/ Week	3
ENG 101	General English	3 Hours/ Week	3
HUM 101	Basics in Humanities	3 Hours/ Week	3
STA 101	Basic Statistics	3 Hours/ Week	3
Total	Theory / Core: 05	15 Hours	15

Level One /Second Term

Course Code	Course Title	Contact Hour/ Week	Credit Hour
ENG 201	English Composition	3 Hours/ Week	3
MGT 201	Principles of Management	3 Hours/ Week	3
MTH 151	Business Mathematics	3 Hours/ Week	3
PSY 151	Introduction to Psychology	3 Hours/ Week	3
STA 151	Business Statistics	3 Hours/ Week	3
Total	Theory/Core: 05	15 Hours	15

Level Two /First Term

Course Code	Course Title	Contact Hour/ Week	Credit Hour
BUS 201	Business Communication	3 Hours/ Week	3
ECO 105	Microeconomics	3 Hours/ Week	3
FIN 105	Business Finance	3 Hours/ Week	3
LAW 251	Business Law	3 Hours/ Week	3
MKT 105	Principles of Marketing	3 Hours/ Week	3
Total	Theory/Core: 05	15 Hours	15

Level Two /Second Term

Course Code	Course Title	Contact Hour/ Week	Credit Hour
ACC 152	Intermediate Accounting	3 Hours/ Week	3
ECO 155	Macroeconomics	3 Hours/ Week	3
FIN 301	Financial Management	3 Hours/ Week	3
HRM 251	Human Resource Management	3 Hours/ Week	3
MKT 301	Marketing Management	3 Hours/ Week	3
Total	Theory/Core: 05	15 Hours	15

Level Three /First Term

Course Code	Course Title	Contact Hour/ Week	Credit Hour
ACC 251	Taxation: Theory and Practice	3 Hours/ Week	3
BUS 351	Entrepreneurship	3 Hours/ Week	3
CIS 201	Computer Applications in Business	3 Hours/ Week	3
CIS 351	Management Information Systems	3 Hours/ Week	3
MTH 361	Operations Research	3 Hours/ Week	3
Total	Theory/Core: 05	15 Hours	15

Level Three /Second Term

Course Code	Course Title	Contact Hour/ Week	Credit Hour
ACC 415	Managerial Accounting	3 Hours/ Week	3
BUS 361	Business Research Methods	3 Hours/ Week	3
MGT 351	Organizational Behaviour	3 Hours/ Week	3
	Specialization I	3 Hours/ Week	3
	Specialization II	3 Hours/ Week	3
Total	Theory/Core / Specialization: 05	15 Hours	15

Level Four /First Term

Course Code	Course Title	Contact Hour/ Week	Credit Hour
BUS 305	Macro Environment Analysis	3 Hours/ Week	3
BUS 411	International Business	3 Hours/ Week	3
BUS 421	Project Management	3 Hours/ Week	3
	Specialization III	3 Hours/ Week	3
	Specialization IV	3 Hours/ Week	3
Total	Theory /Core/ Specialization: 05	15 Hours	15

Level Four /Second Term

Course Code	Course Title	Contact Hour/ Week	Credit Hour
MGT 497	Strategic Management	3 Hours/ Week	3
	Specialization V	3 Hours/ Week	3
	Specialization VI	3 Hours/ Week	3
	Specialization VII	3 Hours/ Week	3
	Specialization VIII	3 Hours/ Week	3
Total	Theory/Core/Specialization: 05	15 Hours	15

BBA 498	Viva Voce		3
BBA 499	Project Work / Internship		3

Major / Specialization: BBA Program**Major in Accounting**

Course Code	Course Title	Specialization	Contact Hour/ Week	Credit Hour
ACC 451	Cost Accounting	Specialization I	3 Hours/ Week	3
ACC 454	Tax Accounting	Specialization II	3 Hours/ Week	3
ACC 485	Advanced Financial Accounting I	Specialization III	3 Hours/ Week	3
ACC 455	Advanced Cost Accounting	Specialization IV	3 Hours/ Week	3
ACC 475	Accounting for Managerial Control	Specialization V	3 Hours/ Week	3
ACC 490	Advanced Financial Accounting II	Specialization VI	3 Hours/ Week	3
ACC 495	Advanced Financial Accounting III	Specialization VII	3 Hours/ Week	3
ACC 462	Auditing	Specialization VIII	3 Hours/ Week	3
Total	Theory/ Specialization: 08		24 Hours	24

Major in Finance

Course Code	Course Title	Specialization	Contact Hour/ Week	Credit Hour
FIN 454	Principles and Practice of Banking	Specialization I	3 Hours/ Week	3
FIN 455	Security Analysis and Portfolio Management	Specialization II	3 Hours/ Week	3
FIN 456	Financial Statement Analysis and Valuation	Specialization III	3 Hours/ Week	3
FIN 457	Insurance and Risk Management	Specialization IV	3 Hours/ Week	3
FIN 462	Working Capital Management	Specialization V	3 Hours/ Week	3
FIN 461	Financial Markets and Institutions	Specialization VI	3 Hours/ Week	3
FIN 466	Corporate Finance	Specialization VII	3 Hours/ Week	3
FIN 464	International Financial Management	Specialization VIII	3 Hours/ Week	3
Total	Theory/ Specialization: 08		24 Hours	24

Major in Human Resource Management

Course Code	Course Title	Specialization	Contact Hour/ Week	Credit Hour
HRM 461	Strategic Staffing	Specialization I	3 Hours/ Week	3
HRM 464	Employee Training and Development	Specialization II	3 Hours/ Week	3
HRM 450	Labour Law	Specialization III	3 Hours/ Week	3
HRM 466	Organization Development and Change	Specialization IV	3 Hours/ Week	3
HRM 467	Organization Structure and Design	Specialization V	3 Hours/ Week	3
HRM 453	Industrial Relations	Specialization VI	3 Hours/ Week	3
HRM 473	Compensation Management	Specialization VII	3 Hours/ Week	3
HRM 474	Labour Economics	Specialization VIII	3 Hours/ Week	3
Total	Theory/ Specialization: 08		24 Hours	24

Major in Management

Course Code	Course Title	Specialization	Contact Hour/ Week	Credit Hour
MGT 450	Operations Management	Specialization I	3 Hours/ Week	3
MGT 452	Management Science	Specialization II	3 Hours/ Week	3
ECO 452	Managerial Economics	Specialization III	3 Hours/ Week	3
MGT 462	International Management	Specialization IV	3 Hours/ Week	3
MGT 454	Small Business Management	Specialization V	3 Hours/ Week	3
MGT 471	Organization Development and Change	Specialization VI	3 Hours/ Week	3
MGT 464	Managing Innovation	Specialization VII	3 Hours/ Week	3
MGT 472	Organization Structure and Design	Specialization VIII	3 Hours/ Week	3
Total	Theory/ Specialization: 08		24 Hours	24

Major in Marketing

Course Code	Course Title	Specialization	Contact Hour/ Week	Credit Hour
MKT 455	Consumer Behaviour	Specialization I	3 Hours/ Week	3
MKT 458	Integrated Marketing Communication	Specialization II	3 Hours/ Week	3
MKT 473	Marketing Channels	Specialization III	3 Hours/ Week	3
MKT 480	Strategic Brand Management	Specialization IV	3 Hours/ Week	3
MKT 483	International Marketing	Specialization V	3 Hours/ Week	3
MKT 465	Service Marketing	Specialization VI	3 Hours/ Week	3
MKT 485	Pricing	Specialization VII	3 Hours/ Week	3
MKT 468	Personal Selling and Sales Management	Specialization VIII	3 Hours/ Week	3
Total	Theory/ Specialization: 08		24 Hours	24

5.10 Brief Courses Description: BBA Program**5.10.1 Core Courses****ENG 101 General English**

This course is designed for developing adequate proficiency in listening and reading comprehension, speaking and writing of correct English. The course contains fundamentals of grammar, composition, translation, vocabulary and pronunciation. This course will enhance knowledge and skills of students in English as a language and communication medium.

BUS 101 Introduction to Business

This course outlines the aims and objectives, functions and responsibilities of business enterprises. Through this course, students will gain an understanding of the various aspects of business activities, and a vocabulary of business terms and business environment.

HUM 101 Basics in Humanities

This course is designed to orient the students with the basics in humanities. Topics on literature, fine arts, culture, civilization and other finer ramifications of human life and living are included in this course.

STA 101 Basic Statistics

This course introduces basics of collection, processing and presentation of statistical data to the students. The course includes topics such as, frequency distribution, measures of central tendency, measures of dispersion, basic probability concepts, simple correlation and regression analysis, statistical quality control, and the like.

ACC 102 Principles of Accounting

This course focuses on Generally Accepted Accounting Principles (GAAP) which aims understanding basic accounting theory and performs the accounting required for an accounting cycle. It includes the techniques of recording, summarizing, analyzing the transactions of a business and preparing and interpreting the financial statements.

STA 151 Business Statistics

This course emphasizes on sampling theory and methodology, probability distribution, estimation and hypothesis testing for linear statistical models. Index number, time series analysis, and Chi-square test are also discussed in the course.

ENG 201 English Composition

This course has been designed with a view to advancing the English language abilities of the learners through a wide-ranging set of activities and exercises. Upon the successful completion of the course, students will be expected to reach an optimum level of proficiency in spoken and written English, which will enable them to communicate with ease and confidence in real life situations. The course contains three units, which are spoken English, essentials of English pronunciation and conversation practice and writing exercises.

PSY 151 Introduction to Psychology

This course aims at familiarizing the students of business with the central concepts and theories of psychology and provides a conceptual overview of understanding human behaviour and mental processes. It covers both the traditional areas of psychology and applied topics, including the biological foundations of behaviour, sensation, perception, learning, memory, abnormal behaviour and treatment and health psychology.

BUS 201 Business Communication

This course is designed to help the students in learning the techniques and acquiring the skills needed to communicate effectively in management. The course deals with

English for business communication and covers various techniques of effective communication like business letters and e- mails, memos, reports and other tools.

MGT 201 Principles of Management

This foundation course will help the students to know the basics in management. The course deals with the concepts and meaning of management; management principles and theories; and functions of business management such as planning, organizing, staffing, motivating and controlling. Various techniques of management and social responsibility of management will also be discussed in this course.

MTH 151 Business Mathematics

This course covers basic algebra, coordinate geometry, set theory, equations and inequalities, mathematics of finance, permutations and combinations, matrix, linear programming, differential and integral calculus. Methods of solving business problems are reviewed in details.

ECO 105 Microeconomics

This course brings into focus the basic concepts and theories of microeconomics. It covers theory of demand, supply, household behaviour, production and cost, and utility. It further focuses on product-market equilibrium, and the price discrimination.

BUS 305 Macro Environment Analysis

This course deals with different external environments, such as political, legal, demographical, socio-cultural and technological, which are beyond the direct control of business organizations. The course teaches how these environments should be analyzed systematically to identify opportunities and threats for organization and how different elements of these environments can be incorporated into the decision making process.

FIN 105 Business Finance

This course is designed to introduce students to the basic concepts of finance. This course provides an understanding of overall financial functions and activities in business organization. The course also covers provisions of finance, mathematics of finance, credit and bank services, risk and return, time value of money, raising short, intermediate and long-term finance, development of financial institutions and implications of all these concepts in business.

LAW 251 Business Law

This course deals with laws related to business and its operation. Company law, mercantile law, industrial laws are discussed in detail. This course strives to help the students understand the increasing network on legislation which influences the organization and general management.

MKT 105 Principles of Marketing

This course introduces and the students of the business studies to the basic concepts and principles of marketing. It helps students to understand the marketing process, overall marketing environment, marketing information system, consumer and business markets and buyer behaviour; market segmentation, targeting and positioning; and developing the marketing mix.

ECO 155 Macroeconomics

This course focuses on the mechanism of macro economy and its cyclical fluctuation. Major topics included are Gross Domestic Product (GDP), Gross National Product (GNP), national income, personal income, determination of national income by Classical and Keynesian theories, savings, consumption, investments, government expenditures and balance of trade and payments. This course also examines economic problems and their solutions; good and ill effects of fiscal and monetary policies and some aspects of international economics with current affairs.

HRM 251 Human Resource Management

Human Resources Management course provides an overview of the fundamentals, importance, and impact of human resource management in an organization. The course focuses primarily on planning, attracting and selecting, placing, developing, evaluating, and rewarding human resources.

MKT 301 Marketing Management

This course investigates marketing from managerial perspective. It focuses on different marketing strategies, marketing plan and implementation. It will help students to expand knowledge and thoughtfulness of main theories, concepts and models in marketing to conduct the improvement and implementation of marketing strategies.

ACC 152 Intermediate Accounting

This course focuses on the theoretical concepts and financial statements in advanced level. It is the continuation of "Principles of Accounting". Students will be able to

understand the concepts of current and long term liabilities, cash flow statement, and preparation and analysis of financial statements of companies.

FIN 301 Financial Management

This course focuses on the analysis of financial problems that a business firm faces. The aim of this course is to teach students different financial theories and their implications for financial problem solving. The course covers financial management decisions, financial performance analysis, capital budgeting techniques, cost of capital, dividend policy, capital structure and leverage etc.

CIS 201 Computer Applications in Business

This course is primarily designed to teach students different software packages popularly used in business enterprises. Students will attend lab classes to have hands-on experiences on how to install, design and implement these software packages. The course will also familiarize students with the fundamental issues of computer operations.

BUS 351 Entrepreneurship

This course introduces the students with the process of entrepreneurship development. It includes start-up strategies for new business, forms of ownership, sources of financing, evaluation of alternative business plans and analysis of business functions. Strategies to embrace calculated risk in investment and contemporary environment for entrepreneurship development are also discussed in this course.

ACC 251 Taxation: Theory and Practice

This course aims at developing students' ability to critically evaluate the taxation procedures of different firms and also the importance of taxation in the economy of Bangladesh. This course focuses on comprehensive analysis of taxation theory, tax regulations, various types of taxes, tax approval authorities. It will help the student to have a strong foundational understanding of the underlying framework and basic principles and concepts of Bangladesh income tax law, converting assessment procedure, income and tax computation of different entities and VAT

MTH 361 Operations Research

This course is a survey of operations research techniques that has found application in the business area. Stress is placed upon model building understanding and solution techniques, including application of the liner programming, transportation, and assignment algorithms as well as sensitivity analysis of the variables. Other topics include game theory, queuing theory, simulation and sequencing models.

CIS 351 Management Information Systems

This course will provide students with an in-depth understanding of how today's business firms use information technologies and systems to achieve corporate objectives. It will also help students to acquire the basic knowledge and skills to utilize information systems in organization. This course includes the role of information systems, organization and strategy; databases and data management; ERP and business applications; telecommunications; e-commerce; IT infrastructure development and security.

BUS 361 Business Research Methods

This course intends to familiarize students with and generate their aptitude for necessary knowledge and skills required to undertake research at business organizations. The subject covers principles and methods of research; collection, collation, measurement, presentation and interpretation of data; report writing and presentation of research findings as well as ways to make useful application of the research result. The course refreshes the basic and most commonly used statistical and other tools used in business researches.

MGT 351 Organizational Behaviour

This course introduces students with various behavioural concepts and tools that will assist them in making responsible decisions through the analysis of human factors of management. The course covers individual behaviour, attitude, personality, perception, organizational communication, conflicts, negotiations, structure, culture, change and managing stress.

ACC 415 Managerial Accounting

This course has been designed to enable the students to acquire the skills necessary to use, interpret and analyze accounting data which will ultimately help to become a better manager. It includes behavioural pattern of costs, cost-volume-profit relationship, variable and absorption costing approaches and profit planning tools.

BUS 411 International Business

The course focuses on the analysis of the major business management functions in international business environment like organizational policies and strategies of multinational companies. Topics include trade and investment theories, various environments, foreign exchange, finance and Accounting, operations management, marketing, human resource management and information technology in the context of international business.

BUS 421 Project Management

This course develops basic skills necessary to organize projects effectively and efficiently. The course focuses on productivity improvement, project life cycle, converting stakeholders' needs into realistic objectives, establishing dependable monitoring techniques, estimating project costs and realistic time schedules etc.

MGT 497 Strategic Management

This course intends to equip students with the knowledge of models, methods and practices of strategic management to help them become effective strategy formulators and implementers. It explores how organizations should conduct systematic analysis of environment; how to formulate policies, understand business risk and opportunities, and strategies and alternatives. The course is conducted mainly through cases, group discussions and selected additional readings to articulate the knowledge in other courses on functional areas of management.

5.10.2 Major in Accounting

ACC 485 Advanced Financial Accounting I

The course is designed to provide students with sound conceptual and technical knowledge of advanced financial accounting topics. The objectives of the course are to introduce the students with the important aspects of share and goodwill valuation, dilutive securities, EPS and cost of borrowing. It will also train students to apply theoretical concepts into practical business situations.

ACC 475 Accounting for Managerial Control

The aim of the course is to discuss the various roles and interpretations of financial and organizational control from different perspectives specifically the Cost control, Strategic Planning, Management Control, Performance measurement and evaluation in an organization.

ACC 454 Tax Accounting

This is the advanced level of taxation which focuses on in depth analysis of taxation theory, tax regulations, tax practices, various types of taxes and double taxation relief. This course is designed to give fundamental learning of taxation principles, laws and different characteristics and functions of financial ordinance.

ACC 451 Cost Accounting

This course is designed to introduce the fundamentals of cost accounting, with

ACC 490 Advanced Financial Accounting II

ACC 495 Advanced Financial Accounting III

ACC 455 Advanced Cost Accounting

ACC 462 Auditing

5.10.3 Major in Finance

FIN 462 Working Capital Management

company's financial position, demonstrate application of various inventory management techniques, estimate efficient collection, movement, and disbursement of cash in firm, utilize short-term financial planning model to forecast cash flows, develop short-term investment and financing strategy.

FIN 461 Financial Markets and Institutions

The aim of this course is to understand the functions performed and the roles played by the system of financial markets and financial institutions in the global economy. It also makes a wide range of financial market events comprehensible to the students. At the end of this course, students will have a sophisticated knowledge about present and future financial market developments.

FIN 454 Principles and Practices of Banking

This course contents familiarizes students with the evolution of banking, and different structural, functional and other classifications of banking. The course also covers role of banks in economic development, financial statement of banks, banking system in Bangladesh, social responsibilities and ethical issues in banking operations, various functions of bank operations such as deposits, loans, mortgages, liquidity, asset-liabilities management and specialized bank services.

FIN 457 Insurance and Risk Management

This course looks at risk exposures and how these risks are addressed. It focuses on risk management process that involves five steps: identification, evaluation, control, financing and monitoring. The course also covers different types of insurance – fire, marine, life, health and disability, and home, property, and automobile insurance; and methods to calculate insurance needs.

FIN 456 Financial Statement Analysis and Valuation

This course intends to provide students with the conceptual background and analytical skills that are necessary for analysis and valuation of business activities. Through this course, students will learn how to analyze and interpret financial and non-financial information strategically and accomplish valuation of assets, liability and equity.

FIN 455 Security Analysis and Portfolio Management

This course concerns itself with investment in financial assets with specific attention to the returns and risk associated with investment in securities. The objectives of the course are to provide students with different techniques of investing financial assets

and risks associated with investing in securities; identify and evaluate the financial markets; construct optimal portfolios; conduct fundamental and technical analysis and assess the concepts of diversification and management of portfolio.

FIN 464 International Financial Management

The course discusses how to broaden financial decision-making to the global setting. Problems pioneered through international factors are also considered. Course contents cover issues, such as the determination of cost of capital and exchange rate, international diversification, foreign exchange market, money and capital market, long term investment in multinational country and the quantification and hedging of economic exposure.

FIN 466 Corporate Finance

This course examines important issues in corporate finance from the perspective of financial managers who are responsible for making significant investment and financing decisions. It includes the concept of capital budgeting, uncertainty and various strategic tools of investment and financing decisions. The course also analyzes corporate financial policy, including capital structure, cost of capital and dividend policy, and evaluates the corporate status by analyzing the financial distress position.

5.10.4 Major in Human Resource Management

HRM 461 Strategic Staffing

This course addresses the strategic role and skills needed to assess how organizations create value and to align with one of the major HR functions staffing to execute the organization's strategy. The course specifically discusses about strategic staffing, staffing strategies, strategic job analysis, forecasting and planning, sourcing and identifying recruits, recruiting, assessing internal and external candidates, managing workforce flow etc.

HRM 450 Labour Law

This course discusses labour laws and analyzes their impacts on employment decision-making. The course covers conditions of employee service and employment; wage and payment; health, hygiene and safety; trade unions, disputes, labour court; workers' participation in company profits etc.

HRM 464 Employee Training and Development

The primary objective of this course is to explain the tools and techniques of training and development that are used to develop employee knowledge, skills and abilities. Discussion includes how to assess training and development needs; how to design and develop training programs; how to administer and evaluate training programs.

HRM 473 Compensation Management

This course discusses the strategies, procedures and other issues involved in developing and administering a compensation system that attracts and retains competent workforce. The course enables students to know how to integrate information of employee performance into compensation system; how to develop and administer a competitive pay structure; difficulties of designing an effective pay structure; and so on. The linkage between compensation and employee motivation; effect of laws and regulations on pay system; executive compensation; etc. are also discussed.

HRM 453 Industrial Relations

This course focuses on building and maintaining a healthy relation between management and labour for smooth operation of business. The content of the course includes major theories and approaches to industrial relations; structure and activities of trade unions; strategies for dealing with unions; forms and issues concerning industrial conflict; dispute and grievance resolution mechanisms; etc. Social control of industrial conflict, special issues of woman and child labour; maintaining organizational stability and disciplining employee behaviour; compliance of labour laws; etc. are also discussed.

HRM 466 Organization Development and Change

This course focuses on the understanding of basic processes and systems of organizational development and change. The approach of discussion is integrated and comprehensive. Topics include organizational renewal and changes, development process, intervention process, organizational culture, change in vision and mission statement and their impact, challenges of organizational development and change, and so on.

HRM 467 Organization Structure and Design

This course intends to examine various techniques and theories of organizational structure and design. The course discusses classical, neo-classical, contemporary and emerging design approaches; functional, divisional, geographical, hybrid and matrix

structures; hourglass, cluster and network structures; problems and perspectives in designing organizations and developing organizational structures.

HRM 474 Labour Economics

Labour Economics is designed to teach students how to use economic tools to analyze issues related to labour markets and to develop knowledge of the relevant institutional framework. This course focuses on labour supply and demand, labour market equilibrium, various applications of human capital investment and education, wage determination, hiring practices, labour market discrimination, bargaining, contracts, incentives and unemployment fluctuations.

5.10.5 Major in Management

MGT 450 Operations Management

This course examines how manufacturing and service organizations efficiently utilize a variety of resources to provide goods and services. Topics include production planning, scheduling and control, plant location and layout, work study method, inventory control, maintenance management, quality control and productivity management.

MGT 452 Management Science

This course is designed to provide students with a sound conceptual understanding of the role that management science plays in the decision-making process. It aims at orienting the students to business analysis and developing their quantitative skills for solving business problems. The course includes topics such as application, methodologies and models of MS; linear programming; decision theory; goal programming; integer programming; dynamic programming and Markov analysis.

ECO 452 Managerial Economics

This course allows business students to use economics to formulate strategic business decisions. Topics include demand and supply, elasticity of demand, income elasticity and cross price elasticity, demand estimation and forecasting; consumer and producer theories; theory of cost; perfect competition; monopoly, duopoly, oligopoly and monopolistic competition; market imperfections; pricing policies.

MGT 462 International Management

This course intends to respond to the continuing demand for changing management applications in organization nature. After studying this course, students will learn

the concepts of international management and be able to apply these concepts to practical situations. This course deals with factors affecting international management, impact of MNCs, globalization and localization, international strategic management, levels of international strategies and foreign market analysis.

MGT 454 Small Business Management

This course primarily focuses on both the entrepreneurial aspect and continuing management of small businesses. As managing a small firm is a multidisciplinary activity, this course focuses on various issues like how to set up a business, basics of business, leadership, management, marketing, financial controls and other business strategies for successful start-up and operations of the small business enterprise.

MGT 471 Organizational Development and Change

This course focuses on the understanding of basic processes and systems of organizational development and change. The approach of discussion is integrated and comprehensive. Topics include organizational renewal and changes, development process, intervention process, organizational culture, change in vision and mission statement and their impact, challenges of organizational development and change, etc.

MGT 464 Managing Innovation

This course aims to create the understanding of innovation processes in organization and how to manage such processes effectively. It includes discussions on nature of innovation, innovation process, innovation typologies, changes in the external environment and drivers for change, models of organizational innovation and change, individual and group creativity, factors associated with innovation, practices for developing innovative organizations, organizational culture, and transformational leadership. The course helps to appreciate the importance of personal creativity and social interaction for development and implementation of new ideas, services, products, and processes.

MGT 472 Organizational Structure and Design

This course intends to examine various techniques and theories of organizational structure and design. The course discusses classical, neo-classical, contemporary and emerging design approaches; functional, divisional, geographical, hybrid and matrix structures; hourglass, cluster and network structures; problems and perspectives in designing organizations and developing organizational structures.

5.10.6

Major in Marketing**MKT 473 Marketing Channels**

Selecting and managing the channel is the focus of this course. Therefore, the concrete course objectives are to offer an insight, realistic view and proper knowledge of marketing channels; expose marketing techniques, identify and work on channel problems; motivate, encourage and assist students to improve their analytical and critical problem solving skills; support to develop rational view of the realms of marketing theory and practice.

MKT 455 Consumer Behaviour

The aim of this course is to facilitate the understanding of the individual consumer behaviour. The course covers consumer decision-making process, the impact of internal and external factors on the process, consumer adoption and diffusion process, and purchase and post purchase behaviour. Students will learn the basic theories and apply the classroom ideas in real life context throughout the semester.

MKT 458 Integrated Marketing Communication

This course provides students with a framework to devise and implement an integrated marketing communication campaign for a business. Topics include the planning, development, implementation and evaluation of sundry communication tools such as advertising, sales promotion, direct marketing, public relations and personal selling.

MKT 483 International Marketing

The course is introduced to help the students to develop a critical appreciation of both the opportunities and challenges associated with increasing globalization of markets. The course will discuss the key environmental factors that shape buyer needs and preferences, influence of overseas political and economic factors about companies, the influence of international competition, pricing policies, international distribution system, advertising and promotion for international markets and different strategic decisions to international marketing.

MKT 468 Personal Selling and Sales Management

The course deals with both the management of sales force as well as the techniques involved in effective personal selling. This course aims to develop an understanding of the sales process, the skills of effective sellers, the optimization of the sales force (time and allocation), the strategic role of sales management, and the process of motivating and controlling a sales force.

MKT 465 Services Marketing

This course explores the management of marketing efforts for service businesses. The focus is on the strategies and concepts to minimize the gap between service expectation and service experience by customers. The course investigates service design and delivery according to customers' expectation, role of employees and customers in service delivery, service recovery, pricing and marketing communication of services.

MKT 480 Strategic Brand Management

This course examines the concepts and techniques of achieving long-term profitability through sound branding. Students will learn how to devise successful branding strategies by building, measuring, and managing brand equity. It covers theories and models of the strategic brand management process that includes building customer based brand equity; determining brand positioning and brand values; selecting appropriate brand elements; planning and implementing integrated marketing programs to build brand equity; measuring brand performance; and finally devising a sustainable branding strategy.

MKT 485 Pricing

This course covers fundamental theories, and analytical and conceptual tools for constructing effective pricing strategies. It covers the critical pricing related concepts such as customers' value perception, the price-demand relationship, cost structure and elements, and the competition. Students will learn how profitable pricing strategies can be developed with regard to different customer segments, new products, stages in the lifecycle of products, product lines, the distribution channel, and promotion.

Rights to Change Rules and Content

The authority of Premier University is independent by its statute to enact its own laws, policies, rules, regulations, requirements, etc. The authority may enact, change and enforce any law, policy, rule, regulation, requirement, etc. whenever it deems it necessary and the content of this handbook is subject to change without notice. Every potential student who intends to seek admission and/or to accept registration in this university shall have to agree to such deletions, revisions or additions whether made before or after his/her acceptance.

6. Photo Gallery



Founder Chairman Alhaj ABM Mohiuddin Chowdhury



Freshers Reception Program



Seminar at the Department



Seminar at the Department



Celebrating the Independence Day



Celebrating the Independence Day



Celebrating the May Day



Career Fest at the Department



Workshop by Industry Veterans



Workshop by Industry Veterans



Workshop by Industry Veterans



Workshop by Industry Veterans



Workshop for the Students



Industry Visit



Industry Visit



Industry Visit





Cultural Performance by Students



Cultural Performance by Students



Workshop by Industry Veterans



Student Activity



Student Activity



Student Activity



Student Activity



Student Activity