NATIONAL UNIVERSITY BANGLADESH



Syllabus
Bachelor of Business Administration (Honours) Second Year
Department of Finance and Banking

PROVISIONAL

Effective from the Academic Year: 2024–2025 and onward

Vision of the University
We expect that the hundredth anniversary of the National University, our commitment to "Progress for Everyone" will be evident in all areas of our operations and stakeholder engagements.

We leverage our core strength in education, research, and community engagement to address pressing global issues and foster sustainable development.

By 2042, National University aims to strengthen its positions as Bangladesh's top academic institution and rank among the world's leading universities. Our focus will be on expanding expertise building strategic partnerships, and increasing our global influence. Our services will be measured by the achievements of the individuals and communities we serve.

Mission of the University
To promote "Progress for Everyone" by fostering transformative education, conducting pioneering research, and encouraging meaningful collaboration with individuals, communities, and partners both in Bangladesh and around the world.

Name of the Program Offering Entity: School of Undergraduate Studies (SUS), National University, Bangladesh

Name of the Program: Bachelor of Business Administration (BBA) Honours in Finance & Banking

Program Educational Objectives (PEOs)
PE0 1: Produce skilled business graduates by developing learners' theoretical and practical knowledge and managerial abilities in the field of finance and banking.
PEO 2: Develop learners' skills toward meeting the demand of 21st century complex workplace that will enhance employability.
PEO 3: Offer students contemporary academic contents through activity-based classroom that will ensure graduate competencies in the market-place.
PEO 4: Develop innovation capabilities among the graduates that will promote entrepreneurship as a profession.
PEO 5: Develop professional and ethical responsibilities among graduates which will help them to ensure sustainability in business practices.
PEO 6: Develop learners' meta cognitive skills and emotional intelligence that enable them as effective thinkers in the competitive business landscape.
PEO 7: Produce technologically skilled graduates in the field of finance and banking that will make them as distinct human capital in the competitive job market.
PEO 8: Develop research skills among the graduates so that they can engage in innovation collaborating international communities.

Program Learning Outcomes (PLOs)
At the time of graduation, BBA in Finance & Banking students will have achieved the ability to:

PLO 1: Deal with the business problems in real life by applying the knowledge of finance and banking.
PLO 2: Analyze and interpret complex data for decisions-making.

PROVISIONAL

PLO 3: Create new venture through entrepreneurial skills for the advancement of socio-economic development.

PLO 4: Deal with the global business practices and cross-cultural management.

PLO 5: Demonstrate strong knowledge of the different areas of finance and banking through applying managerial and leadership capabilities in diverse business environments.

PLO 6: Analyze and interpret as the financial analyst and financial manager to develop financing investment decision for corporations.

PLO 7: Demonstrate a comprehensive understanding of social responsibility and use ethical frameworks to make informed and responsible financial decisions.

PLO 8: Develop strong foundation in business administrations for addressing and solving real life challenges.

Mapping PLOs with PEOs

PEOs / PLOs	**PEO-1**	**PEO-2**	**PEO-3**	**PEO-4**	**PEO-5**	**PEO-6**	**PEO-7**	**PEO-8**
PLO-1						✓		
PLO-2								✓
PLO-3				✓				
PLO-4							✓	
PLO-5	✓							
PLO-6			✓					
PLO-7					✓			
PLO-8		✓						

PROVISIONAL

Courses, Marks and Credit Distribution

Second Year

Serial	Course Code	Course Title	Marks	Credits
1.	8222451	Fundamentals of Banking	100	4
2.	8222453	Financial Management	100	4
3.	8222455	Macroeconomics	100	4
4.	8222457	Business Law	100	4
5.	8222459	Principles of Management	100	4
6.	8222461	Principles of Marketing	100	4
7.	8226601	Applied Information and Communication Technology	75	3
8.	8226602	Practical: Applied ICT	25	1
9.	8221171	Functional English	100	4
10.	8222462	Viva-Voce (Finance and Banking)	50	2
Total			850	34

PROVISIONAL

Detailed Syllabus

Course Code: 8222451	Marks: 100	Credits: 4	Class Hours: 56
Course Title: Fundamentals of Banking			

Course description

This course provides a comprehensive introduction to the fundamentals and practical operations of the banking system, with a specific focus on Bangladesh. Students will explore the structure of commercial banks, the banker-customer relationship, account management, loan principles, and the use of negotiable instruments. Additionally, the course strongly emphasizes modern digital banking technologies—including electronic fund transfers (RTGS, NEFT, SWIFT), mobile banking, and Core Banking Systems—equipping students with the practical and analytical skills necessary to navigate today's technology-driven financial landscape.

Course Objectives

- Introduce students to the origin, meaning, functions, structure, and role of banks and the banking system in Bangladesh.
- Develop understanding of the banker–customer relationship, including their respective rights, obligations, and responsibilities.
- Explain the various functions performed by commercial banks.
- Familiarize students with procedures and regulatory requirements for different types of deposits.
- Develop knowledge of different methods of electronic fund transfer such as RTGS, NEFT, and SWIFT.
- Explain the principles of bank lending, credit creation, risk diversification, and the relationship between liquidity and profitability.
- Develop understanding of negotiable instruments, including promissory notes, bills of exchange, cheques, and different types of crossing and endorsement.
- Introduce students to the role and application of digital banking, including ATM, debit and credit cards, mobile banking, internet banking, SWIFT, and core banking systems.
- Develop students' analytical and practical skills to understand banking operations and apply banking concepts in real-world financial situations.
- Create awareness of the importance of efficient, secure, customer-oriented, and technology-driven banking services in the modern financial system.

Course Learning Outcomes (CLOs):

Upon successful completion of the course, students will be able to:

CLO1	Explain the origin, meaning, functions, and structure of the banking system, with particular reference to Bangladesh.
CLO2	Describe and differentiate the banker–customer relationship and explain the rights, duties, and obligations of both bankers and customers.
CLO3	Classify and explain functions of commercial banks and relate them to banking operations.
CLO4	Demonstrate the procedures and requirements for opening, operating, transferring, and closing different types of deposit accounts in accordance with KYC requirements.
CLO5	Explain and distinguish different methods of bank remittance, including demand drafts, bankers' cheques, mail transfer, telegraphic transfer, RTGS, NEFT, and SWIFT.
CLO6	Apply the principles of bank lending and analyze credit creation, risk diversification,

PROVISIONAL

	liquidity, profitability, and the balance sheet of a commercial bank.
CLO7	Identify, classify, and distinguish different negotiable instruments, types of cheques, crossing, and endorsement, and apply relevant banking principles to practical situations.
CLO8	Explain and evaluate the role, importance, benefits, and applications of technology in modern banking, including ATM, debit and credit cards, mobile banking, internet banking, SWIFT, and Core Banking Systems.
CLO9	Analyze practical banking situations and recommend appropriate banking procedures, services, and solutions based on established banking principles.
CLO10	Demonstrate professional awareness of secure, efficient, customer-oriented, and technology-enabled banking practices.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs)

	PLO1	**PLO2**	**PLO3**	**PLO4**	**PLO5**	**PLO6**	**PLO7**	**PLO8**
CLO1	√						√	
CLO2						√		
CLO3		√				√		
CLO4				√				√
CLO5			√				√	
CLO6							√	
CLO7					√			
CLO8		√		√				√

Course Contents

Weeks	**Topic**	**Teaching Learning Strategy**	**Assessment Strategy**	**CLOs**
1-3	**Evolution of Banking:** Origin, Meaning and Definition of Bank, Structure of Bangladeshi Banking System, Meaning of Banking and Banker, Meaning of Customer, Relationship between Banker & Customer, Obligation of a Banker & Customer, Rights of a Banker–Right of Set off, Right of Appropriation.	Lecture, Tutorial, Quiz, Assignment	Concept Mapping, Q&A Session, Class Quiz, Incourse/Mid-term, Final Examination	CLO1
4-7	**Functions of Bank:** (i) Primary Functions: Accepting Deposits : Demand Deposits, Current and Savings, No Frills Account, Time Deposits-Recurring & Fixed Deposits, Flexi Deposit (Auto Sweep), Granting Loans & Advance-Term Loan, Short Term Credit, Overdraft, Cash Credit, Purchasing, Discounting of Bills, (ii) Secondary Functions: Agency Functions–Payment & Collection of Cheques, Bills & Promissory notes, Execution of Standing Instructions, Acting as a Trustee, Executor, General Utility Functions: Safe Custody, Safe Deposit Vaults, Remittances of Funds , Pension	Lecture, Assignment, Tutorial, Group Discussion	Role-play Assessment (Banker-Customer), Group Assignment, Incourse/Mid-term, Final Examination	CLO2, CLO9

PROVISIONAL

	Payments, Acting as a Dealer in Foreign Exchange.			
8-11	**Procedure for Opening & Operating of Deposit Account:** Procedure for Opening of Deposit Account: Know Your Customer-Needs and Norms (KYC Norms), Application form, Introduction, Proof of Residence, Specimen, Signature & Nomination: Their Importance, Procedure for Operating Deposit Account: Pay-in-Slips, Withdrawal Slips, Issue of Pass, Issue of Cheque book, Issue of Fixed Deposit Receipt, Premature Encashment of Fixed Deposits & Loan against Fixed Deposit, Recurring Deposits: Premature Encashment & Loan against Recurring Deposit, Closure of Accounts, Transfer of Accounts to another branches/banks, Types of Account Holders: i) Individual Account Holders–Single or Joint, Illiterate, Minor, Married Woman, Non Resident accounts, ii) Institutional account holders-Sole Proprietorship, Partnership firm, Joint Stock Company, Clubs, Associations & Trusts.	Lecture, Presentation, Group Discussion	Practical KYC Form Fill-up Exercise, Case Study Analysis, Incourse/Mid-term, Final Examination	CLO3
12-14	**Methods of Remittances:** Demand Drafts, Bankers' Cheques & Truncated Cheques, Mail Transfer & Telegraphic Transfer. 4.3 Electronic Funds Transfer- RTGS, NEFT & SWIFT.	Lecture, Presentation, Group Discussion	SWIFT/RTGS Flowchart Design, Interactive Quiz, Final Examination	CLO4
15-18	**Lending Principles, Credit Creation & Balance Sheet of a Bank:** Classification of loan, Safety, Liquidity, Profitability, Diversification of Risks Conflict between liquidity and profitability, Multiple Credit Creation: Process & Limitations.5.3 Balance Sheet of a commercial bank.	Lecture, Presentation, Assignment	Credit Risk Evaluation Report, Problem-based Assignment, Final Examination	CLO5
19-21	**Negotiable Instruments:** Definition, Meaning & Characteristics of Promissory Note, Bill of Exchange & Cheque, Types of Cheques-Bearer, Order & Crossed, Types of Crossing-General & Special.	Lecture, Presentation, Tutorial, Group Discussion	Cheque Drafting & Truncation Simulation, Group Presentation, Final Examination	CLO6
22-24	**Endorsement:** Definition & Meaning of Endorsement, Types of Endorsement–Full or Special, Restrictive, Partial, Conditional, Sans Recourse, Facultative.	Lecture, Presentation, Group Discussion, Assignment	Spot-the-Error in Endorsement Task, In-class Case Analysis, Final	CLO7

PROVISIONAL

			Examination	
25-28	**Technology in Banking:** Need & Importance of Technology in Banking, E-Banking: ATM, Credit Card, Debit Card, Tele Banking, Mobile Banking, Net Banking, SWIFT, Concept & Benefits of Core Banking System.	Lecture, Presentation, Group Discussion	Digital Banking App Usability Review, Open Discussion, Final Examination	CLO8, CLO10

Course Assessment Framework

Total Course Marks: 100 Examination Duration: 4 Hours

Assessment Category	Assessment Component	Weightage
Formative Assessment (20%)	Attendance & Class Participation	5%
	In-course Examination	10%
	Quiz / Assignment Presentation	5%
Summative Assessment (80%)	Final Examination • Students will have to answer 8 questions out of 12 • 10 marks per question ($8 \times 10 = 80$ marks) • Each question may contain maximum 3 sub-sections (e.g., a, b, c)	80%

List of Books

Chowdhury, L. R. (2017). *A Text Book on General Banking* (3rd ed.). Brother's Publication.

Sangle, B., Salve, T. N., & Mulani, M. U. (2013). *Fundamentals of Banking* (1st ed.). Success Publications.

PROVISIONAL

Detailed Syllabus

Course Code: 8222453	Marks: 100	Credits: 4	Class Hours: 56
Course Title: Financial Management			

Course Description

This course offers a comprehensive overview of financial management principles and the strategic role of financial managers in modern business organizations. Students will develop essential analytical skills to make informed investment and financing decisions through the in-depth study of capital budgeting techniques, capital structure theories, and the cost of capital. The curriculum also covers critical corporate finance topics, including dividend policy, capital market and lease financing, working capital management, and mergers and acquisitions (M&A). By blending theoretical frameworks with practical applications, this course equips students with the tools needed to optimize financial resources, manage risk, and maximize organizational value.

Course Objectives

The course aims to:

- Develop a comprehensive understanding of the concepts, principles, objectives, and functions of financial management and the role of financial managers in business organizations.
- Develop students' ability to make investment decisions by understanding capital budgeting cash flows and applying techniques such as Payback Period, Discounted Payback Period, ARR, NPV, IRR, and Profitability Index.
- Develop students' ability to incorporate taxation, inflation, depreciation, and various measures of risk and uncertainty into capital investment decisions.
- Explain the major theories and determinants of capital structure and enable students to understand financing decisions and the determination of an appropriate capital structure.
- Provide students with an understanding of the concept, components, significance, and determination of the cost of various sources of capital.
- Provide an understanding of dividend decisions and major dividend policy theories, including the MM, Walter, Gordon, and signaling approaches.
- Familiarize students with capital market financing and the mechanisms of issuing equity and debt securities, including public offerings, rights issues, underwriting, IPOs, and bond financing.
- Develop knowledge of lease financing and enable students to distinguish among different types of leases and evaluate their advantages and limitations.
- Develop skills in working capital management, including operating and cash conversion cycles, financing policies, and estimation of working capital requirements.
- Familiarize students with the concepts, types, methods, benefits, and strategic considerations of mergers and acquisitions.

Course Learning Outcomes (CLOs)

Upon successful completion of the course, students will be able to:

CLO	Course Learning Outcomes
CLO1	Explain the fundamental concepts, objectives, principles, and functions of financial management and the role of financial managers in achieving organizational financial goals.
CLO2	Identify and analyze relevant cash flows associated with capital investment projects, including initial investment, operating cash flows, and terminal cash flows.

PROVISIONAL

CLO3	Apply capital budgeting techniques such as Payback Period, Discounted Payback Period, ARR, NPV, IRR, and Profitability Index to evaluate investment proposals and make investment decisions.
CLO4	Explain and evaluate major theories of capital structure, including the NOI approach, Traditional approach, MM theory, Trade-off theory, and Pecking Order theory, and their implications for financing decisions.
CLO5	Calculate and interpret the cost of capital, WACC, and marginal cost of capital.
CLO6	Analyze the factors affecting dividend policy and apply relevant dividend theories, including Walter, Gordon, MM irrelevance, and signaling theories, to dividend decisions.
CLO7	Describe and analyze major methods of capital market financing, including public offerings, rights issues, IPOs, underwriting, equity securities, preferred stock, and long-term debt instruments.
CLO8	Explain and distinguish different forms of lease financing and evaluate their characteristics, advantages, limitations, and applications in business financing.
CLO9	Analyze working capital requirements using operating cycle and cash conversion cycle concepts and evaluate alternative policies for financing current assets.
CLO10	Analyze mergers and acquisitions, synergy, acquisition methods, and takeover defenses.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs)

	PLO1	**PLO2**	**PLO3**	**PLO4**	**PLO5**	**PLO6**	**PLO7**	**PLO8**
CLO1	√						√	
CLO2						√		
CLO3		√				√		
CLO4				√				√
CLO5			√				√	
CLO6							√	
CLO7					√			
CLO8		√		√				√
CLO9		√						
CLO10			√				√	

Course Contents

Weeks	**Topic**	**Teaching Learning Strategy**	**Assessment Strategy**	**CLOs**
1-3	**Introduction:** Meaning of Financial Management; Financial Goal: Profit Maximization vs. Wealth Maximization, Meaning of Financial Manager, Funstions of Financial Manager, Importance of Financial Management, Factors influencing financial decisions, Agency Problems, Dealing with Agency Problems; Principles of Financial Management.	Lecture, Tutorial, Quiz, Assignment	Concept Mapping, Q&A Session, Incourse/Mid-term	CLO1
4-6	**Capital Budgeting**: Capital expenditure, conventional and non-conventional cash flow,	Lecture, Assignment,	Excel Modeling	CLO2, CLO9

PROVISIONAL

	The relevant cash flows, Finding the initial investment, operating cash inflows and terminal cash flows, Techniques of Capital Budgeting: Payback Period Method, Discounted Payback Period Method, Average Rate of Return, NPV, IRR, Profitability Index Method and Capital Rationing.	Tutorial, Group Discussion	Exercise, Problem-solving Assignment, Incourse/Mid-term	
7-9	**Capital Budgeting Under Risk and Uncertainty:** Inflation, Tax, Investment tax credit, Depreciation, Cash inflow forecasting, Measures, and incorporation of risk in capital budgeting; Sensitivity, Scenario, Simulation, Certainty equivalent method (CEM), Decision theory, and Decision tree analysis.	Lecture, Presentation, Group Discussion	Decision Tree Simulation, Case Analysis, Incourse/Mid-term	CLO3
10-12	**Theory of Capital Structure:** Introduction to the Theory; Assumptions and Definitions; Net Operating Income Approach, NOI Approach and Traditional Approach; Modigliani-Miller (MM) Position; Arbitrage Pricing Theory (APT); Taxes and Capital Structure; Corporate plus Personal Taxes; Merton-Miller's Equilibrium; Effects of Bankruptcy Costs, Tradeoff Model, Pecking Order Theory, Determining Optimum Capital Structure, Capital Structure Decisions.	Lecture, Presentation, Group Discussion	Financial Data Analysis, Peer Discussion, Final Examination	CLO4
13-14	**Cost of Capital:** Definition, Significance, Components, Factors of cost of capital, Weighted average cost of capital, Marginal cost of capital.	Lecture, Presentation, Assignment	WACC Calculation Task, Final Examination	CLO5
15-17	**Dividend Policy:** Meanings of Dividend, Types of dividend, Types of Dividend Policies, Factors Affecting Dividend Policy, Theories of dividend policy- MM Irrelevance Theory, Walter Model, Gordon Model, MM Hypothesis, Relevance of dividend policy, Signaling theory of dividend.	Lecture, Presentation, Tutorial, Group Discussion	Corporate Policy Debate, Group Presentation, Final Examination	CLO6
18-20	**Capital Market Financing:** Public Offering of Securities; Traditional Underwriting, Best Efforts Offering, Making a Market, Shelf Registrations, Flotation Costs, Government Regulations for Issuing Securities, SEC Review, SEC Regulations in the Secondary Market, Selling Common Stock Through a Rights Issue, Value of Rights, Success of the Offering, Standby Underwriting, Oversubscriptions, Rights Issue vs. Public Offering, Green Shoe Provision, Financing a Fledgling, Initial Public Offerings,	Lecture, Presentation, Group Discussion, Assignment	IPO Prospectus Review, Concept Quiz, Final Examination	CLO7

PROVISIONAL

	Information Effects of Announcing a Security Issue; Types of Long-term Debt Instruments; Retirement of Bonds; Preferred Stock and its Features; Common Stock and its Features; Bond Refunding.			
21-23	**Lease Finance:** Concept of Leasing, Essential elements of leasing, Classification of lease – Finance Lease and Operating Lease, Sale and Lease Back and direct Lease, Bipartite Lease and Tripartite Lease, Single Investor Lease and Leveraged Lease, Domestic and International Lease – Import Lease, Cross Border Lease, Advantages of Leasing and Limitations of Leasing.	Lecture, Presentation, Group Discussion	Lease vs. Buy Analysis, In-class Discussion, Final Examination	CLO8, CLO10
24-25	**Working Capital Management:** Importance, Determinants of Working capital, Policies for Financing Current Assets, Operating Cycle and Cash Conversion Cycle, Estimating Working Capital Requirement.		Cash Cycle Estimation Project, Quiz, Final Examination	
26-28	**Merger and Acquisition:** Overview of merger and acquisition, Types of mergers and acquisition, Benefits of merger and acquisition, Synergy, Methods of merger and acquisition, Defensive techniques against unfriendly takeover.		M&A Case Pitch, Open Discussion, Final Examination	

Course Assessment Framework

Total Course Marks: 100 Examination Duration: 4 Hours

Assessment Category	Assessment Component	Weightage
Formative Assessment (20%)	Attendance & Class Participation	5%
	In-course Examination	10%
	Quiz / Assignment Presentation	5%
Summative Assessment (80%)	Final Examination • Students will have to answer 8 questions out of 12 • 10 marks per question ($8 \times 10 = 80$ marks) • Each question may contain maximum 3 sub-sections (e.g., a, b, c)	80%

List of Books:

Ross, S. A., Westerfield, R. W., & Jordan, B. D. (2025). *Fundamentals of corporate finance* (14th ed.). McGraw Hill.

Van Horne, J. C. (2001). *Financial management and policy* (12th ed.). Prentice Hall.

Van Horne, J. C., & Wachowicz, J. M. (2010). *Fundamentals of financial management* (13th ed.). FT Prentice Hall.

PROVISIONAL

Course Code: 8222455	Marks: 100	Credits: 4	Class Hours: 56
Course Title: Macroeconomics			

Course Description

This course provides a comprehensive introduction to the fundamental concepts and analytical frameworks of macroeconomics. Students will explore key topics such as national income accounting, economic fluctuations, and the Classical and Keynesian theories of income and employment. The curriculum delves into consumption and investment behaviors, money demand and supply, and simultaneous equilibrium in goods and money markets using the IS-LM framework. Furthermore, the course examines open-economy macroeconomics, inflation, and unemployment—with specific relevance to the macroeconomic context of Bangladesh—equipping students with the analytical tools needed to interpret real-world economic issues and evaluate effective policy responses.

Course Objectives

- Develop an understanding of the fundamental concepts, scope, and analytical approaches of macroeconomics.
- Explain and apply national income accounting concepts and methods, including GDP, GNP, NNP, national income, personal income, and disposable income.
- Develop students' ability to analyze economic fluctuations, business cycles, output gaps, and the relationship between economic growth and human welfare.
- Explain Classical and Keynesian theories of income and employment and the determination of aggregate demand and output.
- Develop an understanding of consumption and investment behavior and the major theories and determinants underlying consumption and investment decisions.
- Explain the theories of money demand and money supply and analyze the role and effectiveness of monetary policy in influencing economic activity.
- Develop students' ability to analyze equilibrium in goods and money markets using the IS-LM framework and evaluate monetary and fiscal policy interactions.
- Introduce open-economy macroeconomics and develop an understanding of international trade, capital flows, balance of payments, exchange rates, and purchasing power parity.
- Analyze the causes, consequences, and policy responses to inflation and unemployment, with particular attention to the macroeconomic context of Bangladesh.
- Apply macroeconomic theories and analytical tools to interpret contemporary economic issues and formulate appropriate policy responses.

Course Learning Outcomes (CLOs)

After successfully completing this course, students will be able to:

CLO	Course Learning Outcome
CLO1	Explain the fundamental concepts, scope, subject matter, and major analytical approaches of macroeconomics and distinguish macroeconomic analysis from microeconomic analysis.
CLO2	Calculate and interpret major national income and price-level measures, including GDP, GNP, NNP, NI, PI, DI, GDP deflator, CPI, and PPI.
CLO3	Analyze circular flow of income, saving, investment, government activity, foreign trade,

PROVISIONAL

	multiplier effects, business cycles, potential and actual GDP, and output gaps.
CLO4	Compare and evaluate the Classical and Keynesian theories of income and employment and explain the determination of effective demand, aggregate demand, and aggregate supply.
CLO5	Analyze and apply consumption and saving functions and explain major theories of consumption, including the Absolute Income, Life-Cycle, Relative Income, and Permanent Income hypotheses.
CLO6	Analyze the determinants of investment, marginal efficiency of investment, accelerator principle, multiplier-accelerator interaction, and their relationship with business cycles.
CLO7	Explain and evaluate major theories of money demand and supply and analyze the instruments and mechanisms of monetary policy and monetary expansion.
CLO8	Derive and interpret the IS and LM curves and analyze simultaneous equilibrium in goods and money markets, including the effects of fiscal and monetary policies and the liquidity trap.
CLO9	Analyze open-economy macroeconomic issues, including international flows of goods and capital, balance of payments, exchange rates, and purchasing power parity.
CLO10	Explain and evaluate the causes, types, effects, and major theories of inflation and unemployment and assess alternative stabilization and policy measures, particularly in the context of Bangladesh.
CLO11	Apply macroeconomic theories and quantitative tools to analyze real-world economic problems and formulate evidence-based macroeconomic policy recommendations.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs)

	PLO1	**PLO2**	**PLO3**	**PLO4**	**PLO5**	**PLO6**	**PLO7**	**PLO8**
CLO1	√						√	
CLO2						√		
CLO3		√				√		
CLO4				√				√
CLO5			√				√	
CLO6							√	
CLO7					√			
CLO8		√		√				√
CLO9		√						
CLO10			√				√	

Course Contents

Weeks	**Topic**	**Teaching Learning Strategy**	**Assessment Strategy**	**CLOs**
1-3	**Introduction:** Concept of Macroeconomics, Microeconomics VS Macroeconomics, Partial VS General Equilibrium Analysis, Static-Comparative State and Dynamic Analysis, Scope, and Subject Matter of	Lecture, Tutorial, Assignment	Concept Mapping Exercise, Class Participation, Incourse/Mid-term	CLO1

PROVISIONAL

	Macroeconomics.			
4-6	**National Income Accounting:** Measurement and Methods-Concepts of National Income-GDP, GNP, NNP, NI, PI, DI, PPR, Problem of GDP Measurement,- Real vs. Nominal GDP, GDP Deflator, Consumer Price Index (CPI), Producer Price Index (PPI), Sectoral composition of national income in Bangladesh, GDP and Human Welfare- Potential vs. actual GDP- The Business Cycle- Output gap- The model of the Circular Flow of Income: Goods and Money Flows between Households and Firms-Saving-Investment-Foreign Trade-Government Activity-Multiplier.	Lecture, Assignment, Tutorial, Quiz, Group Discussion	GDP Calculation Worksheet, Group Quiz, Incourse/Mid-term	CLO2
7-9	**Theories of Income and Employment:** Classical Theory of Income and Employment-Keynesian Theory of Income and Employment-Effective Demand-Aggregate Demand and Aggregate Supply-Saving and Investment.	Lecture, Presentation, Group Discussion	Classical vs. Keynesian Debate, Essay Assignment, Incourse/Mid-term	CLO3
10-12	**Consumption and Consumer Expenditure:** Consumption Function-Short-run and Long-run-APC and MPC-Saving function-APS and MPS-Overview of the Theories of Consumption-Absolute Income-Life Cycle-Relative Income-Permanent Income Hypothesis.	Lecture, Presentation, Group Discussion	Consumption Function Problem Set, Q&A Session, Incourse/Mid-term	CLO4
13-15	**Investment Demand:** Meaning of Investment-Determinant of Investment-Marginal Efficiency of Investment-Accelerator Principle-Interaction between Multiplier and Accelerator of Investment-Theory of Business Cycle.	Lecture, Presentation, Assignment	Investment Multiplier Simulation, Peer Review, Final Examination	CLO5
16-18	**Demand and Supply of Money**: Demand for Money-The Quantity Theory of Money-Fisher's Vs. Cambridge version-Keynesian Theory of Money-The Modern Quantity Theory of Money-Supply of Money-The Instruments of Monetary Policy-The Mechanism of Monetary Expansion-The Determinants of Money Supply.	Lecture, Presentation, Tutorial, Quiz, Group Discussion	Monetary Policy Case Study, Interactive Class Poll, Final Examination	CLO6
19-21	**Goods and Money Market:** Good Market Equilibrium-The Derivation of	Lecture, Presentation,	IS-LM Graphing Task, Policy Mix Analysis, Final	CLO7

PROVISIONAL

	the IS Curve-Money Market Equilibrium-The Derivation of LM Curve-Simultaneous Equilibrium of the Goods and Money Market-Demand curve derivation-Monetary and Fiscal Policies for Stabilization Purpose-Policy mix-Liquidity trap.	Group Discussion, Assignment	Examination	
22-24	**The Open Economy Macroeconomics:** The International Flows of Capital and Goods-Balance of payments-Exchange Rates-The Purchasing Power Parity (PPP).	Lecture, Presentation, Group Discussion	Exchange Rate Calculation Quiz, Open Discussion, Final Examination	CLO8
25-26	**Inflation:** Meaning of inflation, Types of inflation, Cause and Effects, Theories of Inflation, Inflation measurement, Government policies for controlling inflation.	Lecture, Presentation, Group Discussion	Real-world Inflation Tracking Report, Concept Quiz, Final Examination	CLO9
27-28	**Unemployment:** Meaning and Measurement-Cost and Causes-Alternative Policy Measures-Unemployment in Bangladesh.	Lecture, Presentation, Group Discussion	Bangladesh Unemployment Data Presentation, Mock Exam, Final Examination	CLO10

Course Assessment Framework

Total Course Marks: 100 Examination Duration: 4 Hours

Assessment Category	Assessment Component	Weightage
Formative Assessment (20%)	Attendance & Class Participation	5%
	In-course Examination	10%
	Quiz / Assignment Presentation	5%
Summative Assessment (80%)	Final Examination • Students will have to answer 8 questions out of 12 • 10 marks per question ($8 \times 10 = 80$ marks) • Each question may contain maximum 3 sub-sections (e.g., a, b, c)	80%

List of Books:

Abel, A. B., Bernanke, B. S., & Croushore, D. (2024). *Macroeconomics* (11th ed.). Pearson.
Ahuja, H. L. (2006). *Macroeconomics: Theory and Policy* (11th ed.). S. Chand & Co. (India).
Dornbusch, R., Fisher, S., & Startz, R. (2001). *Macroeconomics* (8th ed.). McGraw-Hill/Irwin.

PROVISIONAL

Detailed Syllabus

Course Code: 8222457	Marks: 100	Credits: 4	Class Hours: 56
Course Title: Business Law			

Course Description

This course provides a comprehensive examination of the legal frameworks and regulatory environments governing business operations, with a specific focus on Bangladesh. Students will explore fundamental areas of commercial and industrial law, including the principles of contracts, partnerships, company formation and management, and labor regulations under the Bangladesh Labor Act. The curriculum further delves into practical legal applications involving negotiable instruments, the sale and carriage of goods, banking compliance, and the Money Laundering Prevention Act. By integrating legal theory with real-world business cases and ethical dilemmas, the course equips students with the analytical and decision-making skills necessary to navigate complex legal situations, ensure compliance, and uphold principles of corporate social responsibility and governance.

Course Objectives

The course aims to:

- Develop students' understanding of fundamental legal concepts and the legal environment of business.
- Explain the major principles and applications of commercial and business law in Bangladesh.
- Develop students' ability to apply contractual, partnership, company, labor, and commercial law principles to business situations.
- Familiarize students with relevant aspects of company law, labor law, negotiable instruments, sale of goods, carriage of goods, and money laundering prevention.
- Develop awareness of emerging business ethics, ethical dilemmas, social responsibility, stakeholder orientation, and corporate governance.
- Develop students' analytical, problem-solving, communication, and decision-making skills through practical business cases under legal environment.
- Promote legally responsible, socially responsible, and professionally competent business graduates.

Course Learning Outcomes (CLOs)

After successful completion of this course, students will be able to:

CLO	Course Learning Outcome	Learning Domain
CLO1	Explain the fundamental concepts of law, Business Law, legal environment, legal systems, and the rule of law.	Knowledge
CLO2	Explain and apply the essential principles of contract law, including offer, acceptance, consideration, consent, void and voidable agreements, bailment, pledge, agency, and discharge of contracts.	Knowledge & Application
CLO3	Analyze the rights, liabilities, and responsibilities of partners and explain the formation, management, administration, and winding-up of companies.	Analysis
CLO4	Explain major provisions of the Bangladesh Labor Act, 2006 and	Knowledge &

PROVISIONAL

	analyze issues related to worker safety, welfare, trade unions, collective bargaining, and industrial disputes.	Analysis
CLO5	Apply principles relating to negotiable instruments and the sale of goods to practical business transactions.	Application
CLO6	Explain the Money Laundering Prevention Act 2012 and analyze its implications for businesses through relevant cases.	Knowledge & Analysis
CLO7	Explain the legal principles governing the carriage of goods by sea, road, rail, and air.	Knowledge & Application
CLO8	Analyze ethical issues, social responsibility, stakeholder interests, and corporate governance in contemporary business organizations.	Analysis & Evaluation

Course Learning Outcomes and Program Learning Outcomes Mapping

CLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
CLO1	✓	✓				✓		
CLO2	✓	✓	✓	✓		✓		
CLO3	✓	✓	✓			✓	✓	
CLO4	✓	✓	✓	✓		✓	✓	
CLO5	✓	✓	✓			✓		
CLO6	✓	✓	✓		✓	✓		✓
CLO7	✓	✓	✓					
CLO8	✓	✓	✓	✓		✓	✓	✓
CLO9				✓				✓
CLO10			✓			✓		

Course Content

Week	Topic	Teaching Learning Strategy	Assessment Strategy	CLOs
1-3	**Introduction to Legal Environment:** Defining and understanding law, Business Law and legal environment, why study business law, nature of law and legal theory, components of legal system, types of legal system task of legal system, classification of law, Society/Community and Rule of law – Commercial or Mercantile law. Limitations and Challenges of Commercial Law.	Lecture & Assignment	Group Activity, Quiz, Assignment	CLO1
4-6	**Law of Contract:** Concept of contract, objective and scope. Essential elements of Contract	Interactive Lecture	Case-Based Learning,	CLO2

PROVISIONAL

	Classification of Contract, Offer and Acceptance Revocation, Void and Voidable Agreements – Free Consent – Bailment & Pledge- Law of Agency, Termination or Discharge of Contracts, Case Studies.		Quiz, Assignment	
7-9	**Law of Partnership:** Nature of partnership, Rights and liabilities of partners, Duties and responsibilities of partners, Dissolution of firms, Practical partnership-related cases	Interactive Lecture	Quiz, Assignment, Group Discussion	CLO3
10-12	**Company Law:** i) **Introduction**: Company Act 1994, Essential elements of company, Types of Company, Convertion of Private limited company to Public Limited Company. ii) **Formation**: Company Formation, Memorandum of Association, Articles of Association, Prospectus etc. iii) **Management and Administration**: Directors, Managing Directors or Company Secretary–Meeting and Resolutions–Accounts and Audit. iv) **Winding up:** Winding up of companies–compulsory winding up by the court–voluntary winding up by the members themselves and Voluntary winding up by the Creditors–voluntary winding up under the supervision of the court.	Presentation	Quiz, Assignment, Group discussion	CLO3
13-15	**Industrial Law**: **Labor Law:** i) A brief overview of labor law & Bangladesh labor code-2006 ii) Health and Hygiene Worker safety – welfare – leaves & holidays. iii) Law relating to Workmen's compensation act 2006. iv) Trade union–CBA –ILS-Resolving industrial unrest–Settlement of industrial disputes	Lecture, Assignment	Case-Based Learning	CLO4
16-18	**Negotiable Instruments Act**: Definitions of Bill of Exchange (B/E), Promissory Note (P/N) and cheques–Acceptance and Negotiations, Rights and Liabilities of parties–Dishonor of Negotiable Instruments. Business applications and practical examples	Interactive Lecture	Group Discussion and Presentation	CLO5
19-21	**Sale of Goods Act:** Definition & types of goods-Goods sale & Agreement to sell–Essential elements–Condition & warranty–Doctrine of Caveat Emptor-Transfer of ownership–Performance of contract of sale, Practical business	Interactive Lecture & Assignment	Group Activity	CLO5

PROVISIONAL

	applications.			
22-24	**Money Laundering Prevention Act 2012.** Concept of money laundering, Money laundering prevention framework, Business implications, Responsibilities of business organizations, Compliance considerations, Case study	Lecture and Presentation	Individual Case Study	CLO6
25-26	**Carriage of Goods**: Carriage of goods by sea, carriage of goods by road, carriage of goods by rail, carriage of goods by air, Responsibilities and liabilities in the transportation of goods	Interactive Lecture & Assignment	Group Discussion	CLO7
27-28	**Bank Company Act:** Title, Definition, Business of banking companies, Minimum paid capital and reserves, Election of new directors, Subsidiary companies, Power of Bangladesh Bank, Licensing of banking companies, Maintenance of liquid assets, Directors tenure, Family board members, Wilful Defaulters, forced mergers.	Interactive Lecture	Problem-Based Learning	CLO8

Course Assessment Framework

Total Course Marks: 100 Examination Duration: 4 Hours

Assessment Category	Assessment Component	Weightage
Formative Assessment (20%)	Attendance & Class Participation	5%
	In-course Examination	10%
	Quiz / Assignment Presentation	5%
Summative Assessment (80%)	Final Examination • Students will have to answer 8 questions out of 12 • 10 marks per question ($8 \times 10 = 80$ marks) • Each question may contain maximum 3 sub-sections (e.g., a, b, c)	80%

List of Books

Bangladesh Companies Act. (n.d.).

Bangladesh Labor Law (Code), 2006. (2006).

Cheeseman, H. R. (n.d.). *Business law: Legal, ethical, and international environment*. Prentice Hall.

Jahir, M. (n.d.). *Companies & securities law*.

Khan, A. A. (n.d.). *Bangladesh labor and industrial law*. Pravati Prakashani.

Sheth, T. (n.d.). *Business law*. Pearson.

Sen, A. K., & Mitra, I. (n.d.). *Commercial law and industrial law*. World Press Ltd.

Workers' Compensation Act, 1923. (1923).

PROVISIONAL

Course Code: 8222459	Marks: 100	Credits: 4	Class Hours: 56
Course Title: Principles of Management			

Course Description

This course offers a comprehensive introduction to the fundamental principles, theories, and practices of modern management. Students will explore the historical evolution of management thought before delving into the core managerial functions: planning, organizing, staffing, leading, motivating, and controlling. By examining major leadership styles, motivation theories, organizational structures, and change management strategies, the curriculum bridges theoretical concepts with practical application. Ultimately, the course equips students with the essential analytical, interpersonal, and conceptual skills necessary to navigate complex organizational challenges and lead effectively in contemporary global business environments.

Course Objectives

The course aims to:

- Introduce students to the fundamental concepts, nature, scope, importance, principles, and functions of management.
- Explain the historical development and major schools of management thought, including classical, behavioral, quantitative, systems, and contingency approaches.
- Develop understanding of the major managerial functions of planning, organizing, staffing, leading, motivating, and controlling.
- Examine major management theories and principles and their application in contemporary organizations.
- Develop analytical skills for understanding organizational structures, delegation, decentralization, leadership styles, and managerial practices.
- Explain major theories of motivation and leadership and their relevance to employee performance and organizational effectiveness.
- Develop students' ability to apply management concepts and techniques to organizational and managerial problems.
- Provide a foundation for understanding management as a discipline, profession, career, and global organizational practice.

Course Learning Outcomes (CLOs)

After successfully completing the course, students will be able to:

CLO	Course Learning Outcome	
CLO1	Explain the meaning, nature, scope, importance, principles, functions, and contemporary concepts of management.	
CLO2	Describe and compare major schools and approaches of management thought, including Scientific Management, Fayol's principles, Human Relations, Behavioral, Quantitative, Systems, and Contingency approaches.	
CLO3	Apply the principles and techniques of planning to organizational situations, including identifying objectives, planning steps, types of plans, and planning constraints.	
CLO4	Analyze organizational structures, span of management, departmentation, authority and responsibility, delegation, and decentralization.	
CLO5	Explain and apply the major processes of staffing, including recruitment, selection, training, promotion, and managerial development.	

PROVISIONAL

CLO6	Evaluate different leadership styles and theories and determine their relevance to different organizational situations.	
CLO7	Apply and analyze major theories of motivation, including Maslow, Herzberg, McGregor, Vroom, and McClelland, in organizational contexts.	
CLO8	Explain and apply the controlling process and appropriate control techniques to improve organizational performance.	
CLO9	Analyze managerial problems by integrating the functions of planning, organizing, staffing, leading, motivating, and controlling.	
CLO10	Demonstrate an understanding of management practices in contemporary and global organizational environments.	

Course Learning Outcomes and Program Learning Outcomes Mapping

CLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
CLO1	✓	✓				✓		
CLO2	✓	✓	✓	✓		✓		
CLO3	✓	✓	✓			✓	✓	
CLO4	✓	✓	✓	✓		✓	✓	
CLO5	✓	✓	✓			✓		
CLO6	✓	✓	✓		✓	✓		✓
CLO7	✓	✓	✓					
CLO8	✓	✓	✓	✓		✓	✓	✓
CLO9				✓				✓
CLO10			✓			✓		

Course Contents

Week	Topic	Teaching Learning Strategy	Assessment Strategy	CLOs
1-3	**Introduction**: Meaning; Scope, Importance, Principles, Functions, Rules of managers, Is Management Science or Art? Is Management a Profession? Management as a Career, Global management.	Lecture & Assignment	Group Activity, Quiz, Assignment	CLO1
4-6	**Schools of Management**: History of management, Early contribution to Management, Various Approaches to Management, Taylor's Scientific Management, Functional or Process Approach,	Interactive Lecture	Case-Based Learning, Quiz, Assignment	CLO2

PROVISIONAL

	Fayol's Principles of management, Human Relations, Behavioral Science Approach, Quantitative Approach, Systems Approach, Contingency Approach, Other Contemporary Approaches to Management.			
7-9	**Planning**: Meaning; Importance; Nature; Types; Steps; Factors Affecting Planning; Planning Techniques; Limits of Planning; Making Planning Effective.	Interactive Lecture	Quiz, Assignment, Group Discussion	CLO3
10-12	**Organizing**: Meaning; Nature; Importance; Span of Management; Departmentation Authority and Responsibility; Types of Organization at Structure; Delegation of Authority; Decentralization of Authority; Problems in Organizing.	Presentation	Quiz, Assignment, Group discussion	CLO3
13-15	**Staffing**: Meaning; Purpose; Importance; Recruitment; Selection; Training; Promotion; Developing Managers; Using Manager Inventory Chart.	Lecture, Assignment	Case-Based Learning	CLO4
16-17	**Leading**: Meaning; Importance; Ingredients of Leadership; Styles of Leadership: Autocratic, Democratic and Free-reign-Likerts System; Managerial Grid Approach; Theories of Leadership.	Interactive Lecture	Group Discussion and Presentation	CLO5
18-20	**Motivating**: Meaning; Motivation and Motivator, Importance, The Need-Want-Satisfaction- Chain, Theory of Motivation, Mc-Gregor's Theory X and Theory Y', Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Vroom's Expectancy Theory, McClelland's Achievement, Various Motivation Techniques.	Interactive Lecture & Assignment	Group Activity	CLO5
21-23	**Controlling**: Meaning, Nature; Importance; Controlling Process, Requirements of an Effective Control System, Controlling Techniques.	Lecture and Presentation	Individual Case Study	CLO6
24-25	**Managerial Roles:** Levels of management, Interpersonal, informational, and decisional roles, Mintzberg's managerial roles, Key managerial skills-conceptual, human, technical.	Interactive Lecture & Assignment	Group Discussion	CLO7
26-28	**Managing Change:** Preparation and assessment, vision and strategy, stakeholder engagement, communication plan, Training and enablement, Reinforcement, and review.	Interactive Lecture	Problem-Based Learning	CLO8

PROVISIONAL

Course Assessment Framework

Total Course Marks: 100 Examination Duration: 4 Hours

Assessment Category	Assessment Component	Weightage
Formative Assessment (20%)	Attendance & Class Participation	5%
	In-course Examination	10%
	Quiz / Assignment Presentation	5%
Summative Assessment (80%)	Final Examination • Students will have to answer 8 questions out of 12 • 10 marks per question ($8 \times 10 = 80$ marks) • Each question may contain maximum 3 sub-sections (e.g., a, b, c)	80%

List of Books

Griffin, R. W. (2021). *Management* (13th ed.). Cengage Learning.

Islam, M. M., & Khan, A. A. (2018). *Fundamentals of management* (5th ed.). Abir Publications.

Koontz, H., & Weihrich, H. (2005). *Management: A global perspective* (11th ed.). Tata McGraw-Hill.

Robbins, S. P., & Coulter, M. (2005). *Management* (8th ed.). Pearson Education.

PROVISIONAL

Course Code: 8222461	Marks: 100	Credits: 4	Class Hours: 56
Course Title: Principles of Marketing			

Course Description

This course provides a comprehensive overview of fundamental marketing principles and their critical role in creating, communicating, and delivering customer value in a dynamic business environment. Students will explore core marketing concepts, including strategic planning, environmental analysis, market research, and consumer buying behavior. The curriculum delves deeply into the application of segmentation, targeting, and positioning (STP) strategies alongside the integrated marketing mix (product, branding, promotion, and distribution). Furthermore, the course places a strong emphasis on contemporary marketing trends—such as digital and social media marketing, artificial intelligence, e-commerce, and sustainable, ethical marketing practices—equipping students with the analytical and practical skills needed to solve real-world marketing challenges.

Course Objectives

The objectives of this course are to:

- Develop a comprehensive understanding of marketing concepts, principles, functions, and practices and their role in creating, communicating, delivering, and capturing customer value.
- Explain the evolution, nature, scope, importance, and contemporary practices of marketing in both domestic and global business environments.
- Develop students' ability to analyze the marketing environment and identify opportunities, threats, trends, and challenges affecting marketing decisions.
- Develop knowledge and skills in strategic marketing planning, including mission and objectives, business portfolio analysis, SWOT analysis, marketing strategy, implementation, and control.
- Develop an understanding of consumer and organizational buying behavior and the psychological, social, cultural, economic, and technological factors influencing purchasing decisions.
- Enable students to apply segmentation, targeting, and positioning (STP) principles in developing effective marketing strategies for different markets and customer groups.
- Develop knowledge of product, service, branding, pricing, communication, personal selling, and distribution-related marketing decisions and their integration within the marketing mix.
- Equip students with knowledge and practical skills in marketing research and marketing information systems, including data collection, analysis, interpretation, and application in marketing decision-making.
- Develop competence in digital and social media marketing, including SEO, SEM, content marketing, social media, e-commerce, digital advertising, analytics, marketing automation, AI, and personalization.
- Develop students' ability to evaluate ethical, social, legal, and environmental issues in marketing and formulate responsible and sustainable marketing strategies.
- Enhance students' analytical, problem-solving, communication, and decision-making skills through marketing cases, practical exercises, and application of marketing concepts to real-world business situations.

PROVISIONAL

Course Learning Outcomes (CLOs)

Upon successful completion of the course, students will be able to:

CLO	Course Learning Outcome
CLO1	Explain the fundamental concepts, principles, nature, scope, evolution, functions, and importance of marketing and marketing management.
CLO2	Analyze the microenvironment and macroenvironment of an organization and identify relevant marketing opportunities, threats, trends, and challenges.
CLO3	Apply strategic planning tools, including mission and objectives, SWOT analysis, business portfolio analysis, and the BCG growth-share matrix, in marketing decision-making.
CLO4	Explain and apply the marketing research process, including problem identification, research design, data collection, sampling, questionnaire development, data analysis, and interpretation.
CLO5	Analyze consumer buying behavior and explain the psychological, personal, social, cultural, technological, and situational factors affecting consumer decisions.
CLO6	Apply segmentation, targeting, and positioning (STP) concepts to identify appropriate target markets and develop effective value propositions and positioning strategies.
CLO7	Evaluate and develop product, service, branding, packaging, labeling, and brand management strategies to create customer and brand value.
CLO8	Design and evaluate integrated marketing communication and promotional strategies using advertising, sales promotion, public relations, events, sponsorship, and experiential marketing.
CLO9	Demonstrate knowledge and practical skills in personal selling, relationship selling, direct marketing, customer relationship management, negotiation, and customer lifetime value.
CLO10	Apply digital and social media marketing tools and techniques, including SEO, SEM, content marketing, social media, email, mobile marketing, e-commerce, digital advertising, analytics, and marketing automation.
CLO11	Analyze the applications and implications of artificial intelligence, personalization, recommendation systems, privacy, and data protection in contemporary marketing.
CLO12	Evaluate ethical, social, legal, environmental, and sustainability issues in marketing and develop responsible and sustainable marketing strategies.
CLO13	Analyze marketing cases and real-world business problems and formulate evidence-based marketing strategies and solutions.
CLO14	Communicate marketing plans, analyses, recommendations, and campaign proposals effectively using appropriate professional and analytical tools.

Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
CLO1	√						√	
CLO2						√		
CLO3		√				√		
CLO4				√				√
CLO5			√				√	
CLO6							√	
CLO7					√			

PROVISIONAL

CLO8		√		√				√
CLO9		√						
CLO10			√				√	
CLO11					√			

Course Contents

Week	Topic	Teaching Learning Strategy	Assessment Strategy	CLOs
1-2	**Introduction to Marketing:** Meaning, Definition, Nature and Scope of Marketing, Evolution of Marketing, Thought and Practice, Core Marketing Concepts-Needs, wants and demands, Products, services and experiences, Value and satisfaction, Exchange and transactions, Markets and relationships, Characteristics of Marketing, Importance and Functions of Marketing.	Lecture & Assignment	Group Activity, Quiz, Assignment	CLO1
3-5	**Strategic Planning and the Marketing Process:** Meaning and Importance of Strategic Planning, Corporate and Business-Level Strategy, Mission, Vision, Goals and Objectives, Strategic Planning Process, Business Portfolio Analysis-Strategic Business Units and BCG growth-share matrix, Marketing Strategy and Marketing Planning, Components of a Marketing Plan, The Marketing Process, and SWOT Analysis.	Interactive Lecture	Case-Based Learning, Quiz, Assignment	CLO2
6-7	**The Marketing Environment:** Meaning and Importance of the Marketing Environment, Microenvironment and Macroenvironment, Demographic and Social Trends, Technological Change and Marketing, Global and Economic Forces, Environmental Sustainability and Marketing, Political and Legal Influences, Cultural Influences on Marketing, Environmental Scanning and Monitoring, Opportunities and Threats in the Marketing Environment and Analysis of the Marketing Environment: Practical Cases.	Interactive Lecture	Quiz, Assignment, Group Discussion	CLO3
8-9	**Marketing Information Systems and Marketing Research:** Meaning and Importance of Marketing Information, Marketing Information Systems (MIS), Components of a Marketing Information System, Big Data and Marketing Analytics, Meaning and Importance of Marketing Research, Marketing Research Process, Defining the Research Problem and Objectives, and Developing	Presentation	Quiz, Assignment, Group discussion	CLO3

PROVISIONAL

	a Research Plan.			
10-12	**Consumer Behavior:** Meaning and Importance of Consumer Behavior, Consumer Buying Behavior, Types of Consumer Buying Decisions, Consumer Buying Decision Process, Factors Influencing Consumer Behavior, Motivation and Perception, Learning and Memory, Attitudes and Beliefs, Lifestyle and Personality, Social Class and Reference Groups, Family and Household Buying Behavior, Digital Consumer Behavior, Online Consumer Decision-Making, and Customer Experience and Satisfaction.	Lecture, Assignment	Quiz, Assignment, Group Discussion, Presentation	CLO4
13-15	**Market Segmentation, Targeting and Positioning:** Meaning and Importance of Market Segmentation, Bases of Consumer Market Segmentation, Business Market Segmentation, Requirements for Effective Segmentation, Evaluating Market Segments, Market Targeting Strategies, Selecting Target Markets, Meaning and Importance of Market Positioning, Developing a Positioning Strategy, Points of Difference and Points of Parity, Perceptual Mapping, Competitive Positioning, Repositioning Strategies, Developing a Value Proposition and STP Analysis of Selected Brands.	Interactive Lecture	Quiz, Assignment, Group Discussion, Presentation	CLO5
16-18	**Product, Service and Branding Strategy:** Meaning and Importance of Products and Services, Levels of Product, Product Classifications, Product Attributes, Product Lines and Product Mixes, Services and Their Characteristics, Service Marketing Strategies, Service Quality and Customer Experience, Branding: Meaning and Importance, Brand Identity and Brand Image, Brand Equity, Brand Positioning, Brand Names, Logos and Other Brand Elements, and Branding Strategies.	Interactive Lecture & Assignment	Quiz, Assignment, Group Discussion, Presentation	CLO5
19-21	**Marketing Communication and Promotion:** Meaning and Role of Marketing Communication, The Communication Process, Integrated Marketing Communications (IMC), Elements of the Promotion Mix, Advertising, Sales Promotion, Public Relations and Publicity, Event and Experiential Marketing, Sponsorship Marketing, Communication Strategies, Designing an Integrated Marketing Communication Programme, Measuring Communication Effectiveness, Ethical Issues in Marketing Communication, Development and Evaluation of Promotional Campaigns.	Lecture and Presentation	Quiz, Assignment, Group Discussion, Presentation	CLO6

PROVISIONAL

22-23	**Personal Selling and Direct Marketing:** Meaning and Importance of Personal Selling, Role of Personal Selling in the Marketing Mix, Personal Selling Process, Sales Force Structure and Organization, Recruitment, Selection and Training of Salespeople, Sales Force Motivation and Compensation, Sales Performance Evaluation, Relationship Selling, Consultative Selling, Negotiation and Conflict Management, Meaning and Importance of Direct Marketing, Direct Marketing Methods, Database Marketing, Customer Relationship Management, Customer Lifetime Value, Ethical and Legal Issues in Direct Marketing.	Interactive Lecture & Assignment	Quiz, Assignment, Group Discussion, Presentation	CLO7
24-26	**Digital and Social Media Marketing:** Meaning and Scope of Digital Marketing, Traditional Marketing versus Digital Marketing, Digital Marketing Environment, Digital Consumer Behavior, Website and Online Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Social Media Marketing, Major Social Media Platforms and Their Marketing Applications, Influencer Marketing, Email Marketing, Mobile Marketing, E-Commerce and Online Customer Experience, Digital Advertising, Marketing Automation, Web and Social Media Analytics, Key Performance Indicators for Digital Marketing, Artificial Intelligence in Marketing, Personalization and Recommendation Systems, Privacy, Data Protection and Digital Marketing Ethics and Designing and Evaluating a Digital Marketing Campaign.	Interactive Lecture	Quiz, Assignment, Group Discussion, Presentation	CLO8
27-28	**Marketing Ethics and Social Responsibility:** Meaning and Importance of Marketing Ethics, Ethics and Social Responsibility in Marketing, Ethical Decision-Making in Marketing, Consumer Rights and Consumer Protection, Ethical Issues in Product Decisions, Ethical Issues in Pricing, Ethical Issues in Distribution, Ethical Issues in Advertising and Promotion, Digital Marketing Ethics, Privacy and Consumer Data Protection, Deceptive and Misleading Marketing Practices, Green Marketing and Environmental Responsibility, Sustainable Marketing, Social Marketing, Corporate Social Responsibility and Marketing.	Interactive Lecture	Quiz, Assignment, Group Discussion, Presentation	

PROVISIONAL

Course Assessment Framework

Total Course Marks: 100 Examination Duration: 4 Hours

Assessment Category	Assessment Component	Weightage
Formative Assessment (20%)	Attendance & Class Participation	5%
	In-course Examination	10%
	Quiz / Assignment Presentation	5%
Summative Assessment (80%)	Final Examination • Students will have to answer 8 questions out of 12 • 10 marks per question ($8 \times 10 = 80$ marks) • Each question may contain maximum 3 sub-sections (e.g., a, b, c)	80%

List of Book

Kotler, P., Armstrong, G., & Balasubramanian, S. (2026). *Principles of Marketing* (20th ed.). Pearson.

PROVISIONAL

Guidelines of Viva-voce

Course Code: 8222462	**Marks:** 50	**Credits:** 2
Course Title: Viva-voce (Finance and Banking)		
Paper Orientation: Practical		**Program:** B.B.A (Honours) 2nd Year

Course Description

The Viva-voce is a comprehensive oral examination designed to evaluate students' overall academic achievement, subject knowledge in finance and banking, communication skills, critical thinking ability, and professional competence acquired during the program. Conducted after the completion of written examinations, this course provides students with an opportunity to demonstrate their understanding of core areas including financial management, banking operations, financial statement analysis, accounting principles, monetary economics, and contemporary financial issues.

The examination also assesses students' ability to explain financial and banking concepts clearly, apply financial theories in practical contexts, analyze academic and market questions critically, and demonstrate ethical values, confidence, and readiness for professional life in the corporate or banking sector.

Course Objectives

The objectives of the course are to:

- Evaluate students' knowledge of major areas of finance and banking through oral examination.
- Assess students' understanding of financial management, commercial banking, accounting standards, investment principles, and economic frameworks.
- Develop students' communication skills, confidence, and ability to present financial concepts effectively.
- Evaluate students' analytical thinking and ability to relate financial teachings and theories to contemporary market and economic issues.
- Assess students' professional attitude, ethical values, and problem-solving ability in financial decision-making.
- Prepare students for higher education, research, professional interviews, and career development related to Finance and Banking.

Course Learning Outcomes (CLOs)

CLO	Course Learning Outcomes (CLOs)	Bloom's Level	PLO
CLO1	Demonstrate comprehensive knowledge of fundamental concepts, principles, and practices of Finance and Banking.	Understand (C2)	PLO1
CLO2	Explain and analyze major themes related to financial management, banking operations, financial statements, and investment analysis.	Understand / Analyze (C2/C4)	PLO1, PLO2, PLO3, PLO4

PROVISIONAL

CLO	Course Learning Outcomes (CLOs)	Bloom's Level	PLO
CLO3	Communicate financial and business ideas clearly and confidently through effective oral presentation.	Apply / Analyze (C3/C4)	PLO8
CLO4	Analyze contemporary financial and economic issues using quantitative tools, financial principles, and ethical values.	Analyze / Evaluate (C4/C5)	PLO3, PLO5, PLO9
CLO5	Demonstrate critical thinking, professional ethics, leadership qualities, and sound financial decision-making skills.	Apply / Evaluate (C3/C5)	PLO9, PLO10
CLO6	Show readiness for higher studies, research, professional development, and lifelong learning in the financial sector.	Apply / Create (C3/C6)	PLO6, PLO7, PLO10

Teaching System

The course is conducted through an interactive and student-centered approach. Teaching and learning activities include orientation sessions, revision of core finance and banking topics, guided discussions, question-answer sessions, mock viva examinations, individual consultations, self-directed learning, and review of important concepts from previous courses.

Students are encouraged to develop effective communication skills, critical thinking ability, analytical skills, and confidence for successful performance in the viva-voce examination.

Assessment Strategy

Students will be assessed through a comprehensive viva-voce examination conducted by the designated Examination Committee after completion of written examinations.

The assessment will evaluate students' understanding of finance and banking, ability to explain and apply financial knowledge, analytical and critical thinking skills, oral communication ability, professional attitude, confidence, and responsiveness to questions.

The final grade will be awarded based on the overall performance demonstrated during the viva-voce examination.

PROVISIONAL